

FOCUS ON ORACLE E-BUSINESS FULFILLMENT

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

DEMOgrounds EXHIBIT HALL – MOSCONE SOUTH

E-Business Suite Fulfillment

- Oracle Transportation Management (Pod B25)
- Oracle Transportation Management Overview (Pod B26)
- Oracle E-Business Suite Contracts Family (Pod B34)
- Oracle E-Business Suite Order Management (Pod B35)
- Oracle E-Business Suite Price Management (Pod B36)
- Oracle Configurator (Pod B33)
- Oracle Warehouse Management (Pod B27)
- Oracle Inventory/Oracle Shipping Execution (Pod B28)

Meet the Experts MOSCONE WEST-2ND FLOOR

Monday, November 12, 2007 – Overlook Space 2

E-Business Suite Logistics: 10:00 a.m. – 12:00 p.m.

Meet key experts from Oracle Development and Product Strategy for Oracle Logistics Applications including Oracle Transportation Management, Warehouse Management, Mobile Supply Chain Applications, Inventory & RFID and ask them about current and future releases. Bring your functional questions and requirements.

E-Business Suite Fulfillment: 12:00 p.m. – 1:30 p.m.

Meet key experts from Oracle Development and Product Strategy for Oracle Order Fulfillment Applications including Oracle Order Management, Pricing, Configurator and Contracts and ask them about current and future releases. Bring your functional questions and requirements.

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.

Special Interest Groups

Sunday, November 11, 2007

TIME	TITLE	LOCATION
9:45 a.m.	OAUG Logistics SIG Deborah Arnold, DAZ Systems, Inc	Moscone West – 3003 L3
11:00 a.m.	OAUG Order Management SIG Nick Roppolo, Optimum Solutions	Moscone West – 3004 L3
1:30 p.m.	OAUG Advanced Pricing (QP) SIG) Jim Wilson, Innwave Technolog	Moscone West – 2014 L2
4:00 p.m	OAUG Configurator SIG David Sergent, Altec Industries, Inc.	Moscone West – 3008 L3

Sessions

Monday, November 12, 2007

TIME	TITLE	LOCATION
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, Government of Scotland; Jon Chorley, Oracle; Murali Subramanian, Oracle	Marriott – Salon 9
11:00 a.m.	An Overview of the Oracle Fulfillment Family of Products Aaron Shidler, Oracle	Marriott – Nob Hill CD
12:30 p.m.	Transforming Your Businesses with Customer-Driven Order Capture Processes Jerry Lekhter, Intuit; JR Moore, Intuit; Pawan Verma, Alltel; Murali Varmaraja, Oracle	Marriott – Salon 2
3:15 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
3:15 p.m.	Demand Planning for Consumer Software in High Technology's Retail Channel Dave Moon, Jack of All Games; Eric Clark, Oracle	Westin SF Market Street Metropolitan III
4:45 p.m.	Innovation in Product Selection and Configuration Jon Hilkert, Alltel; Tom Mirrione, Network Appliance, Inc.; Robert Stumpf, Network Appliance, Inc.; Murali Varmaraja, Oracle	Marriott – Salon 2

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
10:45 a.m.	Oracle Transportation Management Customer Overviews and Panel Session Henry Blum, Newell Rubbermaid; Mark Michener, Newell Rubbermaid; Tim Turner, Pella; John Vitale, Baillie; Kerry Wigginton, Oracle	Marriott – Golden Gate C2
12:15 p.m.	Straight Talk About Oracle Order Fulfillment: A Customer Panel Jeri Epperson, Anderson Hay; William Mumford, Tektronix; Jenny Prater, Anderson Hay; Barry Reynolds, Phonographic Performance Limited; Karen Fontaine, Oracle	Marriott – Nob Hill CD
12:15 p.m.	Using Collective Agreement Entitlements Patricia Cowan, CH2M Hill, Inc.; Mary Ann Jalandoni, Solbourne	Moscone West – 2020 L2
3:15 p.m.	Oracle E-Business Suite Release 12: The Momentum Continues Peter Collings, Scottish Government; Annette Melatti, Oracle; Anand Subbaraman, Oracle	Marriott – Salon 8

3:15 p.m.	Unify Your Front and Back Office with Siebel CRM Integration Pack for Oracle E-Business Suite Mark Carson, Oracle; Nanda Kalathil, Oracle	Moscone South – 236/238
4:45 p.m.	Are You Maximizing the Benefits of Your Order Management Process? Bob McAdoo, Parker Hannifin; Aaron Shidler, Oracle	Marriott – Salon 7
4:45 p.m.	Price Management for the High-Technology Enterprise: New Solutions to Enhance Margins and Profitability Kurt Nettgen, Motorola; Stanley Quinn, Oracle	Westin SF Market Street City Room

