

## FOCUS ON COMMUNICATIONS

Oracle OpenWorld is the world's largest gathering of Oracle customers, partners, developers, and technology enthusiasts. From networking events to keynotes to live demos, Oracle OpenWorld 2008 offers more opportunities than ever for learning, collaborating, and connecting with experts and peers. This year, Oracle OpenWorld spotlights the Communications industry with sessions, demos, exhibits and events where you can learn how Oracle's best-in-class, applications are enabling industry transformation.

### Communications Industry - Schedule at a Glance

#### Saturday, September 20

Oracle Communications Golf Event 10:00 am Tee time

#### Sunday, September 21

Registration	7:00 am - 9:00 pm
Oracle PartnerNetwork Forum - Hilton San Francisco	11:30 am - 5:30 pm
Application Integration Architecture and Siebel Product Update Session	3:30 pm – 5:30 pm
Opening Keynote: James Carville and Mary Matalin, Political Strategists	5:45 pm - 7:00 pm
Oracle Communications CAB Reception	6:00 pm – 7:30 pm
Welcome Reception - Howard Street and Yerba Buena Gardens	7:30 pm - 9:30 pm

#### Monday, September 22

Registration	7:00 am - 5:30 pm
Oracle Keynotes <ul style="list-style-type: none"> <li>• Charles Phillips, President, Oracle</li> <li>• Chuck Rozwat, Executive Vice President, Product Development, Oracle</li> </ul>	9:00 am - 11:00 am
Communications Industry Lounge	9:00 am – 5:00pm
Communications Industry Sessions - Palace Hotel and other locations	11:30 am - 6:30 pm
Exhibition Hall	11:00 am - 6:00 pm
OPN Lounge	11:00 am – 6:00 pm
Oracle Communications Networking Reception - St. Regis Hotel	7:00 pm - 9:00 pm

## Tuesday, September 23

Registration	7:00 am - 5:30 pm
OPN Lounge	8:00 am – 7:00 pm
Communications Industry Lounge	9:00 am – 5:00pm
Communications Industry Keynote/General Session, Bhaskar Gorti, SVP & General Manager, Communications Global Business Unit, Oracle	9:00 am – 10:15 am
Communications Industry Sessions -Palace Hotel and other locations	9:00 am – 6:30 pm
Exhibition Hall	9:00 am – 6:00 pm
Oracle and Partner Keynotes	2:30 pm – 4:30 pm
<ul style="list-style-type: none"> <li>• Paul S. Otellini, President and CEO, Intel Corporation,</li> <li>• Thomas Kurian, Senior Vice President, Oracle Fusion Middleware</li> </ul>	

## Wednesday, September 24

Registration	7:00 am – 5:30 pm
OPN Lounge	8:00 am – 6:00 pm
Communications Industry Lounge	9:00 am – 5:00pm
Communications Industry Sessions - Palace Hotel and other locations	9:00 am - 6:00 pm
Exhibition Hall	9:00 am – 6:00 pm
Oracle and Partner Keynotes	2:30 pm - 4:15 pm
<ul style="list-style-type: none"> <li>• Mark Hurd, Chairman of the Board, CEO and President, HP,</li> <li>• Larry Ellison, CEO, Oracle,</li> </ul>	
Oracle OpenWorld Appreciation Event - Treasure Island <b>(Tickets required to attend)</b>	8:00 pm - 12:00 am

## Thursday, September 25

Registration	7:00 am - 5:30 pm
OPN Lounge	8:00 am – 1:30 pm
Communications Industry Sessions - Palace Hotel and other locations	9:00 am - 6:00 pm
Exhibition Hall	9:00 am – 1:30 pm
IT'S A WRAP! Event - Howard Street	4:00 pm - 6:00 pm

