

FOCUS ON ORACLE E-BUSINESS SUITE Customer Relationship Management

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 a.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

DEMOgrounds EXHIBIT HALL – MOSCONE SOUTH

E-Business Suite Customer Relationship Management

• **Field Service (Demo station B42)**

See how Oracle CRM effectively and efficiently supports field service processes.

• **Marketing and Channel Management (Demo station B41)**

See how Oracle CRM effectively and efficiently supports marketing and channel management processes.

• **Sales and E-Commerce (Demo station B44)**

See how Oracle CRM effectively and efficiently supports sales and e-commerce processes.

• **Service (Demo station B43)**

See how Oracle CRM effectively and efficiently supports service processes.

• **Oracle Customer Data Hub (B46)**

Oracle Customer Data Hub, Oracle Data Librarian, and integration of PeopleSoft and Oracle Customer Data Hub offer world-class customer data management.

Meet the Experts MOSCONE WEST-2ND FLOOR

Monday, November 12, 2007 – Overlook Space 3

E-Business Suite: CRM

3:30 p.m. – 5:30 p.m.

Learn more about the current and upcoming product releases and meet the key experts from Oracle Development and Strategy to ask questions about E-Business Suite Customer Relationship Management solutions and provide feedback.

Tuesday, November 13, 2007 – Overlook Space 2 & 3

E-Business Suite Release 12 Upgrade: 2:00 p.m. – 4:30 p.m.

Come talk to experts from Oracle Development and Strategy about upgrading to the latest release.

Thursday, November 15, 2007 – Overlook Space 1

E-Business Suite Release 12 Upgrade: 10:00 a.m. – 1:00 p.m.

Come talk to experts from Oracle Development and Strategy about upgrading to the latest release.

Sessions

Monday, November 12, 2007

TIME	TITLE	LOCATION
11:00 a.m.	Streamline Field Service Operations with Oracle E-Business Suite Field Service Suite - Case Study on Hitachi Electronics Services Co., Ltd. Makoto Hagiwara, Hitachi Electronics Services Co., Ltd.; Toru Iwai, Hitachi Electronics Services Co., Ltd; John Olszewski, Oracle	Marriott – Golden Gate C2
11:00 a.m.	Oracle E-Business Suite Executive Update and Road Map (Session Repeats: Tuesday, 10:45 a.m. Marriott – Salon 9) Peter Collings, Scottish Government; Jon Chorley, Oracle; Murali Subramanian, Oracle	Marriott – Salon 9
12:30 p.m.	Oracle E-Business Suite CRM: Empowering the Mobile Worker Andrew Mat, Beckman Coulter, Inc.; Jeff Silveira, Beckman Coulter, Inc.; Steve Tonas, Oracle	Moscone West – 3018 L3
12:30 p.m.	Strategy for Integration: Migrating to Oracle EBS Dave Trch, TUSC	Moscone West – 2024 L2
03:15 p.m.	Oracle Applications Unlimited: Delivering Competitive Advantage Through Customer-Driven Innovations and Next-Generation Technology Kelly Hynes, TIAA-CREF; Kurt Zimmer, TIAA-CREF; Ahmed Mahmoud, Dell ; Jesper Andersen, Oracle	Moscone South – 103

Tuesday, November 13, 2007

TIME	TITLE	LOCATION
10:45 a.m.	Oracle E-Business Suite Executive Update and Road Map Peter Collings, Scottish Government; Jon Chorley, Oracle; Murali Subramanian, Oracle	Marriott – Salon 9
03:15 p.m.	Optimize the Field Service Workforce with Oracle Advanced Scheduler: Case Study of Successful Adoption Jaideep Bhatia, Oracle; Srinivas Ramakuri, Oracle	Marriott – Salon 1
03:15 p.m.	Oracle E-Business Suite Release 12: The Momentum Continues Peter Collings, Scottish Government; Annette Melatti, Oracle; Anand Subbaraman, Oracle	Marriott – Salon 8
04:45 p.m.	Are You Maximizing the Benefits of Your Order Management Process? Aaron Shidler, Oracle	Marriott – Salon 7
04:45 p.m.	Insight, Alignment, and Collaboration from Campaign to Cash with Oracle E-Business Suite Sales Products Diane Reitter, Colorcon; Bhavana Sharma, Oracle	Marriott – Salon 1
04:45 p.m.	World's First Oracle E-Business Suite Release 12 Implementation: A Passage to Thinking, Working, and Managing Globally Jay Prakash Sharma, Zensar Technologies, Inc.; Adrian Van Vliet, RoamFree.com	Marriott – Salon 8

