

FOCUS ON: Oracle E-BUSINESS SUITE Supply Chain Planning

Keynotes and Events

Sunday, November 11, 2007

06:00 p.m. – 07:00 p.m.
Keynote

07:30 p.m. – 09:30 p.m.
Welcome Reception – Back to the 70's
Howard Street and Yerba Buena Gardens

Monday, November 12, 2007

08:30 a.m. – 10:15 a.m.
Hector de J. Ruiz, PhD
Chairman and CEO, AMD

02:00 p.m. – 02:45 p.m.
Mark Hurd
Chairman and CEO, HP

6:00 p.m. – 7:00 p.m.
Andy Mendelsohn, Senior Vice President, Server
Technologies
Oracle

Tuesday, November 13, 2007

08:30 a.m. – 09:15 a.m.
Paul S. Otellini
President and CEO, Intel

1:45 p.m. – 2:45 p.m.
Ed Abbo, Senior Vice President, Applications Development
Oracle

Wednesday, November 14, 2007

08:30 a.m. – 09:15 a.m.
Jonathan Schwartz
President and CEO, Sun Microsystems

12:45 p.m. – 02:30 p.m.
Michael Dell
Chairman and CEO, Dell
Larry Ellison, CEO
Oracle

07:30 p.m. – 09:30 p.m.
Oracle Appreciation Event
Cow Palace

Thursday, November 15, 2007

05:00 p.m. – 07:00 p.m.
It's a Wrap!
Howard Street Tent
Band and Drawing to win Subaru Impreza WRX

Registration

M O S C O N E

Saturday	01:00pm – 06:00pm
Sunday	07:00am – 09:00pm
Monday	07:00am – 07:00pm
Tuesday	07:30am – 06:00pm
Wednesday	07:30am – 06:00pm

Demogrounds

M O S C O N E

Demo Titles	Stations
Oracle Advanced Supply Chain Planning	B17 & B18
Oracle Demantra	B19 & B20
Demogrounds hours:	
Monday	10:15 am – 02:00 pm 02:45 pm – 05:30 pm
Tuesday	10:15 am – 01:45 pm 02:45 pm – 05:30 pm
Wednesday	9:15 am – 12:45 pm 02:30 pm – 05:30 pm
Thursday	10:00 am – 01:30 pm

Special Programs

OAUG Demantra SIG

PLACE

Sunday, November 11, 2007
11.00 am – 12:00 noon Moscone West 3002 – L3

See a presentation on a Demantra Module Selection Case Study.

OAUG Supply Chain Collaboration SIG PLACE

Sunday, November 11, 2007
2:45 pm – 5:00 pm Moscone West 2009 & 2011 – L2

Hear a discussion of best practices using Oracle Applications to support Customer facing Vendor Managed Inventories.,

Meet the Experts

PLACE

Tuesday, November 13, 2007
10.00pm – 12.00pm
SUPPLY CHAIN PLANNING Moscone West – Level 2

This is an informal opportunity to meet with leaders in the strategy and development organizations. These experts are available to answer questions and talk about current features and future product directions.

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Conference Sessions

Monday November 12, 2007

TIME	TITLE	SPEAKING COMPANY	LOCATION
11:00am – 12:00pm	Information-Driven Value Chains: Achieving Enterprise Transformation with Oracle's Best-in-Class Supply Chain Applications	Oracle – Rick Jewell	Moscone West; 2018 L2
11:00am – 12:00pm	Enabling Transformational Change: Improving Operational Efficiency for the Medical Device Industry	Baxter	Moscone South 302
12:30pm – 01:30pm	Information-Driven Value Chains: Oracle's Supply Chain Vision and Road Map	Oracle – Jon Chorley	Marriott; Nob Hill C/D
12:30pm – 01:30pm	Advanced Planning Overview and Directions	Oracle – Nadeem Syed	Moscone West, 2018 L2
03:15pm – 04:15pm	Demantra Road Map: Next-Generation Applications and Integrations	Oracle – Margie Bell	Moscone West, 2018 L2
04:45pm – 05:45pm	Real-Time Sales and Operations Planning: A New Approach in Software and Operation Integration	Applica; VTech	Moscone West, 2018 L2

