

**FOCUS ON FINANCIAL SERVICES**

**Keynotes**

NORTH HALL D

Monday November 12<sup>th</sup>, 2007

8:30 a.m. – 10:15 a.m.

Power of Choice

Hector de J. Ruiz, PhD

Chairman and Chief Executive Officer

AMD

Accelerating the Software Experience

Charles Phillips

President, Oracle

2:00 p.m. – 2:45 p.m.

Transforming Business and IT Experiences Through Innovation

Mark Hurd

Chairman and Chief Executive Officer, HP

6:00 p.m. – 7:00 p.m.

Oracle Database 11g-Innovate Faster

Andy Mendelsohn

Oracle

Tuesday, November 13th

8:30 a.m. – 10:15 a.m.

Intel-The Foundation for Innovation

Paul S. Otellini President and Chief Executive Officer

Intel Corporation

Lead from the Middle-The Innovate Platform to Innovate on the Web

Thomas Kurian, Senior Vice President

Oracle

1:45pm – 2:45 p.m.

Oracle Applications- Enabling Business Innovation

Ed Abbo, Senior Vice President

Oracle

Wednesday, November 14th

8:30 a.m. – 9:15 p.m.

The Next Wave: Looking Over the IT Horizon

Jonathan Schwartz, Chief Executive Officer and President

Sun Microsystems

12:45pm – 2:30 p.m.

When Complexity is Out of Control: Dell's Drive Toward Simplicity

Michael Dell, Chairman of the Board and CEO

Dell

The CEO Keynote

Larry Ellison

CEO Oracle

**Financial Services Demonstrations**

Moscone South, A25,A26, A27

Oracle Solutions for Banking

- End to End Retail Account Origination
- Reveleus Analytical Applications
- Financial Services Profitability Analytics

Oracle Solutions for Insurance

- Distribution Management
- Claims Management
- Revenue Management

Oracle Solutions for Capital Markets

- Integrated Advisor Platform
- Analytics Platform
- Trading Compliance

**Special Programs**

OFSA Sig Group SHERATON FISHERMANS WHARF

Sunday

1:00 p.m. – 5:00 p.m.

## Financial Services Sessions

**Bolded Items are Financial Services Track Sessions****Monday November 12th**

<b>Oracle in Financial Services</b>	<b>303 Moscone South</b>	<b>11:00am</b>	<b>Rajesh Hukku, R. Ravisankar, Don Russo</b>
<b>Industry Trends and Oracle Solutions for the Insurance Industry</b>	<b>3001 Moscone West</b>	<b>12:30pm</b>	<b>Chuck Johnston, Srin Venkat, Preeti Das</b>
<b>Industry Trends and Oracle Solutions for the Banking Industry</b>	<b>303 Moscone South</b>	<b>12:30pm</b>	<b>Eric Dickmann, V. Senthilkumar</b>
<b>Industry Trends and Oracle Solutions for the Capital Markets Industry</b>	<b>303 Moscone South</b>	<b>3:15pm</b>	<b>Ed Garry, Trevor Newell Tejus Sheth</b>
Oracle Application Integration Architecture for Banking	Marriott G.G. A3	11:00am	Vijay Sharma, Anita Brady, Aubrey Hawes
How Small/Medium Business and Government Agencies Get Results by Leveraging Oracle Enterprise Applications to Manage Time, Resources, and Cost Efficiency	Marriott Salon 14	11:00am	Clayton Crowley <i>Fiducia IT AG</i>
Middleware Strategies for High Availability and Maximum Performance in Oracle RAC Applications	Hilton Continental 3	11:00am	Rajkumar Irudayaraj, Frances Zhao
Oracle Times Ten In-Memory Database Technology Overview	309 Moscone South	12:30pm	Susan Cheung, Simon Law Marie-Anne Neimat
Transforming Marketing Effectiveness and Customer Loyalty with Oracle's Siebel Enterprise Marketing and Loyalty Solutions	Marriott Salon 7	12:30pm	Melissa Boxer
Innovation in Product Selection and Configuration	Marriott Salon 2	4:45pm	Shekhar Kale, Jon Hilkert, Tom Mirrione, Robert Stumpf, Murali Vamaraja
How to Adopt Oracle Times Ten In Memory Database in Your Applications for Predictably Response Time	Hilton Continental 7	4:45pm	Douglas Hood, Simon Law

