

FOCUS ON E-BUSINESS SUITE APPLICATIONS STRATEGY

Keynotes

MOSCONE NORTH, HALL D

Monday September 22, 2008

9:00 a.m. – 10:45 a.m.
 Complete. Open. Integrated: Oracle's Strategy to Bring Value to Your Business
 Charles Phillips
 President, Oracle Corporation

Chuck Rozwat
 Executive Vice President, Product Development, Oracle

Do More, Store Less: Efficiency Gains and Breakthroughs for Your Business
 Tom Mendoza | Vice Chairman, NetApp
 Tom Georgens | President and Chief Operating Officer, NetApp

Tuesday September 23, 2008

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

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

Wednesday September 24, 2008

2:30 p.m. – 4:30 p.m.
 Transforming Business and Technology Today and Tomorrow
 Mark Hurd
 Chairman of the Board, CEO and President, HP

Extreme. Performance.
 Larry Ellison
 CEO, Oracle Corporation

General Sessions

MOSCONE NORTH, HALL D

Monday September 22, 2008

11:30 a.m. – 12:45 p.m.
 Applications Unlimited and the Future of Applications
 Ed Abbo
 Senior Vice President, Applications Development, Oracle

Application Lounges

MOSCONE WEST-2ND FLOOR

Monday, September 21, 2008 – Mosonice West 2nd Floor Lobby

Master Data Management	2:00 – 4:00 p.m.
Application Integration Architecture	3:30 – 5:00 p.m.

Tuesday, September 22, 2008 – Mosonice West 2nd Floor Lobby

E-Business Suite HCM	9:00 – 10:30 a.m.
E-Business Suite Projects	10:00 a.m. – 12:00 p.m.
Oracle Demantra	10:00 a.m. – 12:00 p.m.
E-Business Suite Financials	10:30 a.m. – 12:30 p.m.
E-Business Suite Order Management	11:00 a.m. – 12:30 p.m.
Application Integration Architecture	12:30 – 2:30 p.m.
E-Business Suite CRM	12:30 – 2:30 p.m.

Wednesday, September 23, 2008 – Mosonice West 2nd Floor Lobby

E-Business Suite - Tools and Technology	9:00 – 11:00 a.m.
E-Business Suite ALM/MFG	10:00 a.m. – 11:30 a.m.
Master Data Management	10:00 a.m. – 12:00 p.m.
E-Business Suite Logistics	10:00 a.m. – 12:00 p.m.
E-Business Suite Supply Chain Planning	11:00 a.m. – 12:00 p.m.
E-Business Suite Procurement	12:00 – 2:00 p.m.
BI Publisher	12:00 – 2:00 p.m.

Thursday, September 24, 2008 – Mosonice West 2nd Floor Lobby

E-Business Suite HCM	9:00 – 10:30 a.m.
----------------------	-------------------

Green Room

This year at Oracle OpenWorld, we've dedicated several sessions to the topic of sustainability, environmental stewardship, and the business of green. Learn from Oracle executives, customers, partners, visionaries, activists, and thought leaders as they discuss all things green.

When:


Monday, September 22, 11:30 a.m. - 5:00 p.m.
 Tuesday, September 23, 8:00 a.m. - 6:00 p.m.
 Wednesday, September 24, 8:00 a.m. - 2:30 p.m.
 Thursday, September 25, 8:00 a.m. - 2:30 p.m.