## Communications Industry Sessions

PALACE HOTEL AND OTHER LOCATIONS

### MONDAY, SEPTEMBER 22, 2008

TIME	TITLE	LOCATION
11:30am	S299651 – Oracle ERP/Oracle Inventory: Integrated Asset Tracking with Inventory for Network Deployment/Resource Lifecycle Management, <b>Featuring Comcast</b>	Palace Hotel, Pacific Heights
11:30am	S299452 - Transforming the Economics of Telecom Companies with Oracle Applications Integration Architecture for Communications	Palace Hotel, Rose
11:30am	S299473 – Operational Transformation: Applying Automatic Fulfillment for Operational Efficiency, Order Visibility, Control, Scalability, <b>Featuring OTE</b>	Palace Hotel, Concert
11:30am	S299650 – Leveraging Oracle Technologies to Drive New Revenue and Service Innovation Powered by Service Delivery Platform, <b>Featuring Accenture</b>	Palace Hotel, Ralston Room
1:00pm	S299641 - Improving New-Service Adoption with Insight-Driven Innovation, <b>Featuring Cox Communications</b>	Palace Hotel, Pacific Heights
1:00pm	S300513 - Oracle Application Integration Architecture for Communications: A Practitioner's Guide to a Successful Implementation, <b>Featuring Accenture</b>	Palace Hotel, Telegraph Hill
1:00pm	S299578 - Maximizing the Customer Experience with Multichannel, Real-Time Customer Interactions, <b>Featuring Cbeyond</b>	Palace Hotel, Rose
1:00pm	S299656 - Boosting Productivity with Oracle Application Integration Architecture for Communications, <b>Featuring Banetele</b>	Palace Hotel, Concert
1:00pm	S299453 - Revolutionizing "Mobile Content Delivery" - Jamba: Leading through Innovation, <b>Featuring Jamba</b>	Palace Hotel, Ralston Room
1:00pm	S298224 - How to Create Greater Business Value from Intellectual Property	Westin SF Market Street, Cornell
2:30pm	S299450 - Oracle Communications: Portfolio Overview and Product Direction	Palace Hotel, Ralston Room
4:00pm	S299459 - Boost Revenues with Oracle Communications Billing and Revenue Management, <b>Featuring France Telecom</b>	Palace Hotel, Rose

## Communications Industry Sessions

PALACE HOTEL AND OTHER LOCATIONS

### MONDAY, SEPTEMBER 22, 2008

TIME	TITLE	LOCATION
4:00pm	S299481 - Applying Network Intelligence to Plan, Predict, and Optimize Network Investments, <b>Featuring Cable &amp; Wireless</b>	Palace Hotel, Concert
4:00pm	S299493 - Empowering Customers to Help Themselves, <b>Featuring Verizon Wireless</b>	Palace Hotel, Ralston Room
4:00pm	S299614 - Designing an Enterprise Performance Management Solution with Oracle Profitability Manager, <b>Featuring AT&amp;T Mobility</b>	Moscone West, Room 2022
4:00pm	S299484 - Mobile and Embedded Applications Using Oracle Database Lite 10g	Marriott, Salon 04
5:30pm	S299657 - Can "Billing" Really Help Your Brand? A Case Study, <b>Featuring Telefónica Mexico</b>	Palace Hotel, Ralston Room

### TUESDAY, SEPTEMBER 23, 2008

TIME	TITLE	LOCATION
9:00am	S300109 - Communications Industry General Session	Palace Hotel, Concert
11:30am	S299644 - Understanding the Oracle Carrier-Grade Platform: Building the Foundation for the Communications Enterprise, <b>Featuring Mobilitel</b>	Palace Hotel, Marina
11:30am	S299477 - Transforming BT One Step at a Time, <b>Featuring BT</b>	Palace Hotel, Twin Peaks
11:30am	S299639 - Oracle Communications Service Delivery Platform: Overview and Product Direction	Palace Hotel, Rose
11:30am	S299653 - Telecommunications Transformation with Oracle's Communications Solutions, <b>Featuring Capgemini</b>	Palace Hotel, Concert
11:30am	S299673 - What Every Customer Should Know About Implementing and Governing Oracle Application Integration Architecture, <b>Featuring KPN</b>	Moscone West, Room 2020
11:30am	S300011 - Maximize the Performance Management Process in Your Organization, <b>Featuring BT</b>	Moscone West, Room 3014
1:00pm	S299659 - Creating Powerful Customer-Centric Offerings with Integrated CRM and Billing, <b>Featuring Telecom Personal</b>	Palace Hotel, Rose

