

FOCUS ON AUTOMOTIVE

Keynotes

MOSCONE

Monday September 22, 2008

9:00 a.m. – 11:00 a.m.

Welcome to Oracle OpenWorld

Charles Phillips

President, Oracle Corporation

Charles Rozwat

Executive Vice President Development, Oracle Corporation

Tuesday September 23, 2008

2:30 p.m. – 4:30 p.m.

Thomas Kurian

Sr. Vice President Server Technologies, Oracle Corporation

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

FRANCISCAN I

Tuesday September 23, 2008

WESTIN HOTEL

9:00 a.m. – 10:15 a.m.
Manufacturing

Special Interest Groups

MOSCONE WEST

Sunday September 21, 2008

Advanced Pricing	09:45 – 10:45 Rm 3006
Configurator	09:45 – 12:00 Rm 2016
EDI	11:00 – 12:00 Rm 3006
Discrete Manufacturing	01:00 – 03:15 Rm 2014
Hyperion	02:00 – 04:00 Rm 3022
Demantra	02:15 – 03:15 Rm 3008
PeopleSoft Distributors & Mfrs	02:15 – 03:15 Rm 3003
Order Management	03:30 – 05:30 Rm 3020
Product Lifecycle Management	03:30 – 05:30 Rm 2016

Hands-On Labs

HELD DAILY

Oracle10g Database

MARRIOTT HOTEL

- Build a Data Warehouse for Business Intelligence

Open World Sessions

Monday September 22, 2008

TIME	TITLE	SPEAKER	LOCATION
11:30 a.m.	Extending Lean Beyond the Four Walls	Textron	Westin - City
01:00 p.m.	Oracle Business Intelligence	Cummins	Moscone West Rm 2022
02:30 p.m.	Next-Generation Master Data Management with E-Business Suite	Oracle	Moscone West Rm 2001
02:30 p.m.	PeopleSoft Enterprise Supplier Relationship Management	Oracle	Moscone West Rm 3016
04:00 p.m.	Enabling Profitable Aftermarket Services	Tyco; Emerson	Westin - Franciscan I
05:30 p.m.	Increase Revenue and Service Levels with Aftermarket Parts Sales and Planning	Eaton; Ingersoll Rand	Westin - Franciscan I

Tuesday September 23, 2008

TIME	TITLE	SPEAKER	LOCATION
09:00 a.m.	Global Single Instance with Oracle E-Business Suite Release 12	LG Electronics	Moscone West Rm 2006

11:30 a.m.	Successful Siebel Customer Relationship Management	CIO Panel	Moscone West Rm 3009
01:00 p.m.	Siebel Customer Relationship Management Analytics	Oracle	Moscone South Rm 309
01:00 p.m.	Oracle Application Integration Architecture for A2A and B2B	Oracle	Moscone West Rm 2020
05:00 p.m.	Optimize Global Supply Chain Collaboration	Oracle	Moscone West Rm 2024
05:00 p.m.	Managing Complexity in Enterprise Performance Management	General Dynamics	Moscone West Rm 3008
05:00 p.m.	Advanced Pricing Best Practices	Tektronix	Moscone West Rm 2008
05:00 p.m.	Demantra Demand Planning to Manage Complex Supply Chains	Cisco	Westin - Cornell

Wednesday September 24, 2008

TIME	TITLE		LOCATION
09:00 a.m.	Introduction to Hyperion Profitability and Cost Management	Oracle	Moscone West Rm 3009
09:00 a.m.	Top Trends in Risk and Compliance	Gartner	Moscone West Rm 2018
09:00 a.m.	PeopleSoft Supplier Relationship Management	Advance Auto Parts	Moscone West Rm 3016
11:30 a.m.	Fusion: Applications for the Next-Generation Organization	Oracle	Moscone West Rm 3002
11:30 a.m.	Oracle Transportation Management	Toyota	Moscone West Rm 2008
01:00 p.m.	Oracle Manufacturing Execution System for Discrete Manufacturing	DRS	Moscone West Rm 3009
01:00 p.m.	Driving Innovation into New Product Designs	ESCO	Moscone West Rm 2010
01:00 p.m.	Master Data Management Implementation Panel	Master Lock	Moscone West Rm 2024
05:00 p.m.	Reducing Quote-to-Order Cycles with Siebel	BT	Moscone West Rm 3006

