

## 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 Corporation

Tuesday September 23, 2008

2:30 p.m. – 4:30 p.m.  
 Thomas Kurian  
 Senior Vice President, Oracle Fusion Middleware  
 Oracle  
 "Your Information@Work"

Paul Ottelini  
 President and CEO, Intel Corporation  
 Innovation: Right on Time

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

## Special BEA Event

MOSCONE NORTH HALL

Monday September 22, 2008 Moscone North Rm. 131

4:00 p.m. – 5:00 p.m.  
 Ask the Middleware Executives- An Interactive Panel for BEA Customers  
 Thomas Kurian, Ted Farrell, Hasan Risvi, Anthony Fericola

Don't miss this unique interactive panel with Oracle Fusion Middleware executives specifically designed for BEA customers. Oracle's product executives will discuss BEA products and how they fit into Oracle Fusion Middleware, elaborate on the combined product strategy, and answer questions about the integration

## General Sessions

NORTH HALL D

Monday September 22, 2008

2:30 p.m. – 3:45 p.m.  
 Start in the Middle: The Integration Point  
 Thomas Kurian  
 Senior Vice President, Oracle Fusion Middleware

Business Transformation: The Role of Oracle Fusion Middleware  
 Sriram Prasad Papani  
 Senior Vice President, Satyam

## Fusion Middleware Lounge

Sponsored by Satyam

MARRIOTT YERBA BUENA FOYER

Get Plugged In at the Oracle Fusion Middleware Lounge. Create your own OpenWorld Video Postcard that we will post to YouTube, while recharging your laptop and cell phone. The Fusion Middleware Lounge is open during show hours from Sunday through Thursday.

## Open World Sessions

### Sunday September 21, 2008

TIME	TITLE	LOCATION
10:30 a.m.	Data-Quality Lifecycle with Oracle Data Integrator Services	Marriott, Nob Hill CD

### Monday September 22, 2008

TIME	TITLE	LOCATION
11:30 a.m.	A Nokia Case Study for Master Data Management in the High Technology Industry	Westin - Concordia
1:00 p.m.	Keynote: Oracle Unveils Its Master Data Management (MDM) Suite (w/ RCCL)	Moscone W – 2016
2:30 p.m.	Oracle Fusion Applications, Enterprise SOA, and Beyond: ... Bringing It Together w/ AIA	Moscone West 3002/04
5:30 p.m.	Data Integration Advanced Use Cases	Marriott, Salon 06

### Tuesday September 23, 2008

TIME	TITLE	LOCATION
9:00 a.m.	Data Modeling Techniques Using Oracle Business Intelligence Server	Moscone West, Rm 3008
9:30 a.m.	Oracle Data Integration, Dedicated Partner Session (Partners Only)	Hilton, Union Square 19,20
1:00 p.m.	Raiffeisen Bank: Achieve Rapid Migration of ETL for Better Data Warehousing	Moscone West, Rm 3022
2:30 p.m.	Oracle SOA Suite @ work - really cool projects	Marriott Salon 06
5:00 p.m.	Oracle's Strategy for Hyperion EPM Products	Moscone West Rm 3020
5:00 p.m.	Application Integration Architecture for Master Data Management	Moscone W – 2020

### Wednesday September 24, 2008

TIME	TITLE	LOCATION
9:00 a.m.	New generation data quality for Master Data Management applications (w/ Acxiom)	Moscone W – 2024
9:00 a.m.	Oracle Business Intelligence and Performance Management Applications On Demand	Salon 02
1:00 p.m.	Data Services from Oracle Fusion Middleware	Marriott, Salon 07

### Thursday September 25, 2008

TIME	TITLE	LOCATION
9:00 a.m.	Oracle Data Integrator Customer Panel	Marriott, Golden Gate C3
9:00 a.m.	Event-Driven Business Intelligence from Heterogeneous Data-sources Using ODI	Marriott, Salon 04
10:30 a.m.	Oracle Data Integrator: A Key Element of Enterprise Performance Management	Moscone West, Rm 3022
12:00 p.m.	Better Information Through MDM; a Foundation for Data Warehouses and BI	Moscone West, Rm 2024
1:30 p.m.	Oracle Business Intelligence Strategy for the Data Warehouse-Enabled Enterprise	Marriott, Salon 09

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## DEMO grounds

EXHIBITION HALLS

Oracle Data Integration

MOSCONE SOUTH, A49

## Partners

HILTON

September 23, 2008

9:30 AM ODI Partner Session

Union Square 19,20

## 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.
Appreciation Event	Wednesday	8:00 p.m. – 12:00 a.m.
It's a Wrap	Thursday	5:00 p.m. – 7:00 p.m.

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