Tuesday November 13, 2007

TIME	TITLE	SPEAKING COMPANY	LOCATION
10:45am – 11:45am	Managing Risk In Supply Chain Networks	Gildan Activewear; Accenture	Moscone West, 2018 L2
10:45am – 11:45am	Automotive Suppliers Accelerate Time to Market by Optimizing Planning, Forecasting, Production Cycles	Oracle	Moscone West, 3000 L3
10:45am – 11:45am	Optimizing a High-Technology Value Chain by Using Demantra for Demand Planning	Supply Chain Fusion Plantronics	Westin SF Market Street Metropolitan III
12:15pm – 01:15pm	Collaboration and Vendor-Managed Inventory	Cummins	Moscone West, 2018 L2
03:15pm – 04:15pm	Customer Panel: Achieving Business Objectives with Oracle Advanced Supply Chain Planning	NCR; BAE Systems Motorola;	Moscone West, 2018 L2
04:45pm – 05:45pm	Collaborative Supply Chain Enabled Through SOA to Achieve Competitive Advantage in the Flat World	Infosys Technologies Ltd. rrow Electronics	Moscone West, 2004 L2

Wednesday November 14, 2007

TIME	TITLE	SPEAKING COMPANY	LOCATION
09:45am – 10:45pm	Squeezing \$s Out of Natural Resources with State-of-the-Art Supply Chain Tools	Alcoa; Temple-Inland	Moscone West, 2022 L2
09:45am – 10:45pm	Customer Panel Discussion: Best Practices in Demand Management with Demantra	Emerson Electric; Welch's Organic Valley; VTech	Moscone West, 2018 L2
11:15am – 12:15pm	Driving More Business Value with Demand Management	IBM; Zebra	Moscone West, 2018 L2
03:00pm – 04:00pm	Demantra: Understanding & Identifying Causal Factors	Optimum Solutions	Moscone West; 2018 L2
04:30pm – 05:30pm	How to Effectively Use Demantra Predictive Trade Planning to Model Promotions and to Optimize Supply	Organic Valley Farms C & S Wholesale Grocers	Moscone West; 2018 L2

experience

OPENWORLD

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WORLD**FOCUS ON: Oracle E-BUSINESS SUITE Supply Chain Planning****Thursday November 15, 2007**

TIME	TITLE	SPEAKING COMPANY	LOCATION
08:30am – 09:30am	Advanced Planning for Process Manufacturing	Welch's	Moscone West, 2018 L2
08:30am – 09:30am	Case Study: Migrating from Microsoft Desktop Tools to Demantra for Sales Forecast Management	Maxtek OnPlan Solutions	Marriott, Salon 5
10:00am – 11:00am	Going Green with Oracle Supply Chain Mgmt.	Oracle – Rich Kroes	Marriott; Salon 3
10:00am – 11:00pm	Advanced Planning for Distribution	Oracle – Scott Malcolm	Moscone West, 2018 L2
10:00am – 11:00pm	Maintenance Planning and Integration with Process Manufacturing and Supply Chain Planning	Fijitsu Consulting Welch's;	Moscone West, 2001 - L2
11:30am – 12:30pm	Here Today and Gone Tomorrow: Leveraging Fleeting Demand for Media to Maximize Profits (Demantra)	Take Two Interactive	Moscone West, 3009 & 3011 - L3
11:30am – 12:30pm	Optimal Spare Parts Planning Reduces Costs and Increases Service	GE Oil and Gas	Moscone West, 2018 L2
11:30am – 12:30pm	Practical Supply Chain Planning Options for JD/Edwards EnterpriseOne Customers	W. L. Gore Shares	Hilton, Cont. Parlor 3
01:00pm – 02:00pm	Increase Throughput and Customer Service with Production Scheduling	Oracle – Shane Hellsten	Moscone West, 2018 L2
01:00pm – 02:00pm	Real Sales, Real Success: Driving Profits Using Oracle Demantra TPM Integrated with JDE EnterpriseOne	Oracle – Brian Hargraves	Hilton Yosemite Room A
02:30pm – 03:30pm	Overcoming Barriers to Supplier Collaboration: Why Most Projects Fail and What You Can Do About It	OAUG	Moscone West 2018 L2
02:30pm – 03:30pm	Q&A with Supply Chain Management Development and Strategy Executives	Oracle – Chorley, Syed, Souza, Srinivasan	Marriott Salon 9

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