

FOCUS ON E-BUSINESS SUITE CRM

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

DEMOgrounds

EXHIBIT HALL – MOSCONE SOUTH

E-Business Suite Financials

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.

- **Channel Management and Marketing (K05)**

See how Oracle CRM solutions effectively and efficiently support channel management and marketing processes.

- **Service and Field Service (K07)**

See how Oracle CRM solutions effectively and efficiently support service and field service processes.

- **Sales, E-Commerce and Incentive Compensation (K08)**

See how Oracle CRM solutions effectively and efficiently support sales, e-commerce and sales performance processes.

- **Incentive Compensation (K11)**

Learn how to use Oracle E-Business Suite to understand, calculate and pay incentive compensation.

Application Lounges

MOSCONE WEST-2ND FLOOR

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

E-Business Suite CRM

12:30 a.m. – 2:30 p.m.

Learn more about the current and upcoming product releases and meet the key experts from Oracle Development and Strategy to ask questions about E-Business Suite CRM solutions and provide feedback.

OpenWorld Sessions

Monday, September 22, 2008

TIME	TITLE	LOCATION
1:00 p.m.	Oracle E-Business Suite Field Service: Release 12, What's New in Release 12.1 and Beyond John Olszewski, Oracle	Hotel InterContinental Sutter Room
1:00 p.m.	Oracle E-Business Suite Applications Strategy and General Manager Update Cliff Godwin, Oracle; Murali Subramanian, Oracle	Moscone West 2002/2004
2:30 p.m.	Unleashing the Power of Oracle iStore Release 12 Bob Carini, Oracle	Hotel InterContinental Sutter Room
2:30 p.m.	Next-Generation Master Data Management for Oracle E-Business Suite Customers Tushar Kureishi, Oracle; Dave Butler, Oracle	Moscone West 2001
4:00 p.m.	Self-Assess Where Your Compensation Processes Are and Where You Want to Be Men-Ching Luk, Oracle; David Carlson, Oracle	Hotel InterContinental Sutter Room
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
5:30 p.m.	Oracle Running Oracle Brett Fuller, Oracle	Moscone West 3003
5:30 p.m.	Turning a Prospect into a Customer, with Oracle Marketing, Oracle Sales, and Oracle Deal Management Ed Carter, Oracle; Bhavana Sharma, Oracle	Hotel InterContinental Sutter Room

Tuesday, September 23, 2008

TIME	TITLE	LOCATION
9:00 a.m.	Oracle Channel Management: An Effective and Efficient Channel Strategy Earl Eldridge, Oracle; Vijay Hotanhalli, Oracle	InterContinental Hotel Sutter Room
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
11:30 a.m.	Oracle E-Business Suite Service: Release 12, What's New in Release 12.1 and Beyond Sanjeev Sahnji, Oracle	InterContinental Hotel Sutter Room
1:00 p.m.	Oracle E-Business Suite Product Roadmap Jon Chorley, Oracle; Ognjen Pavlovic, Oracle	Moscone West 2002/2004
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, California Department of General Services; Annette Melatti, Oracle	Moscone West 2002/2004
5:00 p.m.	Web Services and Oracle Customer Data Hub: Two Peas in the Master Data Management Pod Shankar Bharadwaj, Oracle; Leela Krishna, Oracle	InterContinental Hotel InterContinental C

Wednesday, September 24, 2008

TIME	TITLE	LOCATION
11:30 a.m.	Oracle Fusion Applications: Applications for the Next-Generation Organization, Part 1 Steve Miranda, Oracle	Moscone West 3002/3004
11:30 a.m.	Q&A with Oracle E-Business Suite Executives Cliff Godwin, Oracle; Murali Subramania, Oracle; Jon Chorley, Oracle; Ognjen Pavlovic, Oracle	Moscone West 2002/2004
1:00 p.m.	Oracle E-Business Suite Customer Relationship Management: Release 12, What's New in 12.1 and Beyond Steve Tonas, Oracle	InterContinental Hotel InterContinental C
1:00 p.m.	Oracle Fusion Applications: Applications for the Next-Generation Organization, Part 2 Chris Leone, Oracle	Moscone West 3002/3004
5:00 p.m.	Accurate Compensation Modeling is Easier Than You Think David Carlson, Oracle; Men-Ching Luk, Oracle	InterContinental Hotel InterContinental C

Thursday, September 25, 2008

TIME	TITLE	LOCATION
9:00 a.m.	Leverage Oracle Supplier Ship and Debit and Oracle Price Protection to Manage Your Channel Processes Earl Eldridge, Oracle; Archana Vardya, Oracle	InterContinental Hotel InterContinental C
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
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
1:30 p.m.	Deal or No Deal: Using Oracle Quoting and Oracle Order Management with the New Oracle Deal Management Maria Matheny, Oracle	Moscone West 2008

SIG Meetings

Sunday, September 21, 2008

1:00 p.m.	OAUG Incentive Compensation SIG	Moscone West 3005
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Partners

PARTNER	EXHIBITION HALL	BOOTH #
Accenture	Moscone South	Booth 2102
ADP, Inc.	Moscone South	Booth 303
Deloitte	Moscone South	Booth 1614
Hitachi Consulting	Moscone South	Booth 2216
IBM	Moscone West	Booth 3748

Infosys Technologies Limited	Moscone South	Booth 1716
KBACE Technologies Inc.	Moscone South	Booth 614
NaviSite	Moscone South	Booth 514
PricewaterhouseCoopers	Moscone South	Booth 912
Wipro Technologies, Inc.	Moscone West	Booth 3310

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.