

FOCUS ON UNSTRUCTURED DATA

Keynotes

NORTH HALL D

Sunday, November 11, 2007

5:45 p.m. – 7:00 p.m.
Sunday Night Live – 30 Years Behind The Scenes at Oracle
Safra Catz
President and Chief Financial Officer, Oracle

Monday, November 12, 2007

8:30 a.m. – 10:15 a.m.
Power of Choice
Hector de J. Ruiz, PhD
Chairman and Chief Executive Officer, AMD

8:30 a.m. – 10:15 a.m.
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
Senior Vice President, Server Technologies, Oracle

Tuesday, November 13, 2007

8:30 a.m. – 10:15 a.m.
Intel – The Foundation for Innovation
Paul S. Otellini
President and Chief Executive Officer, Intel Corporation

8:30 a.m. – 10:15 a.m.
Lead from the Middle – The Innovative Platform to Innovate on the Web
Thomas Kurian
Senior Vice President, Fusion Middleware, Oracle

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

Wednesday, November 14, 2007

8:30 a.m. – 9:15 a.m.
The Next Wave: Looking Over the IT Horizon
Jonathan Schwartz
Chief Executive Officer and President, Sun Microsystems, Inc.

12:45 p.m. – 2:30 p.m.
When Complexity Is Out of Control: Dell's Drive Toward Simplicity
Michael Dell
Chairman of the Board and Chief Executive Officer, Dell

Wednesday, November 14, 2007

12:45 p.m. – 2:30 p.m.
The CEO Keynote
Larry Ellison
CEO, Oracle

Oracle Develop

HILTON HOTEL

Hands-On Labs Hilton Yosemite Room C

- Ready, Set, XML! Using Oracle XML Data
Monday, Nov. 12, 4:45 p.m. – 5:45 p.m.
John King, King Training Resources

Hands-On Labs Hilton Continental B4

- Oracle XML DB—the Only True Hybrid XML and Relational Database
Tuesday, Nov. 13, 10:45 a.m. – 11:45 a.m.
Geoff Lee, Oracle
- Oracle XML DB Delivers Performance and Flexibility, So You Can Have Your Cake and Eat It Too
Tuesday, Nov. 13, 12:15 p.m. – 1:15 p.m.
Geoff Lee, Oracle

Sessions

Monday, November 12, 2007

TIME	TITLE	SPEAKER/COMPANY	LOCATION
11:00-12:00 p.m.	How to Multimedia-Enable Your Applications with Oracle Multimedia	Marcel Kratochvil, Piction Jim Steiner, Oracle	Moscone South 305
11:00-12:00 p.m.	High-Performance and Scalable XML Processing with Oracle XML Developer's Kit	Vijay Medi, Tim Yu Oracle	Hilton Franciscan Room A
12:30-1:30 p.m.	Oracle XML DB: Managing All of Your XML Data	Tom Breckon, Northern California Power Agency, Mark Drake, Oracle	Moscone South 305
12:30-1:30 p.m.	Building XML Content Management Applications with Oracle XML DB	Bhushan Khaladkar, Asha Tarachandani, Oracle	Hilton Franciscan Room A
12:30-1:30 p.m.	The Semantic Web for Application Developers	Narendra Kunapareddy, UT Houston; Alan Wu, Oracle	Hilton Continental Parlor 9
3:15-4:15 p.m.	Oracle Secure Enterprise Search: Today and Future	Vishu Krishnamurthy, Mohammad Faisal, Oracle	Moscone South 309
3:15-4:15 p.m.	Advances in Schema-Optimized XML Storage and Optimization	Thomas Baby, Sriram Krishnamurthy, Oracle Carlo Tiu, Northern CA Power Agency	Hilton Continental Parlor 7 & 8
4:45-5:45 p.m.	Enabling Highly Scalable and Available Search with Dell Servers	Jinyu Wang, Cindy Hsin, Oracle Zafar Mahmood, Dell	Moscone South 309
4:45-5:45 p.m.	Enterprise Search at AT Kearney: Empowering Users & Protecting Intellectual Property	Brian Dirking, Stefan Buchta, Oracle Amin Negandhi, Echelon Consulting L.L.C	Moscone West 3008-L3
4:45-5:45 p.m.	What's New with Hyperion Essbase – System 9	Jose Villacis, Al Marciante, Oracle	Marriott Golden Gate C1

Tuesday, November 13, 2007

TIME	TITLE	SPEAKER/COMPANY	LOCATION
10:45-11:45 a.m.	Using Oracle Database 11g Rules Manager for Complex Event Processing	Bill Beaugerard, Aravind Yalamanchi, Oracle	Hilton Continental Parlor 9
10:45-11:45 a.m.	Oracle E-Business Suite Executive Update and Roadmap	Jon Chorley, Murali Subramanian Oracle; Peter Collings Government of Scotland	Marriott, Salon 9
12:15-1:15 p.m.	Secure Application Search Within Your Oracle E-Business Suite	Nagaraj Srinivasan, Rajesh Ghosh, Oracle	Moscone West 2014-L2
1:45-2:45 p.m.	Binary XML and XML Index: Scalable, Performant XML Processing for Schemaless XML	Nipun Agarwal, Sivasankaran Chandrasekar Oracle	Hilton Continental Parlor 7 & 8
1:45-2:45 p.m.	Building DICOM Medical Imaging Applications with Oracle Multimedia and Oracle Application Express	Dongbai Guo, Susan Mavris Oracle	Hilton Continental Parlor 9