## Communications Industry Sessions

PALACE HOTEL AND OTHER LOCATIONS

### TUESDAY, SEPTEMBER 23, 2008

TIME	TITLE	LOCATION
1:00pm	S299469 - Accelerating Complex Service Delivery over BT's RealTime Customer Self Service Network: from Six Days to Six Minutes, <b>Featuring BT Design</b>	Palace Hotel, Concert
5:30pm	S299654 - Carrier-Grade Applications Using Oracle Berkeley DB, <b>Featuring Adaptive Mobile</b>	Marriott, Golden Gate C3

### WEDNESDAY, SEPTEMBER 24, 2008

TIME	TITLE	LOCATION
9:00 a.m.	S299582 - Revolutionizing the Ordering Process with Integrated Order Management, <b>Featuring Telefónica O2</b>	Palace Hotel, Rose
9:00 a.m.	S299643 – Enabling Superior Business Intelligence for Communications, <b>Featuring Level 3</b>	Palace Hotel, Concert
9:00 a.m.	S299676 – Driving Business Results Through SOA: Oracle Application Integration Architecture Customer Roundtable, <b>Featuring KPN, Pfizer, Schneider, Symantec</b>	Moscone West, Room 2020
11:30 a.m.	S299634 – Opening Communication Networks to Third-Party Service Revenues, <b>Featuring Telecom Italia</b>	Palace Hotel, Rose
11:30 a.m.	S299474 – Oracle Order Management as an Enabler for Wholesale Business and Systems Transformation, <b>Featuring Brasil Telecom, Accenture</b>	Palace Hotel, Concert
11:30 a.m.	S299584 – What's New in Siebel Customer Relationship Management 8.1 for Communications, <b>Featuring Bouygues Telecom</b>	Palace Hotel, Ralston Room
1:00 p.m.	S299467 – A mobile operator's transformation to a full service provider - a case study, <b>Featuring Vodacom SA</b>	Palace Hotel, Rose
1:00 p.m.	S299457 – Digital Media Everywhere, But How to Make Money?, <b>Featuring Dow Jones</b>	Palace Hotel, Concert
1:00 p.m.	S299446 – Integrated Communications Financial Backbone, <b>Featuring AT&amp;T</b>	Palace Hotel, Ralston Room
1:00 p.m.	S300737 – Trends and Transformations in the Data Center, <b>Featuring BT, Southwest Airlines, NetApp</b>	Moscone South, Room 303

## Communications Industry Sessions

PALACE HOTEL AND OTHER LOCATIONS

### WEDNESDAY, SEPTEMBER 24, 2008

TIME	TITLE	LOCATION
5:00 p.m.	S299569 – Siebel Customer Relationship Management for Communications	Moscone West, Room 2010
5:00 p.m.	S299646 – Virtualizing Subscriber Information	Palace Hotel, Rose
5:00 p.m.	S299580 – Maximizing Customer Retention and Loyalty, <b>Featuring Telecom Italia</b>	Palace Hotel, Concert
5:00 p.m.	S299637 – Rapid Telco Services Innovation in a Web 2.0 World, <b>Featuring Embarq</b>	Palace Hotel, Ralston Room
5:00 p.m.	S298225 – Digital Advertising Lifecycle Management, Multichannel Sales, Operations, Yield, and Revenue Management	Westin SF Market Street, Concordia
5:00 p.m.	S299620 – A Study in Herding Cats: Deploying Enterprise Business Intelligence at EMBARQ, <b>Featuring Embarq</b>	Marriott, Golden Gate A2
5:00 p.m.	S300123 – Customer Panel Discussion: Siebel Customer Order Management for Large Deployments, <b>Featuring BT, NetApp, Société General</b>	Moscone South, Room 310
5:00 p.m.	S300258 – Reduction in Quote-to-Order Cycle for BT Sales Users Using Siebel Communications 7.8, <b>Featuring BT, Infosys</b>	Moscone West, Room 3006

