

## FOCUS ON Oracle On Demand

## Keynotes

NORTH HALL D

**Monday**

Oracle Keynote  
Charles Phillips  
8:30 - 9:30

AMD Keynote  
Hector Ruiz  
9:30 - 10:15

HP Keynote  
Mark Hurd  
2:00 - 2:45

Oracle Keynote  
Andy Mendelsohn  
6:00 - 7:00

**Tuesday**

Intel Keynote  
Paul Otellini  
8:30 - 9:15

Oracle Keynote  
Thomas Kurian  
9:15 - 10:15

**Wednesday**

Sun Keynote  
Jonathan Schwartz  
8:30 - 9:15

Dell Keynote  
Michael Dell  
12:45 - 1:30

Oracle Keynote  
Larry Ellison  
1:30 - 2:30

**Keynote Highlights****AMD****Power of Choice**

**Hector de J. Ruiz, Ph.D., Chairman and Chief Executive Officer**

Having a voice in the evolution of technology has given customers the power to choose the right technology to run their business today, and grow their business tomorrow. Faced with numerous choices in hardware, operating systems, storage and applications, IT professionals deserve a place at the table to help shape technology to better fit their needs. In a follow on to his 2006 keynote on "Making Smarter Choices," **Hector Ruiz**, AMD Chairman and CEO, discusses the power that choice has given customers, and how it helps shape continuous innovation.

**HP****Transforming Business and IT Experiences through Innovation**

**Mark Hurd, Chairman and CEO, HP**

Innovation is the lifeblood of information technology, but businesses and IT organizations – with large installed bases and constrained budgets – are far more selective today in the kinds of innovation they will buy and deploy. They're looking for practical innovation that will optimize business and IT, reduce risk and improve growth and profitability. Mark Hurd, Chairman and CEO of HP, will discuss HP's customer-focused innovation, including investments in research, product development and advanced materials to drive greater energy efficiency, new approaches to datacenter management and automation, and innovations in consumer technology that are working their way into enterprise systems. He will also highlight the joint innovation that HP and Oracle are delivering to their customers around the world.

**Intel****Intel – The Foundation for Innovation**

**Paul S. Otellini, Intel Corporation's President and Chief Executive Officer**

As the global economy continues to expand at a record pace, so does the competitive environment. Successful enterprise companies face increasingly complex and critical issues related to the way in which they employ technology to achieve core business objectives. Technology can help companies speed the pace of innovation, improve communications and compete in new market segments in a growing global economy. Paul S. Otellini, Intel Corporation's President and Chief Executive Officer, will discuss how Intel's long and unmatched collaboration with Oracle

combined with its standards-based architectures provide the best, most adaptable platforms possible for this environment. From energy-efficient datacenters, servers and core software tools, to highly manageable desktops, to always-connected notebooks and innovative new handheld devices, Intel architecture-based technology provides record-breaking performance and the right solutions for the diverse technology challenges facing the contemporary enterprise.

#### Sun

**The Next Wave: Looking Over the IT Horizon**  
Jonathan Schwartz, Chief Executive Officer and President, Sun Microsystems, Inc.

The genie is out of the bottle. As the Internet continues its massive global buildout, consumer technologies and experiences will determine the next wave of IT. Join Jonathan Schwartz for insights into the implications this holds for enterprise IT, the future of the open source movement, and the brutally efficient engineering required to deliver competitive advantage to customers.

#### Dell

**Michael Dell, Chairman and CEO**  
**When Complexity Is Out of Control: Dell's Drive Toward Simplicity**

When the average CIO spends 70 percent of his budget on maintenance -- just keeping the lights on -- it's clear that IT has become far too complicated. Isn't technology supposed to make things easier and actually *free up* resources for more innovative pursuits? Dell Chairman and CEO Michael Dell thinks so, and his company is on a mission to make things simpler. Mr. Dell will unveil his company's strategy to simplify every element of the IT environment -- from planning to deployment through management and maintenance. Learn how IT simplification has made Dell one of the world's most efficient organizations, and how organizations can streamline their IT environments to improve operations, focus on innovation, and minimize their impact on the Earth we all share.

## DEMOgrounds

SOUTH AND WEST

EXHIBITION HALLS

Look for... Oracle On Demand

## Special Programs & Partners

### Meet the Experts: Latin America Oracle On Demand Round Table

2<sup>nd</sup> Floor, Moscone West

**Tuesday, Nov. 13, 2:00 PM - 4:00 PM, Meet the Experts Area, Moscone West**

Come learn the unique business drivers propelling Oracle's fast growing On Demand business in Latin America. Ask successful LAD customers, Oracle service and delivery experts and your peers: How did they partner to enable business transformation, achieved operational excellence and optimize the value of their investment in IT. This highly interactive, Spanish language opportunity to Meet the Experts is an open discussion designed for you to get the complete picture about Oracle On Demand in Latin America.