Where: Novellus Theater, Yerba Buena Center for the Arts




OpenWorld Sessions

Monday, September 22, 2008

TIME	TITLE	LOCATION
 1:00 p.m.	Oracle E-Business Suite Applications Strategy and General Manager Update Cliff Godwin, Oracle; Murali Subramanian, Oracle	Moscone West 2002/2004
1:00 p.m.	Oracle Business Intelligence for Oracle E-Business Suite Niel Armstrong, Activision; Craig Erickson, Cummins; Joe Thomas, Oracle	Moscone West 2022
 1:00 p.m.	Oracle Manufacturing Applications: Performance-Driven Directions for Oracle E-Business Suite Release 12 and Beyond Andy Binsley, Oracle	Moscone West 2009
 1:00 p.m.	Oracle Advanced Procurement: Release 12, What's New in Release 12.1 and Beyond Nagaraj Srinivasan, Oracle; Bill Tokheim, Oracle	InterContinental – C
2:30 p.m.	Be Productive from Day 1 with Oracle Tutor and Oracle User Productivity Kit Stuart Dunsmore, Oracle	Moscone West 2024
2:30 p.m.	Oracle Fusion Applications, Enterprise SOA, and Beyond: Bringing It Together with Oracle Application Integration Architecture Vava Dimond, Schneider National; Eric Guilloteau, Corizon; Jose Lazares, Oracle	Moscone West 3002/3004
2:30 p.m.	Analytics-Driven Business Processes: Oracle Applications Unlimited Road Map and Strategy for Business Intelligence Lenley Hensarling, Oracle	Moscone West 3003
2:30 p.m.	Next-Generation Master Data Management for Oracle E-Business Suite Customers Dave Butler, Oracle; Tushar Kureishi, Oracle	Moscone West 2001
 2:30 p.m.	Oracle E-Business Suite Release 12: Technology Direction and Highlights Santhosh George, Oracle	Moscone West 2007
 2:30 p.m.	Supply Chain Management: Overall Session (I)--Overview, Vision, Strategy, and Direction and a Luminary Customer Panel Saeed Hosseiniyar, Alcatel-Lucent; Karen Labombarda, Electronic Arts; Jon Chorley, Oracle; John Fichtner, Oracle; Rick Jewell, Oracle	Moscone West 2002/2004
 4:00 p.m.	Supply Chain Management: General Session (II)--Integrated End-to-End Supply Chain Management Solution Demonstration Saeed Hosseiniyar, Alcatel-Lucent; Robert Moon, Leapfrog Enterprises; Chris Stephen, Emerson; Brad Kerr, Oracle; Dana Nigh, Oracle	Moscone West 2002/2004
4:00 p.m.	10 Things You Can Do Today to Prepare for Oracle Fusion Applications Nadia Bendjedou, Oracle; Debra Lilley, Fujitsu	Moscone West 2024
4:00 p.m.	Upgrade, Upgrade, Upgrade: The Time Is Now Anand Subbaraman,, Oracle; Annette Melatti, Oracle	Moscone West 2009
4:00 p.m.	Migration to Oracle E-Business Suite 12 from Release 11.5.9: A Challenging Manufacturing Case Study S.R. Deshmukh, Kirloskar Oil Engines Limited	Moscone West 3008
4:00 p.m.	User Experience Innovations Jeremy Ashley, Oracle; Patanjali Venkatacharya, Oracle	Moscone West 3003
4:00 p.m.	Oracle Application Integration Architecture Unleashed: The Ultimate Answer to Accelerating SOA Is Finally Here Tina Abdoo, Alticor; Manjula Mahajan, Symantec; Mark Craig, Oracle	Moscone West 2020
4:00 p.m.	Next-Generation Master Data Management Applications Aaron Zornes, The MDM Institute; Dave Butler, Oracle	Moscone West 2016

 4:00 p.m.	Oracle E-Business Suite Human Capital Management: Release 12, What's New in 12.1 and Beyond Prem Arumugam, Oracle; Stephen Hughes, Oracle	Moscone West 2002/2004
5:30 p.m.	What's New with Oracle Business Intelligence Publisher: The Standard Reporting Platform for All Applications Tim Dexter, Oracle	Moscone West 2024
5:30 p.m.	Oracle Running Oracle Brett Fuller, Oracle	Moscone West 3003