Open World Sessions

Thursday September 25, 2008

TIME	TITLE	SPEAKER	LOCATION
09:00 a.m.	JD Edwards World Manufacturing	Oracle	Intercontinental Union Sq
09:00 a.m.	Plant and Equipment Maintenance with JD Edwards World	Focus Group	Intercontinental Sutter
09:00 a.m.	Enterprise Performance Management	Cummins/Infosys	Westin – Franciscan I
10:30 a.m.	PeopleSoft Enterprise Supplier Relationship Management:	Oracle	Moscone West Rm 3016
10:30 a.m.	Remote Service Diagnostics	Volvo	Westin - Franciscan I
12:00 p.m.	Performance-Driven Manufacturing	Cortina	Moscone West Rm 3008
12:00 p.m.	Manufacturing 2.0: Achieve High-Performance Production	Oracle	Moscone West Rm 2003
12:00 p.m.	Global Supply Chain Transportation for JD EnterpriseOne	Oracle	Intercontinental Union Sq
12:00 p.m.	Configure-to-Order with JD Edwards EnterpriseOne	Oracle	Intercontinental Grand Ballroom A
01:30 p.m.	Optimize Materials Planning	ArvinMeritor/HCL	Moscone West Rm 3016
01:30 p.m.	JD Edwards Capital Asset Management	Oracle	Intercontinental B
03:00 p.m.	Service Parts Planning Transformation	Oracle	Moscone West Rm 2009
03:00 p.m.	Achieving Automotive Supply Chain Excellence	Oracle	Intercontinental Grand Ballroom B
03:00 p.m.	Advanced Analytics for Asset/Liability Management	Oracle	Westin - Metropolitan II

DEMOgrounds

EXHIBITION HALLS

Demos	MOSCONE SOUTH
Enterprise 2.0 with Siebel and Fusion	A14
Identity Management	A42
Enterprise Performance Management and BI	A54
Siebel Contact Center and Siebel Service	D06
Siebel Enterprise Marketing and Loyalty	D08
Oracle Social CRM Applications	D10
MDM: Siebel Universal Customer Master	E01
Hyperion Profitability and Cost Management	F08
Governance, Risk, and Compliance Controls	G01
AutoVue Enterprise Visualization	I08
Oracle Application Integration Architecture	I02
Lean/Configure-to-Order Manufacturing	K01
Discrete MES, Mixed Mode	K02
Oracle Order Management	K16
SOA Enablement of Oracle E-Business Suite	K24
Oracle Transportation Management	K27
Oracle Warehouse Management	K28
Oracle iSupplier Portal	K46

Demos	MOSCONE WEST
Oracle Audit Vault	M02
Agile PLM: Accelerate Innovation	N01
Agile PLM: Globalization and Outsourcing	N04
JDE E1 Procurement and Logistics	Q06
JDE E1 Mfg and Supply Chain Planning	Q08
PeopleSoft Sourcing and Supplier Contract Mgt	R02
PeopleSoft Learning and Recruiting Mgt	R14
PeopleSoft Global Workforce Management	R15
PeopleSoft Order-to-Cash Solutions	R21

Partners

EXHIBITION HALLS

	MOSCONE SOUTH
Satyam	702
IBM	822
Capgemini	1014
Fujitsu	1414
Deloitte	1614
Infosys	1716
Accenture	2102
TATA	2120
Hitachi Consulting	2216
	MOSCONE SOUTH
Wipro	3310
Tradebeam	3839
SEEBURGER	3919

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.
Manufacturing Cocktail Reception*	Tuesday	4:00 p.m. - 7:00 p.m.
Appreciation Event	Wednesday	8:00 p.m. – 12:00 a.m.
It's a Wrap	Thursday	5:00 p.m. – 7:00 p.m.

*** MANUFACTURING COCKTAIL RECEPTION**

Sponsored by Oracle, Axeda, CSC, HCL

TUESDAY, SEPTEMBER 23, 2008

4PM – 7PM

SOUTH RESTAURANT

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