

FOCUS ON SIEBEL: MIDDLEWARE, APPLICATIONS TOOLS AND TECHNOLOGY

Keynotes

NORTH HALL D

Monday November 12, 2007

8:30 a.m. – 10:15 a.m.
Hector de J. Ruiz, Ph.D.
Chairman and CEO
AMD

Charles Phillips
President
Oracle Corporation

2:00 p.m. – 2:45 p.m.
Mark Hurd
Chairman and Chief Executive Officer
HP

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

Tuesday November 13, 2007

8:30 a.m. – 10:15 a.m.
Paul S. Otellini
President and Chief Executive Officer
Intel Corporation

Thomas Kurian
Senior Vice President
Oracle Corporation

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

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 Corporation

Hands-On Labs

MARRIOTT GOLDEN GATE B3

S292625: Experience Oracle Universal Content Management

- 11:00 a.m., Monday, November 12, 2007
- 9:45 a.m., Wednesday, November 14, 2007

S292624: Building an Enterprise Web Site from Scratch

- 12:30 p.m., Monday, November 12, 2007
- 4:45 a.m. Tuesday, November 13, 2007

S292626: Secure Your Content Anywhere at Anytime

- 3:15 p.m., Tuesday, November 13, 2007
- 10:00 a.m., Thursday, November 15, 2007

HILTON IMPERIAL BALLROOM B

S291779: Service-Enabling Siebel, PeopleSoft, and E-Business Suite Using Oracle SOA Suite

- 12:30 p.m., Monday, November 13, 2007
- 3:15 p.m., Monday, November 13, 2007

Special Programs

Oracle Develop

HILTON SAN FRANCISCO

Monday, November 12 and Tuesday, November 13

Sessions and Hands-On Labs are available to those who signed up for the Oracle Develop Program.

Tracks include:

- Emerging Technologies
- Java and Java Enterprise Edition
- Fusion Applications
- Service-Oriented Architecture

DEMOgrounds SOUTH EXHIBITION HALL

Demos

Overview

- Oracle Fusion Middleware (K01)
- Oracle Fusion Middleware for Applications (K02)

Application Server

- Oracle Application Server/Java EE 5 (K33)
- Oracle Coherence, In-Memory Data Grid (K30)
- Oracle Enterprise Web Services (K32)
- Oracle TopLink: JPA and EJB 3.0 (K31)

Business Intelligence

- Oracle Business Intelligence Enterprise Edition Plus (E01, E04, E08)
- Oracle Business Intelligence Publisher (E03, E09)
- Oracle Business Intelligence Standard Edition (E090)
- Oracle Business Intelligence for Growing Enterprises (E07)
- Oracle Data Integrator (E06)

Collaboration

- Secure Team Collaboration (K38, K41)

Content Management

- Enterprise Content Management and Web 2.0 (K47)
- Imaging and Process Management (K45)
- Information Rights Management (K43)
- Invisible Enterprise Content Management (K42)
- Oracle Content Database Suite Live Archiving (K19)
- Oracle Universal Content Management (K13, K14, K20)
- Oracle Universal Content Management Integrations (K15)
- Universal Records Management (K44)

Identity Management

- Identity Audit and Compliance (K09)
- Oracle Access Manager, Oracle Identity Federation (K10)
- Oracle Adaptive Access Manager (K12)
- Oracle Directory Services (K07)
- Oracle Enterprise Single Sign-On (K11)
- Oracle Identity Management Suite Manageability (K06)
- Oracle Identity Manager (K08)
- Oracle Role Manager (K05)

Development Tools and Open Source

- Ajax/Web 2.0 User Interface with Oracle ADF Faces (K28)
- Oracle Application Development Framework (K26)
- Oracle Contributions to Open Source (K29)
- Oracle Forms/Oracle Designer (K21)
- Oracle JDeveloper, Free Enterprise IDE (K27)

Manageability & High Availability

- Oracle Fusion Middleware Availability/Scalability (K04)
- Oracle Fusion Middleware Unified Management (K03)
- Oracle WebCache (K36)

Portal & Web 2.0

- Building Oracle WebCenter Applications (K49)
- Oracle Portal (K48)
- Oracle WebCenter Spaces (K46)

- **Search**
- Oracle Secure Enterprise Search (K39, K40)