Tuesday, September 23, 2008

TIME	TITLE	LOCATION
9:00 a.m.	LG Electronics: Global Operations on a Global Single Instance with Oracle E-Business Suite Release 12 Seungwon Kang, LGE	Moscone West 2006
9:00 a.m.	Preparing for the New International Financial Reporting Standards (IFRS) Requirements: What You Need to Know Now Victoria Huff, PwC; Nancy Beacham, PwC	Moscone West 3011
9:00 a.m.	Composite Applications: The New Face of Oracle Application Integration Architecture Munazza Bukhari, Oracle	Moscone West 2020
 9:00 a.m.	Oracle E-Business Suite Financials: Release 12, What's New in 12.1 and Beyond Amrita Mehrok, Oracle	Moscone West 2002/2004
11:30 a.m.	Super Session: Oracle's Enterprise Performance Management System--Driving Management Excellence John Kopcke, Oracle	Marriott - Salon 9
11:30 a.m.	Service-Oriented Architecture (SOA) as Part of an Application Upgrade Strategy Nadia Bendjedou, Oracle; Markus Zirn, Oracle; Basheer Khan, Innowave Technology	Moscone West 2024
 1:00 p.m.	Oracle E-Business Suite Product Roadmap Jon Chorley, Oracle; Ognjen Pavlovic, Oracle	Moscone West 2002/2004
1:00 p.m.	Oracle User Productivity Kit: Accelerate User Adoption and Increase End-User Productivity Beth Renstrom, Oracle	Moscone West 2024
5:00 p.m.	Oracle Business Accelerators for Oracle E-Business Suite Mark Keever, Oracle; Manohar Bhambhani, Oracle; Chris Richards, Oracle	InterContinental – Sutter
5:00 p.m.	Oracle E-Business Suite Customer Success and Upgrade Panel Sreeni Garlapati, Meru Networks; Tom Holt, NETGEAR; Rich Pickett, San Diego State University; Teresa Kim, Department of General Services; Annette Melatti, Oracle	Moscone West 2002/2004
 5:00 p.m.	Oracle E-Business Suite Projects: Release 12, What's New in 12.1 and Beyond Barbara Fox, Oracle; Carl Morley, Oracle	Moscone West 2012
5:00 p.m.	Oracle Enterprise Performance Management Road Map for Oracle E-Business Suite and PeopleSoft Customers Keri Brooke, Oracle; Jennifer Toomey, Oracle	Moscone West 2022

Wednesday, September 24, 2008

TIME	TITLE	LOCATION
9:00 a.m.	New-Generation Data Quality for Master Data Management Applications Chad Engelgau, Acxiom; Haidong Song, Oracle	Moscone West 2024

11:30 a.m.	Oracle Fusion Applications: Applications for the Next-Generation Organization, Part 1 Steve Miranda, Oracle	Moscone West 3002/3004
1:00 p.m.	Oracle Fusion Applications: Applications for the Next-Generation Organization, Part 2 Chris Leone, Oracle	Moscone West 3002/3004
★ 1:00 p.m.	Oracle E-Business Suite Customer Relationship Management: Release 12, What's New in 12.1 and Beyond Nirva Kadakia, Oracle ; Steve Tonas, Oracle	InterContinental – C
5:00 p.m.	Choosing the Right Oracle Application Integration Architecture Design Pattern for Maximum Interoperability and More Annaji Garimella, Oracle; Ravi Sankaran, Oracle	Moscone West 2020

Thursday, September 25, 2008

TIME	TITLE	LOCATION
9:00 a.m.	Best Practice Tips for Your Upgrade to Oracle E-Business Suite Release 12 Michele Corvino, Oracle; Chris Warticki, Oracle	Moscone West 3018
9:00 a.m.	Upgrading to Oracle E-Business Suite Release 12: Get Your Technical and Functional Questions Answered by This Panel John Stouffer, Triora Group LLC; Sandra Vucinic, VLAD Group, Inc.; Nadia Bendjedou, Oracle; Farrell Bullock, Oracle; Amrita Mehrok, Oracle	Moscone West 2002/2004
9:00 a.m.	Oracle Business Intelligence Applications for Oracle E-Business Suite Vincent Kellett, Wyndham Worldwide; Joe Thomas, Oracle	Moscone West 2022
10:30 a.m.	Oracle Application Integration Architecture: Bridging The Gap To Next Generation Applications Ivan Lazarov, Oracle; Michael Seymour, Oracle	Moscone West 2020
12:00 p.m.	Running Oracle's Global Single Instance on Oracle E-Business Suite Release 12 Donna Buhlig, Oracle; Nigel Cooper, Oracle	Moscone West 2007
3:00 p.m.	Oracle Application Integration Architecture for Oracle E-Business Suite Rimita Bewtra, Oracle; Srinivas Tallapragada, Oracle	Moscone West 2022

