

FOCUS ON Application Integration Architecture (AIA)

Keynotes

MOSCONE

Monday September 22, 2008

9:00 a.m. – 11:00 a.m.

Welcome to Oracle OpenWorld

Charles Phillips

President, Oracle Corporation

Chuck Rozwat

Executive Vice President, Product Development, Oracle

11:00 a.m. – 12:45 p.m.

Applications Unlimited and the Future of Applications

Ed Abbo

Senior Vice Preseident, Oracle

2:30 p.m. - 3:30 pm

Moscone West, Level 3, Rm 3002 & 3004

Oracle Fusion Applications, Enterprise SOA, and Beyond:

Bringing It Together with Oracle Application Integration Architecture

Speaker: Jose Lazares, Vice President, Oracle

Tuesday September 23, 2008

2:30 p.m. – 4:30 p.m.

Thomas Kurian

Senior Vice President, Oracle Fusion Middleware, Oracle

Paul Ottelini

President and CEO, Intel Corporation

Wednesday September 24, 2008

2:30 p.m. – 4:30 p.m.

Mark Hurd

Chairman of the Board, CEO and President, HP

Larry Ellison

CEO, Oracle Corporation

General Sessions

MOSCONE

Monday September 22, 2008

1:00 p.m. – 2:00 p.m.

Moscone West L2, Rm 2020

Oracle Application Integration Architecture Center of Excellence as a Competitive Differentiator

Speaker: Devesh Sharma, Oracle Corporation

Pasquale Russo, Deloitte Consulting

Narayanan Shankar, Infosys

4:00 p.m. – 5:00 p.m.

Moscone West L2, Rm 2020

Oracle Application Integration Architecture Unleashed: The

Ultimate Answer to Accelerating SOA Is Finally Here

Speaker: Mark Craig, Oracle Corporation

Tina Abdoo, Alticor;

Manjula Mahajan, Symantec

5:30 p.m. – 6:30 p.m.

Moscone West L2, Rm 2020

Oracle Application Integration Architecture Enterprise SOA

Showcase: Enabling Business Transformation at Pfizer

Speaker: Mark Craig, Oracle Corporation

Kiran Dattani, Pfizer

Tuesday September 23, 2008

9:00 a.m. – 10:00 a.m.

Moscone West L2, Rm 2020

Composite Applications: The New Face of Oracle Application Integration Architecture

Speaker: Munazza Bukhari, Oracle Corporation

11:30 a.m. – 12:30 p.m.

Moscone West L2, Rm 2020

What Every Customer Should Know About Implementing and

Governing Oracle Application Integration Architecture

Speaker: Ivan Lazarov, Oracle Corporation

Ron van der Kwaak, KPN

1:00 p.m. – 2:00 p.m.

Moscone West L2, Rm 2020

Oracle Application Integration Architecture: The Ultimate

Shared-Services Approach to A2A and B2B Interoperability

Speaker: Garret Minakawa, Oracle Corporation

Raman Mehta, Oracle Corporation

5:00 p.m. – 6:00 p.m.

Moscone West L2, Rm 2020

Oracle Application Integration Architecture for Master Data

Management

Speaker: Pascal Laik, Oracle Corporation

5:00 p.m. – 6:00 p.m.

Intercontinental, Grand Ballroom A

Oracle Application Integration Architecture for JD Edwards

EnterpriseOne

Speaker: Chris Walsh, Oracle Corporation

Michael Seymour, Oracle Corporation

General Sessions

MOSCONE

Wednesday September 24, 2008

9:00 a.m. – 10:00 a.m. Moscone West L2, Rm 2020
 Driving Business Results through SOA: Oracle Application
 Integration Architecture Customer Roundtable
 Speakers: Angie Wong, Oracle Corporation
 Dan Goerdt, Schneider
 Ron van der Kwaak, KPN
 Kiran Dattani, Director, Pfizer
 Manjula Mahajan, Symantec

11:30 a.m. – 12:30 p.m. Moscone West L2, Rm 2020
 Oracle Application Integration Architecture for Siebel Customer
 Relationship Management
 Speaker: Nanda Kalathil

1:00 p.m. – 2:00 p.m. Moscone West L2, Rm 2020
 Oracle Application Integration Architecture for SAP: Prebuilt
 Integrations with SAP
 Speaker: Ashish Sharma
 Lawrence Pravin, Sierra Atlantic

5:00 p.m. – 6:00 p.m. Moscone West L2, Rm 2020
 Choosing the Right Oracle Application Integration Architecture
 Design Pattern for Maximum Interoperability and More
 Speakers: Ravi Sankaran, Oracle Corporation
 Annaji Garimella, Oracle Corporation

5:00 p.m. – 6:00 p.m. Moscone West L3, Room 3008
 Oracle Application Integration Architecture for the PeopleSoft
 Speakers: John Webb, Oracle Corporation
 Michael Thompson, Oracle Corporation

Thursday September 25, 2008

9:00 a.m. – 10:00 a.m. Moscone West L2, Rm 2020
 Show Me the Money: Oracle Application Integration
 Architecture Order-to-Cash Process Integration Pack Customer
 Showcase
 Speakers: Rajesh Kalra, Oracle Corporation
 Chris Ronchak, ScriptPro

10:30 a.m. – 11:30 a.m. Moscone West L2, Rm 2020
 Oracle AIA: Bridging the Gap to Next Generation Applications
 Speakers: Ivan Lazarov, Oracle Corporation
 Michael Seymour, Oracle Corporation