### THURSDAY, SEPTEMBER 25, 2008

TIME	TITLE	LOCATION
9:00 a.m.	S299303 - Master Data Management for Telecommunications: Mastering Customers and Products, <b>Featuring BT</b>	Moscone West, Room 2024
10:30 a.m.	S298633 - Customer Case Study of Master Data Management in the Communications Industry: KPN, <b>Featuring KPN</b>	Moscone West, Room 2024
12:00 p.m.	S299172 - Customer Case Studies: Deriving ROI by Service-Enabling Oracle E-Business Suite/PeopleSoft/Siebel/JD Edwards Applications, <b>Featuring BT, Arrow Electronics</b>	Marriott, Salon 04
5:00 p.m.	S300258 - Reduction in Quote-to-Order Cycle for BT Sales Users Using Siebel Communications 7.8, <b>Featuring BT</b>	Moscone West, Room 3006
5:00 p.m.	S298780 - EMBARQ: Benefits of Storage Consolidation with Automatic Storage Management, <b>Featuring Embarq</b>	Marriott, Golden Gate A2

## 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

#### B21 - Oracle Communications Service Delivery

Oracle Communications Converged Application Server provides an open, extensible environment for multiple solutions integrated with multimedia functions. Some sample services deployed include: Prepaid customer care. Enables collect calls, virtual calling cards, and subscriber-paid calls; Presence-enabled video/audio conferencing; Ringback tones.

- Enables Converged SIP-Java EEIMS Applications
- Delivers Web-Telecom Network Service Exposure Feature-rich IP Telephony and VoIP Applications

#### B24 - Oracle Communications Billing and Revenue Management

Billing is the most critical revenue generation process within a Service Provider's business and the choice of billing solution is fundamental in competing more effectively. Come see the industries most advanced Billing solution and the unprecedented set of capabilities that give Service Providers the edge they need to be successful.

- Real-time charging for any service, on any network
- Unlimited offer and promotions flexibility
- Robust billing for all business models

#### B25 - Oracle Application Integration Architecture for Communications

Industry Analysts call Applications Integration Architecture the 'secret sauce' of Oracle's product suite. Take a deeper look at the pre-integrated business processes across such critical applications as Customer Relationship Management, Billing and Revenue Management, Order Management and Service Delivery and see how this helps boost productivity.

- Prepackaged integration for front and back-office applications
- Improved customer service and call center productivity
- More-accurate financial tracking and reporting

## DEMOgrounds

EXHIBITION HALLS

Demos MOSCONE SOUTH

#### B26 - Oracle Communications Service Fulfillment

Oracle Communications Service Fulfillment enables operators to rapidly introduce and manage the optimized delivery of their end-to-end services. Come see how Oracle's Order Management, Inventory and Activation capabilities are enabling today's operators to more efficiently deliver current and next-generation services.

- Single integrated provisioning platform
- Automated Order Management, Inventory Management and Service Activation
- Service Creation Environment speeds Time to Market

#### B27- Oracle Communications Inventory Management

Oracle Communications Inventory Management solution allows operators to optimize, track, manage and plan their network resources. Join us as we demonstrate our proven ability to accurately render resource data, control capital and operational costs as well as maximize revenue generation across the business.

- 360-degree view of network assets
- Optimize network planning, usage and operations
- Ensure accuracy with discover & reconciliation

#### B28 - Oracle's Siebel Communications

The Oracle Siebel for Communications demo showcases next generation eCommerce and eService applications: Fusion application framework, integrated Siebel CRM applications and pre-built business flows for service providers. The solution increases customer loyalty and profitability, reduces operational costs and maximizes existing investments.

- Flexible, Guided User Shopping Journey
- Comprehensive MACD Order Support
- Prebuilt Industry Process Flows for B2B and B2C

## Inside Innovation

#### Next-Generation Service Delivery Experience

Oracle Communications Service Delivery includes an open, integrated, Java EE-SIP-IMS based platform for deploying IMS services and applications. Oracle's approach organizes the discrete functions in internal or third party applications into interoperable, standards based services that can be combined and reused quickly.