Wednesday, November 14, 2007

TIME	TITLE	LOCATION
9:45 a.m.	Bring Innovation to Your Customers with Oracle Configurator Dan Allen, Qualcomm; Jesper Riis, Niro; Guillaume Lecuyer, Oracle; Lois Wortley, Oracle	Marriott – Golden Gate C1
9:45 a.m.	Best Practices in Product Modeling: Seven Steps to Improving the Way You Manage Your Products Thomas Gottlieb, GE; Brynli Hughes, Level 3 Communications; David Ryan, Honeywell; Stacy Turano, Honeywell; Murali Varmaraja, Oracle	Marriott – Golden Gate C1
11:15 a.m.	Integrating Warehouse Management Systems Across Businesses Mike Ferris, TTI Floor Care; Amin Sikander, Gaea Global; Aditya Agarkar, Oracle	Marriott – Golden Gate C1
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
3:00 p.m.	Harnessing Global Trade and Landed Cost for Compliance, Performance, and Profitability Brian Reed, Accenture; Ashish Shetty, Accenture; Rosalie Cmelak, Oracle	Marriott – Golden Gate B2
3:00 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
4:30 p.m.	Insight-Driven Pricing: Improve Profitability in Siebel Order Capture and Oracle Order Management Through Enterprise Price Visibility Rachel Scales, Oracle	Marriott – Salon 6

Thursday, November 15, 2007

TIME	TITLE	LOCATION
8:30 a.m.	Protect and Improve Your Service Revenue with Oracle Service Contracts Jerry Casteller, Cisco; Ramesh Iyer, Oracle; Ram Ramanathan, Oracle	Marriott – Golden Gate C3
8:30 a.m.	What's Next for Oracle Warehouse Management Nagaraj Srinivasan, Oracle	Marriott – Golden Gate C1
10:00 a.m.	Going Green with Oracle Supply Chain Management Rich Kroes, Oracle	Marriott – Salon 3
10:00 a.m.	Driving Logistics Excellence using Warehouse Automation and Oracle WMS Jody Ayres, Ayres SI; Mohamed Hassim, MTN; Jennifer Sherman, Oracle	Marriott – Golden Gate C1
11:30 a.m.	Automate, Integrate and Transform Business - a Kuehne + Nagel success story leveraging Oracle Transportation Manager Jack Kime, Kuehne + Nagel; Bob Hart, Oracle; Sudheer Pamighantam, Satyam	Marriott – Salon 3
11:30 a.m.	Drive Compliance and Sales Effectiveness with Oracle Sales Contracts John Doyle, Oracle; Nagaraj Srinivasan, Oracle	Marriott – Golden Gate C1
11:30 a.m.	What's Next for RFID Robert Shaunnessey, WERC; Michael Fisher, Intermec; Doug Liljegren, Data Systems International; Christine Rosasco, Zebra Technologies; Daio Syngkon, Oracle	Marriott – Salon 14/15
1:00 p.m.	Control Profit Erosion in Oracle Quoting and Oracle Order Management David Trice, Oracle	Marriott – Salon 3



1:00 p.m.	Rapid, Responsive Order Management: A Pella Case Study Teri Lancaster, Pella; Kannan Tarakad, Oracle	Moscone West – 2016 L2
1:00 p.m.	Oracle Order Management and Fulfillment Analytics for Oracle E-Business Suite Todd Elsberg, Equinix, Inc.; Shyam Panda, Oracle	Marriott – Golden Gate C2
2:30 p.m.	Oracle Warehouse Management 11i Setup and Execution Guidelines for Material Handling John Hutchinson, TUSC	Marriott – Salon 14/15
2:30 p.m.	Q&A with Supply Chain Management Development and Strategy Executives Jon Chorley, Oracle; Doug Souza, Oracle; Nagaraj Srinivasan, Oracle; Nadeem Syed, Oracle	Marriott – Salon 9
4:00 p.m.	Siebel CRM On Demand: The Hub for Customer Interaction at Network Appliance Sanjay Kaul, Network Appliance; Adam Edmonds, Oracle	Marriott – Golden Gate A2
4:00 p.m.	Implementing Oracle Warehouse Management, Oracle Mobile Supply Chain Applications, and RFID-Enabled Solutions with Oracle's Warehouse Control System Joe Clay, Data Systems International; Doug Liljegren, Data Systems International	Moscone West – 2018 L2

Partners

PARTNER	EXHIBITION HALL	BOOTH #
Accenture	Moscone South	Booth 1902
Cisco Systems	3116 Moscone West - Inside Innovation, Interaction Zone - Display 2	
Data Systems International (DSI)	Moscone South	Booth 1714
Daz Systems, Inc.	Moscone South	Booth 2112
Intermec, Inc.	Moscone South	Booth 2406
Keste LLC	Moscone South	Booth 2336
Loftware, Inc.	Moscone South	Booth 435
Zebra Technologies	Moscone West	Booth 3738
TUSC	Moscone South	Booth 2002

Networking Events & 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.

OPPORTUNITY

Blogs

<http://blogs.oracle.com/logistics/>

This blog is a space for discussions about trends and practices in warehousing and distribution in general as well as Oracle solutions in this space. Here, product strategists at Oracle share ideas on how best to leverage Oracle Warehouse Management, Mobile Supply Chain Applications, Oracle Inventory & RFID applications to make your distribution networks sing.

<http://blogs.oracle.com/rfid/>

This blog is a space for discussions about leveraging Radio Frequency Identification (RFID) technologies in supply chain execution functions. Topics include the enabling architecture for RFID use, updates on EPC standards and the Oracle applications and ecosystem that can make RFID a reality for your business.