Partners

PARTNER	EXHIBITION HALL	BOOTH #
Data Systems International	Moscone South	Booth 1914
DAZ Systems	Moscone South	Booth 812
Hitachi Consulting	Moscone South	Booth 2216
HP	Moscone South	Booth 902
NaviSite	Moscone South	Booth 614
Patni Computer Systems	Moscone South	Booth 2036
PricewaterhouseCoopers	Moscone South	Booth 912
Satyam Computer Services Limited	Moscone South	Booth 702
Toshiba Tec America	Moscone South	Booth 2533
Wells Fargo	Moscone South	Booth 1924

Networking Events

EVENT	DAY	TIME
Welcome Reception	Sunday (Howard Street Tent and Yerba Buena Gardens)	7:30 p.m. – 9:30 p.m.
OTN Night	Monday (Hilton San Francisco)	7:30 p.m. – 11:00 p.m.
Appreciation Event	Wednesday (Treasure Island, San Francisco Bay)	8:00 p.m. – 12:00 a.m.
It's a Wrap	Thursday (Howard Street tent)	5:00 p.m. – 7:00 p.m.

DEMOgrounds EXHIBIT HALL – MOSCONE SOUTH

HOURS:

Monday:	11:00 a.m. – 6:00 p.m.
Tuesday:	9:00 a.m. – 6:00 p.m.
Wednesday:	9:00 a.m. – 6:00 p.m.
Thursday:	9:00 a.m. – 1:30 p.m.

E-Business Suite Applications Tools & Technology

- Upgrading to Oracle E-Business Suite Release 12 (K23)
- SOA Enablement of Oracle E-Business Suite (K24)
- Web Services/Portlets in Oracle Application Framework K25)
- Oracle Secure Enterprise Search (K26)
- Oracle E-Business Suite Lifecycle Management (K30)

E-Business Suite Business Intelligence

- Oracle Business Intelligence for Oracle E-Business Suite (K6)

E-Business Suite Customer Relationship Management

- Channel Management and Marketing (K05)
- Service and Field Service (K07)
- Sales, E-Commerce, and Incentive Compensation (K08)

E-Business Suite Financials

- Receivables and Revenue Management (K35)
- E-Business Tax (K36)
- Global Accounting (K37)
- Financial Control & Reporting (K38)
- Expenditure Management (K39)
- Travel & Expense Management (K40)
- Asset Management (K41)
- Cash and Treasury Management (K42)

E-Business Suite Fulfillment

- Oracle Order Management (K16)
- Oracle E-Business Suite Price Management (K17)
- Oracle Configurator (K18)
- Oracle Transportation Management Overview (K27)
- Oracle Warehouse Management (K28)
- Oracle Distribution Applications (Inventory, Shipping Execution, and Landed Cost Management) (K29)
- Oracle Contracts Applications Family (K31)

DEMOgrounds EXHIBIT HALL – MOSCONE SOUTH

E-Business Suite Human Capital Management

- Integrated Talent Management (K09 & K10)
- Incentive Compensation (K11)
- Payroll and Time (K12)
- Global Workforce Management (K13)
- Total Compensation (K14)

E-Business Suite Maintenance

- Maintenance and Repair (K32)
- Oracle Enterprise Asset Management (K33)
- Oracle Asset Lifecycle Management (K34)

E-Business Suite Manufacturing

- Discrete Lean/Configure-to-Order Manufacturing (K01)
- Discrete MES, Mixed Mode (K02)
- Process Manufacturing Execution Systems (K03)
- Manufacturing Operation Center (K04)

E-Business Suite Procurement

- Oracle Purchasing (K43)
- Oracle Sourcing and Oracle Procurement Contracts (K44)
- Oracle iProcurement and Oracle Services Procurement (K45)
- Oracle iSupplier Portal Oracle Supplier Network (K46)

E-Business Suite Projects

- Oracle Projects: Managing the Project Portfolio (K47)
- Oracle Projects: Driving Efficient Project Management (K48)

E-Business Suite Supply Chain Planning

- Oracle Value Chain Planning (K15, K19, K20, K21, K22)

ORACLE
OPEN
WORLD

Your. Open. World.