

FOCUS ON CONTENT MANAGEMENT

Keynotes

NORTH HALL D

Sunday, November 11, 2007

5:45 p.m. – 7:00 p.m.
Sunday Night Live – 30 Years Behind the Scenes at Oracle
Safra Catz, Oracle

Monday, November 12, 2007

8:30 a.m. – 10:15 a.m.
Power of Choice
Hector de J. Ruiz, AMD

8:30 a.m. – 10:15 a.m.
Accelerating The Software Experience
Charles Philips, Oracle

2:00 p.m. – 2:45 p.m.
Transforming Business and IT Experiences through Innovation
Mark Hurd, HP

6:00 p.m. – 7:00 p.m.
Oracle Database 11g – Innovate Faster
Andy Mendelsohn, Oracle

Tuesday, November 13, 2007

8:30 a.m. – 10:15 a.m.
Intel – The Foundation for Innovation
Paul S. Otellini, Intel Corporation

8:30 a.m. – 10:15 a.m.
Lead from the Middle – The Innovative Platform to Innovate on the Web
Thomas Kurian, Oracle

1:45 p.m. – 2:45 p.m.
Oracle Applications – Enabling Business Innovation
Ed Abbo, Oracle

Wednesday, November 14, 2007

8:30 a.m. – 9:15 a.m.
The Next Wave: Looking Over the IT Horizon
Jonathan Schwartz, Sun Microsystems, Inc.

12:45 p.m. – 2:30 p.m.
When Complexity Is Out of Control: Dell's Drive Toward Simplicity
Michael Dell, Dell

12:45 p.m. – 2:30 p.m.
The CEO Keynote
Larry Ellison, Oracle

Hands-On Labs

Monday, November 12, 2007

Experience Oracle Universal Content Management MARRIOTT GOLDEN GATE B3

11:00 a.m. – 12:00 p.m.

Building an Enterprise Web Site from Scratch MARRIOTT GOLDEN GATE B3

12:30 p.m. – 1:30 p.m.

Tuesday, November 13, 2007

Secure Your Content Anywhere at Any Time MARRIOTT GOLDEN GATE B3

3:15 p.m. – 4:15 p.m.

Building an Enterprise Web Site from Scratch MARRIOTT GOLDEN GATE B3

4:45 p.m. – 5:45 p.m.

Wednesday, November 14, 2007

Experience Oracle Universal Content Management MARRIOTT GOLDEN GATE B3

9:45 a.m. – 10:45 a.m.

Thursday, November 15, 2007

Secure Your Content Anywhere at Any Time MARRIOTT GOLDEN GATE B3

10:00 a.m. – 11:00 a.m.

DEMOgrounds MOSCONE SOUTH

Monday, November 12, 2007 10:15 a.m. – 5:30 p.m.

Tuesday, November 13, 2007 10:15 a.m. – 5:30 p.m.

Wednesday, November 14, 2007 10:45 a.m. – 5:30 p.m.

Thursday, November 15, 2007 10:00 a.m. – 1:30 p.m.

About Oracle Content Management

In December 2006, Oracle acquired leading enterprise content management (ECM) technology vendor, Stellent, and now offers the industry's most comprehensive content management platform. Come find out why Oracle was rated a leader in ECM and learn how you can quickly leverage Oracle content management, a component of Oracle Fusion Middleware, to solve multiple business problems. We'd like to welcome our Stellent users to their first experience at OpenWorld this year and invite you to network with fellow customers, educate yourselves on the latest product features and functionalities, and reconnect with the Stellent product team.

Sessions

Sunday, November 11, 2007

TIME	TITLE	LOCATION
8:30 a.m.	IOUG Stellent SIG: Stellent Roundtable	Moscone West 2006 – L2
10:00 a.m.	IOUG Stellent SIG: Content Capture and Integration into ECMS Repository Services	Moscone West 2006 – L2

Monday, November 12, 2007

TIME	TITLE	LOCATION
11:00 a.m.	Oracle Web Content Management Road Map	Moscone West 3008 – L3
11:00 a.m.	Hands-on Lab: Experience Oracle Universal Content Management	Marriott Golden Gate – B3
12:30 p.m.	Intro to WCM: Manage Multiple Web Sites with Oracle Universal Content Management	Moscone West 3008 – L3
12:30 p.m.	Hands-on Lab: Building an Enterprise Web Site from Scratch	Marriott Golden Gate – B3
3:15 p.m.	Introduction to Digital Asset Management and Oracle Content Conversion Server	Moscone West 3007 – L3
4:45 p.m.	Introduction to Oracle Imaging and Process Management	Moscone West 3007 – L3

