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OPENWORLD

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**FOCUS ON Healthcare**

**Keynotes**

NORTH HALL D

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Monday November 12, 2007

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8:30 a.m. – 9:30 a.m.  
Welcome to Oracle OpenWorld  
Charles Phillips  
President, Oracle Corporation

9:30 a.m. – 10:15 a.m.  
Partner Keynote  
Hector Ruiz  
Chairman and CEO, AMD

2:00 p.m. – 2:45 p.m.  
Partner Keynote  
Mark Hurd  
CEO and President, HP

6:00 p.m. – 7:00 p.m.  
Keynote  
Andrew Mendelsohn  
Senior Vice President, Oracle Corporation

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Tuesday November 13, 2007

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8:30 a.m. – 9:15 a.m.  
Partner Keynote  
Paul Otellini  
CEO and President, Intel

9:15 a.m. – 10:15 a.m.  
Keynote  
Thomas Kurian  
Senior Vice President, Oracle Corporation

1:45 p.m. – 2:45 p.m.  
Keynote  
Ed Abbo  
Senior Vice President, Oracle Corporation

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Wednesday November 14, 2007

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8:30 a.m. – 9:15 a.m.  
Partner Keynote  
Jonathan Schwartz  
Senior Vice President, Sun Microsystems, Inc.

12:45 a.m. – 1:30 p.m.  
Partner Keynote  
Michael Dell  
Chairman-of-the Board, Dell Inc.

**DEMOgrounds**

EXHIBITION HALL

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Demos

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Integrated View Analytics for Healthcare

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Business Intelligence in Healthcare Industry is paramount today due to increasing regulatory requirements, pay for performance, consumerism, and health savings accounts. Oracle has the unique ability to pull from enterprise systems to establish a single source of truth and integrate critical clinical and administrative data for accurate and expeditious analysis.

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Wednesday November 14, 2007

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1:30 p.m. – 2:30 p.m.  
Keynote  
Larry Ellison  
CEO, Oracle

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## Oracle Sessions

### Monday November 12, 2007

| TIME       | TITLE                                                                                                                                           | LOCATION                    |
|------------|-------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|
| 11:00 a.m. | Middleware Strategies for High Availability and Maximum Performance in Oracle RAC Applications                                                  | Hilton Continental Parlor 3 |
| 11:00 a.m. | SOA Magic for Siebel: Application Integration Architecture and Oracle Fusion Middleware                                                         | Marriott Salon 2            |
| 11:00 a.m. | Introducing Oracle Application Integration Architecture: Bringing Together Oracle's Application Portfolio with Preintegrated Business Processes | Moscone South 306           |
| 11:00 a.m. | Why Product Information Management Is Central to Commerce and Operational Efficiency                                                            | Moscone West 3018 - L3      |
| 3:15 p.m.  | Extending Your Business Processes into the Supply Chain: Oracle SOA Suite--B2B, BPM, BAM, ESB                                                   | Moscone South 307           |
| 3:115 p.m. | Oracle Applications Unlimited: Delivering Competitive Advantage Through Customer-Driven Innovations and Next-Generation Technology              | Moscone South 103           |
| 4:45 p.m.  | What's New in Oracle Product Information Management for Oracle E-Business Suite Release 12 and Beyond                                           | Moscone West 2004 - L2      |
| 4:45 p.m.  | What Does Release 12 of Oracle Discrete Manufacturing Do for Me?                                                                                | Moscone West 3001 - L3      |

### Tuesday November 13, 2007

| TIME       | TITLE                                                                                               | LOCATION                    |
|------------|-----------------------------------------------------------------------------------------------------|-----------------------------|
| 10:45 a.m. | Oracle E-Business Suite Release 12 for Process Industries                                           | Marriott Nob Hill CD        |
| 10:45 a.m. | Introduction to Oracle Fusion Applications                                                          | Moscone South 103           |
| 10:45 a.m. | BlackBerry/Siebel Solutions: Driving Incremental Business Value When You're Away from Your Desk     | Marriott Salon 12 & 13      |
| 10:45 a.m. | The Frontier of Innovation: Oracle's Next-Generation User Experiences                               | Moscone South 104           |
| 12:15 p.m. | Upgrading to Oracle Fusion Applications: Planning Ahead                                             | Moscone South 103           |
| 12:15 p.m. | Anytime, Anywhere with Siebel Mobility                                                              | Marriott Salon 2            |
| 1:45 p.m.  | Building DICOM Medical Imaging Applications with Oracle Multimedia and Oracle Application Express   | Hilton Continental Parlor 9 |
| 3:15 p.m.  | Healthcare in Crisis: Innovations in the Health Industries                                          | Moscone South 307           |
| 3:15 p.m.  | Customer Panel: Discussion of Best Practices for Product Information Management by Industry Leaders | Moscone West 3018 - L3      |

**Wednesday November 14, 2007**

| TIME      | TITLE                                                                                                                           | LOCATION                |
|-----------|---------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| 3:00 p.m. | Oracle's Vision for Enterprise Applications                                                                                     | Moscone South 103       |
| 4:30 p.m. | Implementing Oracle Governance, Risk, and Compliance Manager                                                                    | Moscone South 302       |
| 4:30 p.m. | Siebel CRM Platform Road Map: To Infinity and Beyond                                                                            | Marriott Salon 8        |
| 4:30 p.m. | Oracle Multimedia DICOM: New Capabilities for Medical Image Archives and Applications with Oracle Database 11g                  | Moscone South 200 & 212 |
| 4:30 p.m. | Getting Value From Oracle Fusion Technology with Oracle E-Business Suite, PeopleSoft, Siebel, and JD Edwards Applications Today | Moscone South 103       |
| 4:30 p.m. | Transparency Through a Lifetime Health Record                                                                                   | Moscone West 3004 - L3  |

**Thursday November 15, 2007**

| TIME       | TITLE                                                               | LOCATION                |
|------------|---------------------------------------------------------------------|-------------------------|
| 10:00 a.m. | Siebel CRM On Demand Product Roadmap                                | Moscone South 103       |
| 10:30 a.m. | Why, When, and How to Use Oracle Database 11g Semantic Technologies | Moscone South 200 & 212 |
| 4:00 p.m.  | CDISC SDTM Data Conversion, Using Oracle Warehouse Builder          | Moscone South 302       |

**Customer Sessions**

**Tuesday November 13, 2007**

| TIME      | TITLE                                             | COMPANY       | LOCATION          |
|-----------|---------------------------------------------------|---------------|-------------------|
| 4:45 p.m. | Transforming Healthcare With Shared Clinical Data | Shared Health | Moscone South 307 |

**Wednesday November 14, 2007**

| TIME       | TITLE                                                                            | COMPANY               | LOCATION          |
|------------|----------------------------------------------------------------------------------|-----------------------|-------------------|
| 9:45 a.m.  | The Largest Healthcare Technology Project in the World Comes to Life with Oracle | NHS                   | Moscone South 307 |
| 11:15 a.m. | Knowledge Means Power for Payers                                                 | BCBS of NJ            | Moscone South 307 |
| 4:30 p.m.  | Transparency Through A Lifetime Health Record                                    | Canada Health Infoway | Moscone South 307 |

**Thursday November 15, 2007**

| TIME      | TITLE                                                                            | COMPANY      | LOCATION          |
|-----------|----------------------------------------------------------------------------------|--------------|-------------------|
| 2:30 p.m. | The Largest Healthcare Payer in the World Captures the Force of Data Integration | CMS          | Moscone South 307 |
| 4:00 p.m. | Taking control of your health: Consumer empowerment with a PHR                   | Health Group | Moscone South 307 |

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