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**Meet the Oracle Experts at the Communications Industries Lounge** PALACE HOTEL

Network with your peers and meet with Oracle Communications product experts at the Oracle Communications Industry Lounge. The lounge will be conveniently located in the California Parlor room at the Palace Hotel and will be available 9:00am – 5:00pm Monday - Wednesday. Please contact [hazel.shu@oracle.com](mailto:hazel.shu@oracle.com) for more information.

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**Networking Opportunities** VARIOUS LOCATIONS

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**Oracle Communications Golf Event**

**Saturday, September 20**  
10:00am Tee Time

**Harding Park Golf Course**  
99 Harding Road  
San Francisco, CA 94132

Pre-registration required to attend. Contact [hazel.shu@oracle.com](mailto:hazel.shu@oracle.com).

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**Oracle PartnerNetwork Forum**

Join Oracle Communications Alliances Team at the Oracle PartnerNetwork Forum.

**Sunday, September 21**  
11:30am - 5:30pm

**San Francisco Hilton | Grand Ballroom B**  
333 O'Farrell Street  
San Francisco, CA 94102

To view full agenda, [click here](#). Registration required to attend, to register [click here](#).

**OPN Lounge**

The OPN Lounge is located in Moscone South, Room 100 and is open daily for partners at the following times: Mon. 11-6pm, Tues. 8-7pm, Wed. 8-6pm, and Thurs. 8-1:30pm.

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## Application Integration Architecture and Siebel Product Update Session

Join the Communications and Media strategy team for AIA and Siebel product updates and a detailed preview of the OpenWorld Communications & Media sessions.

**Sunday, September 21**  
3:30 pm – 5:30 pm

**San Francisco Hilton**  
333 O'Farrell Street  
San Francisco, CA 94102

Pre-registration required to attend. Contact [andrea.canessa@oracle.com](mailto:andrea.canessa@oracle.com) or [brenda.harris@oracle.com](mailto:brenda.harris@oracle.com).

## Oracle Communications CAB Reception

Join other Oracle CAB members for drinks and appetizers at the Oracle Communications CAB Reception.

**Sunday, September 21, 2008**  
6:00 pm – 7:30 pm

**Bacar**  
448 Brannan Street  
San Francisco, CA 94107

Pre-registrations required to attend. Contact [andrea.canessa@oracle.com](mailto:andrea.canessa@oracle.com) or [brenda.harris@oracle.com](mailto:brenda.harris@oracle.com).

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## Oracle Communications Networking Reception

Don't miss this opportunity to network with other Oracle Communications customers and strategic partners at Oracle OpenWorld.

**Monday, September 22, 2008**  
7:00 pm – 9:00 pm

**The St. Regis San Francisco**  
Gallery I, 2nd floor  
125 3rd Street  
San Francisco, CA 94103

Pre-registration required to attend. **RSVP** by Monday, September 8 by registering [here](#).

## Additional Networking Opportunities

EVENT	DAY	TIME
Welcome Reception - Howard Street and Yerba Buena Gardens	Sunday	7:30 pm – 9:30 pm
Appreciation Event - Treasure Island ( <b>Ticket required to attend</b> )	Wednesday	8:00 pm – 12:00 am
It's a Wrap - - Howard Street	Thursday	5:00 pm – 7:00 pm

### General event information

#### Oracle OpenWorld 2008 Registration and Housing

##### Contacts:

Registration US & Canada: 866-382-7147

Registration International: 650-226-0812

Registration email: [OOW\\_Registration@eventreg.com](mailto:OOW_Registration@eventreg.com)

Housing email: [OOW\\_Housing@eventreg.com](mailto:OOW_Housing@eventreg.com)

##### Key Links with more information:

- [Oracle OpenWorld 2008 Website](#)
- [Registration](#)
- [OpenWorld 2008 Agenda](#)
- [Searchable Content Catalog](#)
- [Schedule Builder for customer attendees](#)