## Financial Services Sessions

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Tuesday November 13th

<b>Delivering on the Brand Promise with CRM</b>	<b>303 Moscone South</b>	<b>10:45am</b>	<b>Cathy Preuhs</b> <b><i>PNC Financial Services</i></b>
<b>Maximizing Distribution with Business Intelligence</b>	<b>3001 Moscone West</b>	<b>12:15pm</b>	Chuck Johnston Oracle
			TBD
<b>The Giant Leap in Core Banking</b>	<b>303 Moscone South</b>	<b>12:15pm</b>	<b>TBD</b>
<b>Next Generation Claims Processing and Fraud Analytics</b>	<b>3001 Moscone West</b>	<b>3:15pm</b>	<b>Joe Bender</b> <b>Paul Larsen</b> <b><i>Country Financial</i></b>
Oracle Enterprise Manager Helps Ease IT Governance for the Financial Services Industry	307 Moscone South	1:00pm	Moe Fardoost, Ratnesh Sharma
Solving Real-World Financial Master Data Problems with Oracle's Hyperion Data Relationship Management	2006 Moscone West	4:45pm	Sheri Gordon, Heide Roybal, Christina Bowe, Christopher Dwight <i>Washington Mutual</i>

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**Bolded Items are Financial Services Track Sessions**
**Wednesday, November 14<sup>th</sup>**

<b>Successfully Implementing a Regulatory Compliance Solution: A Case Study</b>	<b>303 Moscone South</b>	<b>9:45am</b>	<b>Brad Ahrens, Kathy Mills</b>
			<i>Charles Schwab</i>
<b>Delivering Wealth Management on Demand</b>	<b>303 Moscone South</b>	<b>11:15am</b>	<b>George Baumgarten</b>
			<i>Fidelity Investments</i>
<b>Understanding Customer and Product Profitability</b>	<b>270 Moscone South</b>	<b>3:00pm</b>	<b>Anthony Manino</b>
			<i>American Express</i>
<b>Using Governance, Risk and Compliance Strategies to Reduce Risk and Improve Corporate Performance in Financial Services Firms</b>	<b>270 Moscone South</b>	<b>4:30pm</b>	<b>S Ramakrishnan Stephen Epstein Kyle Duckers,</b>
			<i>Reveleus</i>
Best Practices in Product Modeling; Seven Steps to Improving the Way You Manage your Products	Marriott Salon 6	9:45am	Shekhar Kale, Murali Varmaraja
Siebel Loyalty Management: Building Long Term Profitable Relationships Through Differentiated Loyalty Programs	Marriott Salon 6	9:45am	Shyam Shah
Identity and Data Security	3006 Moscone West	9:45am	Pete Dinin, K.P. Singh, Olaf Stullich
Data Caching Application Deployment Use Cases for Oracle Times Ten In-Memory Database	309 Moscone South	4:30pm	Susan Cheung

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## Financial Services Sessions

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**Thursday November 15<sup>th</sup>**

<b>The Changing Complexion of Leasing and Lending</b>	<b>303 Moscone South</b>	<b>8:30am</b>	<b>Mike Sorrento</b> <b>SBA Office of Disaster Assistance</b>
<b>Oracle Modernization: Fiducia IT AG's creates the future by moving from mainframe DB2 and IMS legacy software systems to open standards</b>	<b>306 Moscone South</b>	<b>10:00 am</b>	<b>Matthias Schorer</b> <b>Fiducia</b>
<b>Financials Transformation on Demand</b>	<b>3001 Moscone West</b>	<b>10:00am</b>	<b>Larry Miklusak</b> <b>The Warranty Group</b>
<b>Selling Through the Next-Generation Front Office</b>	<b>303 Moscone South</b>	<b>10:00am</b>	<b>Toine Straathof, Erik Passchier</b> <b>Rabobank</b>
<b>Optimizing Sales Performance with Analytics in Capital Markets</b>	<b>303 Moscone South</b>	<b>11:30am</b>	<b>Kathy Day, Steven Leonard</b> <b>New York Life</b>
Transforming a Data Strategy into an Information Strategy at Allstate	3001 Moscone West	8:30am	Sandy Figurski, George Lumpkin <i>Allstate</i>
The Way to 30,000 Banks in China	270 Moscone South	8:30am	Sun Yu <i>Global InfoSoft</i>
High Performance Trading Application with Oracle Times Ten In-Memory Database	309 Moscone South	8:30am	Susan Cheung, Mathias Schamun
Sarbanes-Oxley and Oracle Database Security	3005 Moscone West	10:00am	Paul Needham, Jack Brinson <i>Price Waterhouse Coopers</i>
Portfolio Management with Blue Stone International and Oracle's Hyperion System 9	270 Moscone South	10:00am	Brad Malis <i>Blue Stone International</i>
Expansion of Global Financial Institutions through Acquisitions & Challenges with Newly Acquired IT Systems	103 Moscone South	2:30pm	Deidre O'Brien Jean Lssignardie <i>Capgemini</i>
The Largest Healthcare Payer in the World Captures the Force of Data Integration	307 Moscone South	2:30pm	Mychelle Mowry
MDM in Financial Services	2012 Moscone West	4:00pm	Shekhar Kale, John Parker