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experience

OPENWORLD

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Service Delivery Platform

- Rapid Voice Calling and Messaging Services (K18)
 - Web 2.0 Voice, Presence, and Messaging (K17)
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experience

OPENWORLD

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Service-Oriented Architecture

- Event Processing (K47)
- Oracle B2B (K35)
- Oracle Business Activity Monitoring (K24)
- Oracle Business Process Management (K23)
- Oracle Data Integrator (E06)
- Oracle Enterprise Service Bus: Adapters and Mediator (K25)
- Oracle SOA Suite (K22)
- Oracle Web Services Manager (K37)

Key Sessions

Monday November 12, 2007

TIME	ID	TITLE	LOCATION
11:00 am	S290557	SOA Magic for Siebel: AIA and Oracle Fusion Middleware	Marriott Salon 14 & 15
11:00 am	S291869	Oracle WebCenter: New Features and Product Road Map	Moscone West 3007 – L3
11:00 am	S290852	Introducing Oracle Application Integration Architecture: Bringing Together Oracle's Application Portfolio with Preintegrated Business Processes Jose Lazares, VP Oracle Applications Development	Moscone South 306
11:00 am	S292749	Oracle Applications Unlimited: Delivering Competitive Advantage Through Customer-Driven Innovations and Next-Generation Technology Jesper Andersen, SVP Oracle Applications Strategy	Moscone South 103
11:00 am	S292615	Oracle Fusion Middleware: Technical Highlights and New Directions	Moscone South 104
12:30 pm	S291779	Hands-on Lab: Service-Enabling Siebel, PeopleSoft, and Oracle E-Business Suite, Using Oracle SOA Suite (repeated on Tuesday below)	Hilton Imperial Ballroom B
12:30 pm	S291574	Introduction to WCM: Manage Multiple Web Sites with Oracle Universal Content Management	Moscone West 3008 – L3
4:45 pm	S291981	What's New in Oracle Fusion Middleware for Oracle Applications, Including Oracle E-Business Suite, Siebel, PeopleSoft, and JD Edwards	Moscone South 308
4:45 pm	S291855	Oracle Fusion Middleware: Best Practices and Interoperability for Windows, .NET, and Office Environments	Moscone South 307

Tuesday November 13, 2007

TIME	ID	TITLE	LOCATION
10:45 pm	S292750	Introduction to Oracle Fusion Applications Steve Miranda, SVP Oracle Applications Development	Moscone South 103
10:45 am	S292580	Introduction to Oracle Business Intelligence Enterprise Edition Office Integration: The Information Consumer Approach	Moscone West 3020 – L3
10:45 am	S291537	Why and How Oracle Fusion Middleware Matters to Applications Unlimited Customers	Moscone South 308
12:15 pm	S292751	Upgrading to Oracle Fusion Applications: Planning Ahead Cliff Godwin, SVP Oracle Applications Development	Moscone South 306
12:15 pm	S290548	Enterprise 2.0: Bringing Web 2.0 to Siebel CRM	Marriott Salon 8
12:15 pm	S292497	Uncovering New insights in your Contact Center with Oracle BI	Moscone South 301
12:15 pm	S292567	Mercer/BearingPoint: Leveraging Siebel CRM and Oracle BI Applications to Build a Unified Customer Front for Mercer	Moscone West 3020 – L3
12:15 pm	S292603	What's Coming in Oracle BI Suite Enterprise Edition Plus Foundation	Moscone West 2001 – L2
3:15 pm	S291779	Hands-on Lab: Service-Enabling Siebel, PeopleSoft, and Oracle E-Business Suite, Using Oracle SOA Suite	Hilton Imperial Ballroom B
3:15 pm	S290549	Siebel and Oracle Fusion Middleware	Marriott Salon 9
4:45 pm	S291697	Taking Oracle AIA to the Next Level with Oracle Fusion Middleware	Marriott Nob Hill C/D
4:45 pm	S292030	Oracle's SOA Methodology with AIA	Moscone South 300
4:45 pm	S291863	Oracle Fusion Middleware: Strategy and Directions of a Modern Middleware Platform	Moscone South 308