Wednesday, November 14, 2007

TIME	TITLE	LOCATION
09:45 a.m.	Knowledge-Enable Your Service Resolution Processes Anurag Malik, Oracle; Sanjeev Sahni, Oracle	Marriott – Salon 3
09:45 a.m.	Turning Insight into Actions with Oracle Marketing Anders Langaas, Capgemini; Ed Carter, Oracle	Marriott – Salon 2
11:15 a.m.	Supporting Multiple Lines of Business with Oracle E-Business Suite Service Applications: Case Study on Successful Adoption Steve Johnson, Kyocera Wireless; Denzil Joseph, Oracle; Sanjeev Sahni, Oracle	Marriott – Golden Gate C3

11:15 a.m.	Rebate Issues, Not Anymore! Hear How Oracle Trade Management Can Resolve All Your Channel Rebate Issues Donna Peroutka, Schreiber Foods, Inc.; Robin Walker, Caliber Application Services, LLC; Archana Vadya, Oracle	Marriott – Salon 2
11:15 a.m.	Creating Value with Business Process Transformation Through Oracle E-Business Suite Release 12 Annette Melatti, Oracle; Ari Bose, UTStarcom	Marriott – Salon 8
03:00 p.m.	Customer Modeling: It's Your Call Between a Rock and a Hard Place Mani Kumar Manda, Rhapsody Technologies, Inc.; Priyatabh Sharma, Hitachi Consulting	Moscone West – 3000 L3
03:00 p.m.	Q&A with Oracle E-Business Suite Executives Jon Chorley, Oracle; Cliff Godwin, Oracle; Rick Jewell, Oracle; Murali Subramanian, Oracle	Marriott – Salon 9
04:30 p.m.	Manage Repairs with an Effective and Efficient Reverse Supply Chain Mike French, Vocollect, Inc.; Robert Ross, Motorola; Eric Ho, Oracle; Vinay Jain, Oracle; Lee Sacco, Oracle	Marriott – Salon 3
04:30 p.m.	Oracle E-Business Suite 12 Update: Managing Trading Community Data, Using Oracle Customer Data Hub and Oracle Trading Community Architecture Scott Fenton, Wind River; Kuldeep Tanwar, Wind River; Shankar Bharadwaj, Oracle	Marriott – Golden Gate A1

Thursday, November 15, 2007

TIME	TITLE	LOCATION
08:30 a.m.	Case Study: Migrating from Microsoft Desktop Tools to Demantra for Sales Forecast Management Robert Beltrone, OnPlan Solutions LLC; Kim Kinnan, Maxtek	Marriott – Salon 5
08:30 a.m.	Customer Relationship Management and Mobile: Smoothing the Highways Graeme Bowmaker, Fujitsu Services; John Rodway, Fujitsu Services	Marriott – Salon 2
10:00 a.m.	Developing a Winning E-Commerce Strategy with Oracle iStore Jim Johnson, Master Lock; Shankar Bharadwaj, Oracle	Marriott – Salon 2
11:30 a.m.	The Complete E-Business Suite Channel Solution Suite: Oracle Sales, Marketing, and E-Commerce Suite of Products Earl Eldridge, Oracle; Vijay Hotanahalli, Oracle	Marriott – Salon 2
01:00 p.m.	Customer Relationship Management Service and Daily Business Intelligence: Oracle E-Business Suite Release 12 Implementation Mike French, Vocollect, Inc.; Neerav Gupta, Abaris, Inc.	Marriott – Salon 2
02:30 p.m.	Changing CRM Priorities to address newer challenges in the "Flat World" Susan Kegley, Equifax Inc.; John Parker, Wachovia; Robert Taylor, Infosys	Marriott – Salon 1
04:00 p.m.	How Oracle Incentive Compensation Can Help Transform Your Business Mike Herman, Deloitte; Kelly Stobaugh, Symantec; David Carlson, Oracle	Moscone West – 2002 L2

Partners

PARTNER	EXHIBITION HALL	BOOTH #
Accenture	Moscone South	Booth 1902
Deloitte	Moscone South	Booth 1214
IBM	Moscone South	Booth 912
Motorola	Moscone North Upper Lobby - Inside Innovation, Knowledge Zone - Display 2	
NAVTEQ	Moscone South	Booth 2601
Zebra Technologies	Moscone West	Booth 3738

experience

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Networking Events and Opportunities

E V E N T	D A Y	T I M E
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.