Tuesday, November 13, 2007

TIME	TITLE	LOCATION
10:45 a.m.	Strategy and Vision for Oracle Content Management	Moscone West 3008 – L3
10:45 a.m.	Introduction to Oracle Information Rights Management	Moscone West 3007 – L3
12:15 p.m.	Introduction to Universal Records Management	Moscone West 3007 – L3
12:15 p.m.	Image is Everything: Imaging Capabilities for Oracle E-Business Suite Financial Customers	Moscone West 2002 – L2
3:15 p.m.	50 Ways to Integrate with Oracle Universal Content Management	Moscone West 3007 – L3
3:15 p.m.	Integrating Oracle Accounts Payable with Oracle Imaging and Process Management	Hilton Franciscan Room B
3:15 p.m.	Bring Web 2.0 to the Enterprise	Moscone West 3000 – L3
3:15 p.m.	Live Archiving: From a Dusty Pile of Tapes to a Critical Enterprise Resource	Moscone West 3008 – L3
3:15 p.m.	Hands-on Lab: Secure Your Content Anywhere at Any Time	Marriott Golden Gate – B3
4:45 p.m.	Oracle Fusion Middleware: Strategy and Directions of a Modern Middleware Platform	Moscone South 308
4:45 p.m.	Using Oracle Universal Content Management to Deliver Web Content to Portals, Web Applications, and Oracle WebCenter	Moscone West 3007 – L3
4:45 p.m.	Hands-on Lab: Building an Enterprise Web Site from Scratch	Marriott Golden Gate – B3

Wednesday, November 14, 2007

TIME	TITLE	LOCATION
9:45 a.m.	Managing a Multi-Web Site Infrastructure with Oracle Universal Content Management	Moscone West 3007 – L3
9:45 a.m.	ING Renault F1 Team Takes the Lead with Oracle Content Management	Moscone West 3008 – L3
9:45 a.m.	Hands-on Lab: Experience Oracle Universal Content Management	Marriott Golden Gate – B3
11:00 a.m.	Stellent with JD Edwards: A True Document Management System	Hilton Franciscan Room C
11:15 a.m.	Securing Content, Freeing Users: Panel Discussion	Moscone West 3008 – L3

Wednesday, November 14, 2007 (cont.)

TIME	TITLE	LOCATION
3:00 p.m.	Oracle Imaging and Process Management in a Shared Service Environment	Moscone West 3007 – L3
4:30 p.m.	Extending Content and Records Management “Beyond the Repository”	Moscone West 3008 – L3
4:30 p.m.	Building and Using an Image Repository	Moscone West 3007 – L3

Thursday, November 15, 2007

TIME	TITLE	LOCATION
8:30 a.m.	Enterprise File Server Consolidation and Enhancement with Oracle Content Management	Moscone West 3008 – L3
10:00 a.m.	Effectively Implementing a Multisite, Multilingual Web Content Management Initiative	Moscone West 3007 – L3
10:00 a.m.	Oracle Imaging and Process Management Customer Case Study: Flextronics	Moscone West 3008 – L3
10:00 a.m.	Hands-on Lab: Secure Your Content Anywhere at Any Time	Marriott Golden Gate – B3
11:30 a.m.	Oracle Applications Content Management Cook-off	Yerba Buena Theater
11:30 a.m.	Lowering Risk and e-Discovery Costs Through Retention Management	Marriott Golden Gate – A2
11:30 a.m.	Break the Bottleneck: Learn How Imaging and Workflow Can Streamline Your Accounting Department	Moscone West 3008 – L3
1:00 p.m.	SharePoint and Oracle Universal Records Management	Moscone West 3007 – L3
1:00 p.m.	Oracle Content Database and Secure Enterprise Search: Managing Contract Archives for the Teamsters	Moscone South 270 & 272

Partners

PARTNER	EXHIBITION HALL	BOOTH #
ImageSource	Moscone South	242
Softlinx	Moscone South	331
Levi, Ray and Shoup	Moscone South	2604

DEMOgrounds MOSCONE SOUTH(K42-47)

Demos

Invisible Enterprise Content Management

- Content management as middleware
- Oracle Internet Directory, Oracle Secure Enterprise Search, Oracle SOA Suite integrations

Imaging and Process Management

- Image-enable business processes
- Automate paper-centric business processes

Universal Records Management (URM)

- Federated records management
- Enterprise retention management
- Physical and electronic records management

Information Rights Management

- Securing content “beyond the repository”
- Monitor and manage information access

Enterprise Content Management and Web 2.0

- Blogs & wikis
- Tagging and clouds
- Ajax and RSS

DEMOgrounds MOSCONE SOUTH(K13-20)

Demos

Oracle Universal Content Management

- Web content management
- Digital asset management
- Retention management

Universal Content Management

- Digital asset management
- Web content management

Universal Content Management

Universal Content Management

- Complete content management capabilities via a single solution
- Security, workflow, delivery and retention

Universal Content Management Integrations

- UCM + Siebel = marketing campaign management solution
- Application integrations

DEMOgrounds Giveaway

MOSCONE SOUTH(K42-47 & K13-20)

Daily drawing for a Fujitsu scanner! Visit the Content Management DEMOgrounds to enter for your chance to win one of 4 Fujitsu desktop scanners. The Oracle ECM team will draw one lucky winner at 4:00 p.m. each day at the Imaging and Process Management demonstration pod. To be eligible for the drawing, attendees must submit a business card each day at one of the Content Management demonstration pods.

Networking Events

EVENT	DAY	LOCATION	TIME
Welcome Reception*	Sunday	Yerba Buena Gardens	7:30 p.m. – 9:30 p.m.
Content Management Customer Reception	Monday	Town Hall	5:30 p.m. – 7:30 p.m.
OTN Night	Monday	Westin St. Francis Hotel	7:30 p.m. – 11:00 p.m.
Appreciation Event*	Wednesday	Cow Palace	8:30 p.m. – 12:30 a.m.
It's a Wrap	Thursday	Howard Street Tent	5:00 p.m. – 7:00 p.m.

* Oracle OpenWorld Full Conference attendees only.