12:00 p.m. – 1:00 p.m. Moscone West L2, Rm 2020
 What Oracle Application Integration Architecture Has Planned
 for the Communications, Retail, & High Technology Industries
 Speakers: Ivan Lazarov, Oracle Corporation
 Dan Conway, Oracle Corporation

1:30 p.m. – 2:30 p.m. Moscone West L2, Rm 2020
 Oracle Application Integration Architecture and SOA Adoption
 Basics: Benefiting from SOA Governance
 Speakers: Jason Xie, Oracle Corporation
 Prasen Palvankar, Oracle Corporation

3:00 p.m. – 4:00 p.m. Moscone West L2, Rm 2020
 Oracle Application Integration Architecture for Oracle E-
 Business Suite
 Speaker: Srinivas Tallapragade, Oracle Corporation

Lounge Location

Visit the Oracle Applications Lounge: Moscone West L2

Learn more and ask questions about Application Integration
 Architecture (AIA):

Monday, Sept. 22 at 3:30 p.m.– 5:00 p.m.

- Speak directly with Oracle AIA Expert.

Tuesday, Sept. 23 at 12:00 p.m.– 2:30 p.m.

- Speak directly with Oracle AIA Expert.

Open World Sessions – Applications Integration Architecture (AIA)

Monday September 22, 2008

TIME	TITLE	LOCATION
1:00 p.m.	S299682: Oracle AIA Center of Excellence as a Competitive Differentiator	Moscone West L2, Rm 2020
2:30 p.m.	S299665: Oracle Fusion Applications, Enterprise SOA, and Beyond: Bringing It Together with Oracle AIA	Moscone West L3, Rm 3002 & 3004
4:00 p.m.	S299668: Oracle AIA Unleashed: The Ultimate Answer to Accelerating SOA Is Finally Here	Moscone West L2, Rm 2020
5:30 p.m.	S299670: Oracle AIA Enterprise SOA Showcase: Enabling Business Transformation at Pfizer	Moscone West L2, Rm 2020

Tuesday September 23, 2008

TIME	TITLE	LOCATION
09:00 a.m.	S299672: Composite Applications: The New Face of Oracle Application Integration Architecture	Moscone West L2, Rm 2020
11:30 a.m.	S299673: What Every Customer Should Know About Implementing and Governing Oracle AIA	Moscone West L2, Rm 2020
1:00 p.m.	S299675: Oracle AIA: The Ultimate Shared-Services Approach to A2A and B2B Interoperability	Moscone West L2, Rm 2020
5:00 p.m.	S299677: Oracle AIA for Master Data Management	Moscone West L2, Rm 2020
5:00 p.m.	S299694: Oracle AIA for JD Edwards EnterpriseOne	Intercontinental, Grand Ballroom A

Wednesday, September 24, 2008

TIME	TITLE	LOCATION
9:00 a.m.	S299676: Driving Business Results Through SOA: Oracle AIA Customer Roundtable	Moscone West L2, Rm 2020
11:30 a.m.	S299695: Oracle Application Integration Architecture for Siebel Customer Relationship Management	Moscone West L2, Rm 2020
1:00 p.m.	S299680: Oracle AIA for SAP: Prebuilt Integrations with SAP	Moscone West L2, Rm 2020
5:00 p.m.	S299683: Choosing the Right Oracle AIA Design Pattern for Maximum Interoperability	Moscone West L2, Rm 2020
5:00 p.m.	S299693: Oracle AIA for the PeopleSoft Product Line	Moscone West L3, Room 3008

Thursday, September 25, 2008

TIME	TITLE	LOCATION
9:00 a.m.	S299691: Show Me the Money: Oracle AIA Order-to-Cash Process Integration Pack Customer Showcase	Moscone West L2, Rm 2020
10:30 a.m.	S299685: Oracle AIA: Bridging the Gap to Next Generation Applications	Moscone West L2, Rm 2020
12:00 p.m.	S299687: What Oracle AIA Has Planned for the Communications, Retail, & High Technology Industries	Moscone West L2, Rm 2020
1:30 p.m.	S299688: Oracle AIA and SOA Adoption Basics: Benefiting from SOA Governance	Moscone West L2, Rm 2020
3:00 p.m.	S299692: Oracle Application Integration Architecture for Oracle E-Business Suite	Moscone West L2, Rm 2020

Title Line

DEMOgrounds

EXHIBITION HALLS

Demos

MOSCONE SOUTH

Monday, September 22

11:00 AM – 6:00 PM

Tuesday, September 23 and Wednesday, September 24

9:00 AM – 6:00 PM

Thursday, September 25

9:00 AM – 1:30 PM

Oracle Application Integration Architecture: A Faster Move to
SOA Workstation I -02

Oracle Application Integration Architecture: Business
Adaptability Workstation I-03

Oracle Application Integration Architecture: Less
Risk/Complexity Workstation I-04

Networking Events

EVENT	DAY	TIME
Welcome Reception	Sunday	7:30 p.m. – 9:30 p.m.
OTN Night	Monday	7:30 p.m. – 11:00 p.m.
Green Event @ Temple Nightclub (540 Howard Street)	Tuesday	Green Happy Hour 6pm, Pecha Kucha 8pm, Fashion Show 10pm
Appreciation Event	Wednesday	8:00 p.m. – 12:00 a.m.
It's a Wrap	Thursday	5:00 p.m. – 7:00 p.m.