

FOCUS ON SIEBEL CUSTOMER SELF-SERVICE: eBilling, eCommerce & eService

Keynotes

NORTH HALL D

 Monday, November 12, 2007

8:30 a.m. – 10:15 a.m.

Welcome to Oracle OpenWorld
Charles Phillips, President
Oracle

Hector Ruiz, Chairman and CEO
AMD

2:00 p.m. – 2:45 p.m.

Mark Hurd, Chairman and Chief Executive Office
HP

6:00 p.m. – 7:00 p.m.

Andy Mendelsohn, Senior Vice President, Server
Technologies
Oracle

 Tuesday, November 13, 2007

8:30 a.m. – 10:15 p.m.

Paul S. Otellini, President and Chief Executive Officer
Intel

Thomas Kurian, Senior Vice President, Fusion Middleware
Oracle

1:45 p.m. – 2:45 p.m.

Ed Abbo, Senior Vice President, Applications Development
Oracle

 Wednesday, November 14, 2007

8:30 a.m. – 9:15 a.m.

Jonathan Schwartz, Chief Executive Officer and President
Sun Microsystems, Inc.

12:45 p.m. – 2:30 p.m.

Michael Dell, Chairman of the Board and Chief Executive
Officer
Dell

Larry Ellison, CEO
Oracle

Meet the Experts

MOSCONE WEST-2ND FLOOR

 Monday, November 12, 2007 – Overlook Space 1

Siebel Customer Self-Service:
eBilling, eCommerce & eService: 10:00 a.m. – 5:30 p.m.

Meet one-on-one with Oracle product experts.

DEMOgrounds

EXHIBIT HALL – MOSCONE SOUTH

 E-Business Suite Customer Relationship Management

- **Siebel eCommerce & eService 8.1 (Pod F10)**

Get a sneak preview of the new capabilities in Oracle's Siebel 8.1 Self -Service release. This is a J2EE Oracle Fusion Middleware application, loosely coupled from Siebel Customer Relationship Management through Web services and able to support your multichannel CRM strategies by leveraging your existing investments.

- **Customer Self-Service & eBilling 6.0 (Pod F11)**

View the most proven and adopted e -billing solutions on the market. This demo features the next major Oracle eBilling (formerly eDocs) release. Preview how Oracle eBilling 6.0 empowers business managers and individual employees to analyze and understand their costs and usage by identifying trends across multiple views of their unique organization.

- **eBilling Applications for Utilities (Pod A9)**

Stop by the Oracle Utilities demo area to experience Oracle's comprehensive suite of technology and industry application solutions in the areas of work and asset management, meter data management, customer care and billing, CRM, self -service, e -billing, e -payment, mobile workforce management, business intelligence, and spatial technology.

- **Oracle Integrated Solutions for Communications Industry (Pods A3)**

This demo showcases a seamless integrated solution suite enabling a concept -to -cash business process, including concept to market; integrated order, billing, and revenue management; self -service, and service delivery processes. The productized integration release Oracle Application Integration Architecture for Communications underpins the demo.

- **Oracle's Siebel Solutions for Communications (Pods A4)**

This demo introduces the next major evolution of Siebel CRM solutions, including next generation eCommerce built on Fusion application framework, billing self -service, bulk orders for B2B ordering, and pre -paid support. The solutions help streamline processes, capitalize growth opportunity, reduce operational costs and increase customer intimacy.

Sessions

Monday, November 12, 2007

TIME	TITLE	SPEAKING COMPANY	LOCATION
12:30pm – 1:30pm	Keynote: Customer Self-Service Overview	Oracle	Marriott, Salon 8
3:15pm – 4:15pm	Customer Case Study: Sempra Maximizing User Adoption Of CSS For Utilities	Oracle, Sempra	Westin SF Market Franciscan I

Tuesday, November 13, 2007

TIME	TITLE	SPEAKING COMPANY	LOCATION
3:15pm-4:15pm	Customer Case Study: Verizon Wireless Driving CSS & eBilling Adoption	Oracle, Verizon Wireless	Marriott Salon 2
4:45pm – 5:45pm	Customer Case Study: British Telecom Customer Self-Service & eBilling Solutions	Oracle, British Telecom	Marriott Salon 2
4:45pm – 5:45pm	New Release Siebel 8.1: Technical Deep Dive Harnessing Leading Edge Technology	Oracle	Marriott Salon 12 - 13

Wednesday, November 14, 2007

TIME	TITLE	SPEAKING COMPANY	LOCATION
9:45am-10:45am	New Release Siebel eCommerce 8.1: eCommerce & Your Multi-Channel Strategy	Oracle	Marriott Salon 10-11
11:15am – 12:15pm	Driving Self-Service Adoption with Oracle eBilling 6.0	Oracle	Marriott Salon 4
3:00pm – 4:00pm	Building Business-to-Consumer Relationships with Oracle eBilling Self-Service	Oracle	Marriott Salon 2
04:30pm – 5:30pm	New Release Siebel eService 8.1: Empowering Your Customers To Help Themselves	Oracle	Marriott Salon 10-11

Thursday, November 15, 2007

TIME	TITLE	SPEAKING COMPANY	LOCATION
10:00am – 11:00am	New Release! eService & Knowledge Management 2.0	Oracle, Intranet	Marriott Salon 12-13
11:30am – 12:30am	eCommerce Trends: Bridging The Gap Between Visionary & Practical eCommerce	Oracle	Marriott Salon 12-13
2:30pm-3:30pm	Customer Case Study: IEEE Buiding Customer Satisfaction With Customer Self-Service	Oracle, IEEE	Marriott Salon 6

Networking Events and Opportunities

EVENT	DAY	TIME
Welcome Reception*	Sunday	7:30 p.m. – 9:30 p.m.
OTN Night	Monday	7:30 p.m. – 11:30 p.m.
Appreciation Event*	Wednesday	8:30 p.m. – 12:30 a.m.
It's a Wrap	Thursday	5:30 p.m. – 7:30 p.m.

* Oracle OpenWorld Full Conference attendees only.