### JD Edwards On Demand Program

HILTON SAN FRANCISCO

The JD Edwards conference at OpenWorld will be held at the **San Francisco Hilton on November 14-15**. WTS will be exhibiting at the Hilton as well as hosting a JD Edwards customer reception on Tuesday November 13, 2007 at the Hotel Nikko from 5:00-7:00pm PT.

Our special Oracle guests will be Mr. Lenley Hensarling, Oracle Group Vice President & General Manager for JD Edwards and Mr. John Schiff, Oracle Vice President & General Manager for World Software. This will be a great opportunity for one-on-one conversation with the management team responsible for your customers JD Edwards products.

### Sessions at the Hilton, Thursday, Nov. 15...

S292344	11:30-12:30 p.m., Metropolitan Government of Nashville	Mark Arend, Asst. Treasurer
S292405	1:00-2:00 p.m., Fairfield Residential	Jorge Farfan, Fairfield

### Meet the Experts: Business Process and Information Technology Outsourcing

2<sup>nd</sup> Floor, Moscone West

Wed, Nov. 14, 10 AM - 1 PM in the Meet the Experts Area, Moscone West. *Are you looking to transform your business? Globalize? Rapidly scale to meet demand? Drive operational excellence? When it comes to BPO and ITO, Oracle has the insight, products, services and relationships to make your strategic change successful! Come talk to the Oracle outsourcing experts.*

## Sessions

Session ID	Session Title	Speaker(s)	Date/Time	Venue/Room
S292860	<b>OAUG Outsourcing SIG</b>	John Faucher, Solution Beacon, LLC	Sunday 11/11/2007 9:45 a.m. - 10:45 a.m.	Moscone West 3008 - L3
S292515	<b>Outsourcing: The Software Vendor Matters</b>	Peter Allen, TPI; Marc Schwarz, Oracle	Monday 11/12/2007 11:00 a.m. - 12:00 p.m.	Marriott Salon 12 & 13
S292516	<b>Oracle's CIO Perspective: Global IT Leadership for Oracle's Customers and Business</b>	Mark Sunday, Oracle;	Monday 11/12/2007 3:15 p.m - 4:15 p.m	Marriott Golden Gate C2
S292511	<b>Business Value for Small and Medium Businesses: Oracle's On-Demand Solution</b>	Gordon Atkin, The Generations Network; Gary Bowen, Ogio; Darryl Crawford, Oracle; Ashok Ganapathy, Stila Cosmetics; Anthony Hill, Golden Gate University	Tuesday 11/13/2007 12:15 P p.m - 1:15 p.m	Marriott Golden Gate C2
S292512	<b>Oracle On Demand Enables Strategic Transformation</b>	Philip Cognetta, Iron Mountain Information Management Inc.; Christina Hollingsworth, Genworth Financial Inc.; Steffen Land, Oracle	Tuesday 11/13/2007 12:15 p.m - 1:15 p.m	Marriott Salon 7
S292508	<b>Business Results Case Study: Oracle On Demand for Siebel Customer Relationship Management</b>	Mike Betzer, Oracle; Frances Carlson, Roll International Corp.; Darryl Crawford, Oracle	Wednesday 11/14/2007 11:15 a.m. - 12:15 p.m	Marriott Golden Gate A2
S292510	<b>Oracle On Demand Lifecycle for Oracle Applications Unlimited and Oracle Fusion Applications Strategies</b>	Frances Carlson, Roll International Corp.; Steven Hallett, Oracle	Wednesday 11/14/2007 3:00 p.m - 4:00 p.m	Marriott Golden Gate C2
S292509	<b>Business Results Case Studies: PeopleSoft Enterprise On Demand</b>	Michael Hutchinson, Oracle; Suzanne McIntosh, PMI Group; Larry Miklusak, The Warranty Group	Wednesday 11/14/2007 4:30 p.m - 5:30 p.m	Marriott Golden Gate C2
S292514	<b>Determine Your Readiness: Oracle On</b>	Roberto Aguilo, CSAV; Herve DeLasayette, Essilor; Lori Ridgeway,	Wednesday,	Marriott

experience

OPENWORLD



	<b>Demand Rapid Assessment Process</b>	Johnson Diversey; Steven Hallett, Oracle	11/14/2007 4:30 p.m -5:30 p.m	Salon 4
S290561	<b>Business Results Case Studies: Oracle E-Business Suite On Demand</b>	Michael Hutchinson, Oracle; David Murray, JDS Uniphase; Roger Santone, Atrium Companies, Inc.	Thursday 11/15/2007 10:00 a.m. - 11:00 a.m.	Marriott Golden Gate A2
S292513	<b>Oracle's Application Strategy for On-Demand Software</b>	Michael Beck, Oracle; Caroline Crothers, Oracle	Thursday 11/15/2007 1:00 p.m - 2:00 p.m	Marriott Golden Gate C3

## Networking Events

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.