Wednesday November 14, 2007

TIME	ID	TITLE	LOCATION
9:45 am	S292542	Cisco Systems: Implementing a Customer Intelligence Center with Oracle Business Intelligence Enterprise Edition	Moscone West 3022 – L3
9:45 am	S291875	Identity and Data Security	Moscone West 3002 – L3
9:45 am	S291362	What's New in Oracle SOA Suite	Moscone South 300
11:15 am	S290558	Best Practices for Implementing Oracle Business Intelligence Applications for Siebel CRM	Marriott Salon 10 & 11
11:15 am	S292458	Business Intelligence Implementation Panel	Moscone West 2004 - L2
3:00 pm	S291694	Oracle Fusion Middleware for Business and Functional Managers	Moscone South 102
3:00 pm	S290819	Oracle's Vision for Enterprise Applications Jesper Andersen, SVP Oracle Applications Strategy	Moscone South 306
3:00 pm	S292098	Integrating Siebel Sales with Oracle E-Business Suite, Using Oracle AIA: Featuring Macerich and Serene Corporation	Marriott Salon 12 & 13
3:00 pm	S292139	Anheuser-Busch: Implementing a Seamless Selling Model by Using Siebel Solutions and Oracle Business Intelligence	Moscone South 306
4:30 pm	S292719	Getting Value from Oracle Fusion Technology with Oracle E-Business Suite, PeopleSoft, Siebel, and JD Edwards Applications Today Thomas Kurian, SVP Oracle Fusion Middleware Development	Moscone South 306
4:30 pm	S290550	Siebel CRM Platform Road Map: To Infinity and Beyond	Marriott Salon 8

Thursday November 15, 2007

TIME	ID	TITLE	LOCATION
8:30 am	S290544	Siebel Security Authentication, Using External Products	Marriott Salon 12 & 13
8:30 am	S292495	Oracle Service Analytics	Moscone West 2004 – L2
10:00 am	S292500	How to Achieve Great Performance with Oracle BI Enterprise Edition	Marriott Salon 7
10:00 am	S292494	Oracle Sales Analytics	Moscone West 2004 – L2
10:00 am	S290559	Siebel CRM and Oracle Fusion Middleware: Why It Matters to Business and Functional Managers (Part I)	Marriott Salon 10 & 11
11:30 am	S292501	Breaking Down the Oracle Business Intelligence Applications	Moscone West 3024 – L3
11:30 am	S292491	Oracle BI Real-Time Decisions: Enabling More-Intelligent and Profitable Customer Interactions at British Telecom	Moscone South 302
11:30 am	290909	Deliver Siebel via the Web Channel and in SOA implementation: Case Study (Part II)	Marriott Salon 8
11:30 am	S290993	Leveraging Oracle Fusion Middleware Components for the Management of SOA Interfaces	Moscone West 2014 – L2
2:30 pm	S292493	Oracle Marketing Analytics	Marriott Golden Gate C2

Networking Events

EVENT	DAY	TIME
Welcome Reception*	Sunday	7:30 pm – 9:30 pm
OTN Night	Monday	7:30 pm – 11:30 pm
Appreciation Event*	Wednesday	8:30 pm – 12:30 am
It's a Wrap	Thursday	5:30 pm – 7:30 pm

* Oracle OpenWorld Full Conference attendees only.

Online Opportunities and Resources

Oracle OpenWorld Connect	http://oracleopenworldconnect07.leveragesoftware.com/default.lew Take advantage of this online networking opportunity to find other Oracle OpenWorld attendees with similar interests and goals, ranging from Siebel and Oracle Fusion Middleware questions and resources to social networking and advice during your trip to San Francisco.
http://blogs.oracle.com/applications	Through this blog, readers will learn about the most interesting "Things to Know" if you are an Oracle applications customer or partner, how to get better value from your Applications Unlimited products as well as the latest application technologies that can help Oracle application users prepare for Fusion Applications.
www.oracle.com/appcasts or via iTunes	Stay current on the latest Oracle Applications news by tuning in to AppCasts - Live with Cliff. Learn about: Fusion Updates ~ Customer Interviews ~ Product News ~ Partner Highlights
www.oracle.com/ofmradio or via iTunes	Tune in to Oracle Fusion Middleware Radio for the latest news and updates on Oracle's Application Infrastructure strategy and futures. Learn about: Oracle Fusion Middleware and Siebel ~ How to Get Started ~ Quick ROI Wins Today
Become an Oracle ACE!	Oracle extends ACE program to include Applications Community Advocates. Go to http://www.oracle.com/technology/community/oracle_ace/index.html for more information