

FOCUS ON Master Data Management

Keynotes

MOSCONE

Monday September 22, 2008

9:00 a.m. – 11:00 a.m.
 Welcome to Oracle OpenWorld
 Charles Phillips
 President, Oracle Corporation

Tuesday September 23, 2008

2:30 p.m. – 4:30 p.m.
 Paul Ottelini
 President and CEO, Intel Corporation

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

MDM Keynote Sessions

MOSCONE WEST

Monday September 22, 2008

Room 2016

1:00 p.m. – 2:00 p.m.
 Oracle Unveils its Master Data Management Suite
 Pascal Laik, VP Oracle MDM Strategy

4:00 p.m. – 5:00 p.m.
 Next Generation Master Data Management Applications
 Aaron Zornes, The MDM Institute

MDM Customer Panel

MOSCONE WEST

Wednesday September 23, 2008

Room 2024

1:00 p.m. – 2:00 p.m.
 Master Data Management Implementation Challenges

- Master Lock, Oi, KPN, GGB

Lounge

MOSCONE WEST, 2ND FLOOR LOBBY

Stop by Oracle OpenWorld's Application lounge to meet Oracle MDM product and industry experts and key executives from Oracle's MDM development and strategy teams.

Monday 2:00 – 4:00
 Product Hub, Site Hub, Data Watch & Repair

Wednesday 10:00 – 12:00
 Customer Hub, Data Quality, Data Relationship Management

DemoGrounds

SOUTH HALL OPEN DAILY Booth

Master Data Management 1032

Universal Customer Master, Customer Data Hub, Product Hub, Site Hub, Data Relationship Management, Data Quality, Data Watch & Repair

Partners Booth

Acxiom Corporation	434
Infosys Technologies	1716
Silver Creek Systems, Inc	2631
Trillium Software	318

Open World Sessions

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
	Role of Data Quality Management in IT Transformation Scenarios (w/ Wipro)	Moscone W – 3005
01:00 p.m.	Keynote: Oracle Unveils Its Master Data Management (MDM) Suite (w/ RCCL)	Moscone W – 2016
02:30 p.m.	Building a single view of your customers with Siebel Universal Customer Master (w/ Accenture)	Moscone W – 2016
	Consolidation and Reconciliation for One Global Accounting Infrastructure	Westin – Metropolitan II
	Next Generation Master Data Management for E-Business Suite Customers	Moscone W – 2001
04:00 p.m.	Keynote: Next Generation Master Data Management Applications	Moscone W – 2016
05:30 p.m.	Service Mastering in Communications, Media and Services Industries (w/ Cisco)	Moscone W – 2016
	Do You Know Your Data? Nothing Good is Built Without a Blueprint (w/ Zebra)	Moscone W – 3008

Tuesday September 23, 2008

TIME	TITLE	LOCATION
09:00 a.m.	Enterprise Master Data Management: A SOA Approach	Moscone S - 200
	How Hyperion Data Relationship Management Enriches EPM and BI Initiatives	Intercontinental Ballroom A
11:30 a.m.	Sound Customer Data Quality for Customer Relationship Management	Moscone S – 308
01:00 p.m.	Customer Master Data Management Strategies for PeopleSoft CRM	Palace – Pacific Heights
05:00 p.m.	Application Integration Architecture for Master Data Management	Moscone W – 2020
	Web Services and Oracle Customer Data Hub	Intercontinental C

Wednesday September 24, 2008

TIME	TITLE	LOCATION
09:00 a.m.	New generation data quality for Master Data Management applications (w/ Acxiom)	Moscone W – 2024
	Emerson Process Management : Migration of TCA to Best Practice	Moscone W – 3007
11:30 a.m.	Master Data Management for product, supplier, customer entities for the manufacturing and high-tech industry (w/ Symantec)	Moscone W – 2024
01:00 p.m.	Master Data Management Implementation Challenges Panel	Moscone W – 2024
	Improve Accuracy with Product Information Management for Retail	Palace – Telegraph Hill
	ESB Central: Applying SOA to Master Data Management in the Dutch Public Sector	Marriott – Golden Gate B1
5:00 p.m.	Master Data Management ROI Model: Justify & measure your MDM implementation payback (w/ The Church Pension Group)	Moscone W – 2024
	A Customer Case Study for MDM in the Financial Services Industry	Westin – Metropolitan II
	Virtualizing Subscriber Information	Palace - Rose
	Delivering More Value Through Oracle Site Hub for Retail	Palace – Telegraph Hill

Thursday September 25, 2008

TIME	TITLE	LOCATION
09:00 a.m.	MDM for Telecommunications: Mastering Customers and Products (w/ BT)	Moscone W – 2024
	How Data Hubs and Master Data Management Support the Complex Higher Education Environment (w/ University of Colorado)	Westin – Stanford
	Financial Master Data Management in a Heterogeneous IT Environment (w/ Dell)	Marriott – Golden Gate A2
10:30 a.m.	Customer Case Study for MDM in the Communications industry: KPN	Moscone W – 2024
12:00 p.m.	Better Information through Master Data Management - MDM as a Foundation for DW & BI	Moscone W – 2024
	Defining the Role of Enterprise Product Lifecycle Management and Product Information Management Solutions	Moscone W – 2014
01:30 p.m.	Oracle MDM for Financial Services Industry (FSI) – “From Compliance to Competitiveness”	Moscone W – 2024
03:00 p.m.	Site Hub: A competitive weapon for site driven business (w/ Posten Norge)	Moscone W – 2024
	PIM Data Hub Deep Dive: Overview and new features	Moscone W – 2020
	Mastering Data Governance across the extended enterprise: Tools & Framework	Moscone W – 2002

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