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**FOCUS ON DATA WAREHOUSE AND OPTIMIZED WAREHOUSE**

**Keynotes**

NORTH HALL D

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Monday November 12, 2007

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

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Wednesday November 14, 2007

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

12:45 p.m. – 1:30 p.m.  
When Complexity Is Out of Control: Dell's Drive Toward  
Simplicity  
Michael Dell, Chairman and CEO  
Dell

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## Sessions

### Monday November 12, 2007

TIME	TITLE	COMPANY	LOCATION
11:00 a.m.	The Future of Database Technology, from Oracle Development	Oracle	Moscone South 103
11:00 a.m.	Overview: Approaches to Oracle Data Warehousing	Oracle	Marriott Golden Gate C3
12:30 p.m.	Oracle Optimized Warehouse for Sun Superior Performance and Rapid Deployment for Data Warehouses	Sun	Hilton Franciscan Room B
3:15 p.m.	Partitioning – Large Data Can't Live Without	Oracle	Moscone South 306
3:15 p.m.	Using Oracle Warehouse Builder for Business Intelligence	Vlamiš	Hilton Franciscan Room D
4:45 p.m.	Effective Partitioning and Materialized View Usage at Starbucks	Starbucks	Moscone South 306
4:45 p.m.	Measuring and Managing Enterprise Information Growth: Early Analyses from Oracle's Center for Enterprise & Innovation	MIT, UCSD, UC Berkeley	Moscone West 3014

### Tuesday, November 13, 2007

TIME	TITLE	COMPANY	LOCATION
10:30 a.m.	Accenture Delivers the Oracle Optimized Warehouse for Dell and EMC (in Dell's Booth/Theater)	Accenture	Moscone West #3438
10:45 a.m.	Oracle Database 11g Business Intelligence & Data Warehousing	Oracle	Moscone South 102
12:15 p.m.	IBM: Leading the Way with Oracle Apps and Technology	IBM	Moscone South 305
12:15 p.m.	Advanced ETL and Warehousing at Xerox	Xerox	Westin SF -Market St., City Room
3:15 p.m.	For Oracle PartnerNetwork Partners: Building on Oracle's Technology Stack	Oracle	Moscone South 200&212
4:30 p.m.	Oracle Optimized Warehouse Initiative-OPN Theater Session	Oracle	Moscone South
4:45 p.m.	Advanced ETL and Data Warehouse Techniques with Oracle Warehouse Builder	Oracle	Moscone South 305

### Wednesday November 14, 2007

TIME	TITLE	COMPANY	LOCATION
9:45 a.m.	Oracle Optimized Warehouse Initiative	Oracle	Moscone South 103
11:15 a.m.	Integration with non-Oracle Systems from an Oracle Environment,	Oracle	Moscone West 3007-L3
11:15 a.m.	Backup and Recovery Best Practices for Very Large Databases (VLDBs) at Starbucks	Oracle	Moscone South 304
11:30 a.m.	Optimized Warehouse Initiative (in Dell's Booth/Theater)	Oracle	Moscone West #3438
3:00 p.m.	Partition Experiences at British Telecom	British Telecom	Moscone South 303
3:00 p.m.	Building a 300 TB Datawarehouse with ASM: Prototype to Production	Sprint	Moscone South 310
4:30 p.m.	Data Warehousing Deployments Made Simple with EMC	EMC	Marriott Salon 7

### Thursday November 15, 2007

TIME	TITLE	COMPANY	LOCATION
8:30 a.m.	Data Strategy to Info Strategy at Allstate	Allstate	Moscone West 3001-L3
8:30 a.m.	11g:Manageability, Scalability & Performance Improvements for DW	Oracle	Moscone South 305

8:30 a.m.	Dell and EMC Oracle Optimized Warehouse Initiative: A Scalable Data Warehousing Reference Configuration	Dell	Moscone South 301
10:00 a.m.	Oracle's Approach to Industry Data Warehousing in Retail	ABC Stores	Moscone West 3002-L3
10:00 a.m.	SQL Plan Management: New Approach for Providing SQL Performance Stability in Oracle Database 11g	Oracle	Moscone South 309
10:00 a.m.	Enhanced BI & DW with Oracle OLAP and 11g	Oracle	Moscone South 305
10:00 a.m.	Building High-Performance Data Warehouses Using HP c-Class Blade Technology and Oracle Database 11g	HP	Moscone South 310
11:30 a.m.	Predictive Analytics Using Oracle Data Mining & Oracle Business Intelligence Enterprise Edition Plus	Oracle	Moscone South 305
1:00 p.m.	Implement your Info Integration Strategy w Database 11g	Oracle	Moscone South 305
2:30 p.m.	Predictive Analytics Panel -Data Mining	Oracle	Moscone West 3014-L3
4:00 p.m.	CDISC SDTM Data Conversion w/ OWB At Octagon	Oracle	Moscone South 302
4:00 p.m.	How to Save Money with Oracle Information Life Cycle Management Oracle	Oracle	Moscone South 305
4:00 p.m.	For Oracle PartnerNetwork Partners: Developing a Reseller Business with Oracle Technology Products	Oracle	Moscone South 102

## Special Interest Group (SIG) Sessions

**Sunday, November 11, 2007**

TIME	TITLE	GROUP	LOCATION
8:30 a.m.	DB features that every Data Warehouse has to have	IOUG BIWA	Moscone West 2001-L2
10:00 a.m.	Information Integration for Enterprise BI	IOUG BIWA	Moscone West 2001-L2
11:00 a.m.	BI and DW Update with Product Management	ODTUG BI&DW	Moscone West 3010-3012-L3
1:00 p.m.	Machine Learning about Human Learning	IOUG BIWA	Moscone West 2001-L2
2:30 p.m.	BI-Real power is seeing what you DON'T know	IOUG BIWA	Moscone West 2001-L2

## Partner Booths

PARTNER	EXHIBITION HALL	BOOTH #
Accenture	Moscone South	Booth# 1902
Dell	Moscone West	Booth# 3438
EMC	Moscone South	Booth# 1702
HP	Moscone South	Booth# 1912
IBM	Moscone South	Booth# 912
Sun	Moscone South	Booth# 1402
New Frontiers	Moscone West	Booth #3916

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## DEMOgrounds

Demo Title	Exhibition Hall	Station or Pod
• Datawarehousing with Oracle Optimized Warehouses	West	Station id:O18
• Data Quality: Oracle Warehouse Builder	West	Station id:O47
• Data Integration: Oracle Warehouse Builder	West	Station id:O46
• Advanced Technology Solutions Packaged solutions	West	Pod #1208 & #1209
• Advanced Technology Solutions Packaged solutions	South	Pod #1207