4:45-5:45 p.m.	Secure Search Enabling Your Enterprise: 10 Things You Need to Know	Stefan Buchta, Thomas Chang, Oracle	Moscone West 3008-L3
4:45-5:45 p.m.	XML TableIndex: Structured Access to Schemeless XML	Hui Chang, Zhen Liu, Oracle	Hilton Franciscan Room A

Wednesday, November 14, 2007

TIME	TITLE		LOCATION
9:45-10:45 a.m.	Knowledge-Enable Your Service Resolution Process	Men-Ching Luk, Anurag Malik, Sanjeev Sahni, Oracle	Marriott Salon 3
3:00-4:00 p.m.	Enterprise Search for Oracle Applications	Jinyu Wang, Akbar Jaffer, Annad Subbaraman, Oracle	Moscone West 3008-L3
3:00-4:00 p.m.	Charting a Course to World-Class Contact Center Performance with Siebel Contact Center Solutions	Steve Bonadio, Robin Callender, Ashish Joshi, Oracle	Marriott Salon 8
4:30-5:30 p.m.	Oracle Multimedia DICOM: New Capabilities for Medical Image Archives and Applications with Oracle Database 11g	Bill Gettys, Oracle	Moscone South 200&212

Thursday, November 15, 2007

TIME	TITLE		LOCATION
8:30-9:30 a.m.	Oracle Secure Enterprise Search in Use at Oracle	Brian Dirking, Mark Clark, Oracle	Moscone South 236&238
8:30-9:30 a.m.	Streamline Your Information Access with Search Navigation	Jack Berkowitz, Siderean Jinyu Wang, Matt Turck, Oracle	Moscone South 200&212
8:30-9:30 a.m.	Enterprise File Server Consolidation and Enhancement with Oracle Content Management	Rich Buccheim, Dave Long, Oracle	Moscone West 3008-L3
10:00-11:00 a.m.	Database Native Web Services with Oracle XML DB	Rohan Angrish, Geeta Arora, Oracle	Moscone South 200&212
11:30-12:30 p.m.	Why, When, and How to Use oracle Database 11g Semantic Technologies	Souripriya Das, Xavier Lopez, Oracle	Moscone South 200&212
1:00-2:00 p.m.	Oracle Content Database and Secure Enterprise Search: Managing Contract Archives for the Teamsters	Rich Buccheim, Kevin Ku, Oracle	Moscone South 270&272
2:00-3:00 p.m.	Oracle Text 11gR1 Product Overview	Roger Ford, Wesley Lin, Mohammad Faisal, Oracle	Moscone South 200&212
2:30-3:30 p.m.	Oracle Secure Enterprise Search Customer Panel	Brian Dirking, Stefan Buchta, Vickie Rooker, Dairyland Power, Brian Schwartz, Macerich, Oracle	Moscone West 3008-L3
4:00-5:00 p.m.	Leveraging the Power of Oracle XML DB to Manage XBRL	Steve Hord, Steve Levine, UBMatrix	Moscone South 200&212

• **DEMOgrounds**SOUTH EXHIBITION 0* **DEMOgrounds** WEST EXHIBITION HALL

Demos

Oracle Database 11g Multimedia

- Oracle Spatial and Oracle Application Server MapViewer

Oracle Text 11g

- Advanced Search Features
- Text Mining
- High Performance Scalable

Oracle Secure Enterprise Search: Content Management Search

- Content DB and Oracle UCM
- Portal and Web Center
- 3rd Party Content Management Repositories

Oracle XML Database: Performance and Flexibility

- Native XML storage and indexing Optimized for performance and flexibility
- Schema-based and schema-less XML Streaming evaluation and partial updates
- Intelligent, context-aware XML search Simple, powerful management of XML content

Oracle E-Business Suite User Interaction Experience

- Oracle E-Business Suite Secure Enterprise Search
- Oracle E-Business Suite integration with Oracle web center
- Prepackaged role-based dashboards

Invisible Enterprise Content Management

- Content Management as middleware
- Oracle Internet Directory, Oracle Secure Enterprise Search, Oracle SOA Suite integrations

Semantic Data Management & Rules Manger/CEP

- 3-D spatial geometry, triangulated irregular networks (TINs); GeoRaster image, gridded data set

Oracle Secure Enterprise Search (SES)

- Highest Level of Security
- Comprehensive set of data source connectors
- Easy to use and install

Secure Enterprise Search: Enterprise Application Search

- Oracle Siebel, Oracle E-Business Suite
- Hyperion, PeopleSoft, JD Edward
- Fusion Applications

Oracle XML Database: Structured XML

- XML schema-based storage and performance Optimized XQuery, XSLT, and XML update
- True hybrid database offers best of XML and SQL. Use SQL to query XML; generate XML from SQL
- Zero-development, zero-deployment Web services Invoke PL/SQL packages and functions by using SOAP

Hyperion Essbase Visual Explorer

- At-a-glance insights via an easy-to-use interface for visual navigation of large data sets
- Continuously updated visuals, drag/drop construction of statistical models, and dynamic calculations
- Simultaneous multidimensional shared data views that users can save, publish, or e-mail

Hyperion Essbase Web Analysis

- Richest business user experience
- Highly advanced calculation engine
- Best custom analytical environment

Hyperion Essbase and Financial Reporting

- Automated financial report production in a wide variety of formats
- Flexible, scalable architecture requiring minimal IT engagement
- Access to timely, accurate financial data

Partners

PARTNER	EXHIBITION HALL	BOOTH #
Altova	3630 Moscone West	
Apps Associates	3633 Moscone West	
HCL	3610 Moscone West	
UBMatrix	3810 Moscone West, Partner Solutions Pavilion	

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.