

FOCUS ON: HIGH TECHNOLOGY INDUSTRY

Keynotes

MOSCONE

Sunday September 21, 2008

5:45 p.m. – 7:00 p.m.
James Carville and Mary Matalin sound off on the Presidential Election

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

Tuesday September 23, 2008

2:30 p.m. – 4:30 p.m.
Thomas Kurian
Senior Vice President, Oracle
and
Paul Ottelini
President and CEO, Intel Corporation

Wednesday September 24, 2008

2:30 p.m. – 4:30 p.m.
Larry Ellison
CEO, Oracle Corporation
and
Mark Hurd
Chairman of the Board, CEO and President, HP

General Sessions

NORTH HALL D

Tuesday September 23, 2008

9:00 a.m. – 10:15 a.m..
High Technology Industry General Session
Westin (Market St.) Olympic room

Hands-On Labs

HELD DAILY

Oracle10g Database

MARRIOTT HOTEL

- Build a Data Warehouse for Business Intelligence

Lounge Location: Westin (Market St.)

Come visit the High Technology Industry Lounge in the Westin San Francisco Market Street. Contact your sales rep and High Technology IBU specialist.

DEMOgrounds

EXHIBITION HALLS

Demos

MOSCONE

High Technology End-to-End Process Demos B29,B30
(more info below)

Open World Sessions

Monday September 22, 2008

TIME	ID	TITLE	LOCATION
11:30 - 12:30	S299743	A Nokia Case Study for Master Data Management (MDM) in the High Technology Industry	Westin Market St.- Concordia
11:30 - 12:30	S299889	"High Technology End to End: Driving Enterprise Transformation in the Software Industry with PWC"	Westin Market St - Cornell
13:00 - 14:00	S298478	Driving Performance Management through EPM and BI Analytics at an Oracle Customer	Westin Market St.- Concordia
13:00 - 14:00	S298224	How to Create Greater Business Value from Intellectual Property	Westin Market St - Cornell
13:00 - 14:00	S298480	New Deal Management Solutions to Enhance Margins and Operational Performance	Westin Market St – Franciscan II
16:00 – 17:00	S298486	High Technology End to End: OEM CE "Campaign to Cash" Process - Come Experience and See the Oracle Difference	Westin Market St - Concordia
16:00 - 17:00	S299739	High Technology End to End: Semiconductor "IC Design to Production" Process - Come Experience and See the Oracle Difference	Westin Market St.- Cornell
17:30 - 18:30	S298485	High Technology End to End: OEM CE "Demand to Delivery" Process - Come Experience and See the Oracle Difference	Westin Market St - Concordia
17:30 - 18:30	S299740	High Technology End to End: Semiconductor "Demand to Delivery" Process - Come Experience and See the Oracle Difference	Westin Market St.- Cornell

Tuesday September 23, 2008

09:00 – 10:00	S298474	High Technology Industry GENERAL SESSION	Westin Market St – Olympic
11:30 - 12:30	S299736	High Technology End to End: OEM Complex Equipment "Aftermarket Support, Services, and Sales" Process - Come Experience and See the Oracle Difference	Westin Market St - Concordia
11:30 - 12:30	S299737	High Technology End to End: Outsourced Mfg "Concept to Production" Process - Come Experience and See the Oracle Difference	Westin Market St.- Cornell
13:00 - 14:00	S299735	High Technology End to End: OEM Complex Equipment "Campaign to Cash" Process - Come Experience and See the Oracle Difference	Westin Market St - Concordia
13:00 - 14:00	S299738	High Technology End to End: Outsourced Mfg "Demand to Delivery" Process - Come Experience and See the Oracle Difference	Westin Market St.- Cornell
17:00 - 18:00	S298487	Agile PLM- Achieve Pervasive Business Process Quality in the High Technology Enterprise and Product Network	Westin Market St - Concordia
17:00 - 18:00	S299792	Using Oracle Demantra Demand Planning at Cisco to Manage Complex High Volume Supply Chains	Westin Market St.- Cornell

Wednesday September 24, 2008

09:00 - 10:00	S298484	Comprehensive Channel Sales and Trade Management for Maximum Profits	Westin Market St - Concordia
11:30 - 12:30	S299733	High Technology End to End: Distribution "Campaign to Cash" Process - Come Experience and See the Oracle Difference	Westin Market St - Concordia
13:00 - 14:00	S299734	High Technology End to End: Distribution "Demand to Delivery" Process - Come Experience and See the Oracle Difference	Westin Market St - Concordia
17:00 - 18:00	S298225	Digital Advertising Lifecycle Management, Multi-channel Sales, Operations, Yield and Revenue Management	Westin Market St - Concordia

ALTERNATIVE TRACK TOPICS

Monday 1pm - 2pm	S299388	Oracle E-Business Suite Field Service: Release 12, What's New in Release 12.1 and Beyond	InterContinental Sutter
Monday 4pm - 5 pm	S299078	Self-Assess Where Your Compensation Processes Are and Where You Want to Be	InterContinental Sutter
Monday 4pm - 5pm	S300122	Oracle Customer Order Management for Complex Product and/or Price Policy Enforcement: Customer Panel Discussion	Moscone West Rm 2010
Wednesday 5pm - 6pm	S299090	Accurate Compensation Modeling Is Easier Than You Think	InterContinental C
Thursday 9am - 10am	S299058	Leverage Oracle Price Protection and Oracle Supplier Ship and Debit to Manage Your Channel Processes	InterContinental C

DEMOgrounds

EXHIBITION HALLS

Demos MOSCONI DEMOGROUND -- MON-THURS

1882 - High Technology End to End: OEM Campaign-to-Cash Workstation B29

1883 - High Technology End to End: OEM Demand-to-Delivery. Workstation B30

Partners

WEST EXHIBITION HALL

Partner MARRIOT HOTEL

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.