

Product Lifecycle Management

**Keynotes**

**MOSCONE**

**Monday September 22, 2008**

9:00 a.m. – 11:00 a.m.  
 Welcome to Oracle Open World  
 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

**General Sessions- SCM & Intro to (PLM)**

**General Sessions- (PLM) for Process**

MOSCONE WEST NORTH HALL D  
**Monday September 22, 2008**

Moscone West North Hall D  
**Monday September 22, 2008**

**2:30pm – 3:30pm S299767 SCM General Sessions**

**Part 1:** Vision, Strategy, and Direction  
 Rick Jewell & Jon Chorley (& TBD customer)  
 Mascone West 2002/2004

**3:30-4:00 SCM General Session Part 2:**

Customer Panel Speakers TBD

**2:30pm – 3:30pm JDE S299868**

Agile (PLM): The Right Enterprise Solution for Manufacturing. Art Fisher, Fiskars & Rahul Thakur, Deloitte

**4:00pm – 5:00pm SCM General Session: Part 3**

Integrated End to End Supply Chain Demo  
 John Chorley & John Kerr

**4:00pm – 5:00pm HT S299739 (Westin)**

Semiconductor “IC Design to Production”  
 Oracle

**4:00pm – 5:00pm CPG A9 S300619**

Start Small, Think Big, and Build Incrementally: Best Practices for Implementing Agile (PLM).  
 Lee Peterman, Kalypso; Johnson Diversey

**4:00pm – 5:00pm JDE S299873**

Beyond PLM: How You Can Benefit from Agile (PLM) Service-Oriented Architecture. Gnani Palanikumar, Oracle Corporation

**5:30pm – 6:30pm S301042 (PLM) General Session I**

An Introduction to Agile PLM: Overview, Customer Case Study, and Demonstration  
 Hardeep Gulalti, John Kelley, Dan Climent  
 Oracle Corporation; Steve Hart, ViaSat

**1:00pm – 2:00pm S299872**

Agile (PLM) for Process: Why an Integrated (PLM) Solution is a Business Imperative, Steven Segal, Oracle Corporation; Alison Collop, The Coca-Cola Company

**2:30pm – 3:30pm S299869**

Agile (PLM) for Process: Driving Innovation and Revenue with Integrated (PLM) Steven Segal, Oracle Corporation

**4:00pm – 5:00pm S299873**

Integrated (PLM) for Process: Strategies and Best Practices for Deploying Integrated (PLM) for Process Steven Delzell, Oracle Corporation; George Young, Kalypso

**5:30pm – 6:30pm S301042 (PLM) General Session I**

An Introduction to Agile (PLM): Overview, Customer Case Study, and Demonstration  
 Hardeep Gulati, John Kelley, Dan Climent  
 Oracle Corporation

# Product Lifecycle Management

## Open World Sessions - Agile General Session

Tuesday September 23, 2008 PLM TRACK		
TIME	TITLE	LOCATION
9:00 a.m.	S299845 (PLM) <u>General Session II: Current Release &amp; Strategy: Customer Case Study</u> <i>Speaker: John Kelley, Oracle; Bill McGough, Bayer</i>	Moscone West Rm 2014
11:30a.m.	S299857 (PLM) <u>General Session III: Customer Keynotes</u> <i>Speakers: John Kelley, Oracle, Alcatel-Lucent, PMI, Verifone</i>	Moscone West Rm 2014
1:00 p.m.	S299858: (PLM) <u>General Session IV: Customer Panel moderated by Deloitte Consulting</u> <i>Speakers: Mark Davis, Deloitte, Alcatel-Lucent, Viasat, Bayer</i>	Moscone West Rm 2014
5:00 p.m.	S299878 (PLM) <u>General Session V: Enterprise PLM Strategy</u> <i>Speaker: Shantanu Dhar, Zebra Technologies; Hardeep Gulati, Oracle</i>	Moscone West Rm 2014

## Open World Sessions - Agile Industry Tracks

Wednesday September 24, 2008 PROCESS TRACK		
TIME	TITLE	LOCATION
9:00am	S299866 (PLM) <u>in Food and Beverage: It's the HOT item!</u> <i>Speaker: Sarvesh Jagannivas, Oracle</i>	Moscone West Rm 2012
11:30am	S299867 <u>Why are consumer packaged goods companies so focused on (PLM) Like never before?</u> <i>Speaker: Yohan Lee, Herbalife</i>	Moscone West Rm 2012
1:00 p.m.	S299843 <u>Agile PLM for Process: Vision and Strategy for Enterprise PLM</u> <i>Speakers: Randal Burrier &amp; Russell Singleton, Oracle</i>	Moscone West Rm 2012

### Wednesday September 24, 2008 HIGH TECH TRACK and Manufacturing

TIME	TITLE	LOCATION
9:00 a.m.	S299861 <u>High Technology Enterprise Enable Product Networks with Agile (PLM)</u> <i>Speakers: (TFI, Charlotte Diener, On Semiconductor, Heather Mulhaupt, Brooks Automation)</i>	Moscone West Rm 2014
11:30 a.m.	S299853 <u>Agile Product Cost Management: Uncovering Hidden Costs: VeriFone</u> <i>Speakers: Verifone: Bob Gilberg, Nhu Le &amp; Khanh Ngo, VeriFone; Jayanth Pingili, Sierra Atlantic; Gayle Hayes, Oracle</i>	Moscone West Rm 2014
1:00 p.m.	S299874 <u>Agile (PLM), Agile Product Collaboration</u> <u>"Meet the Strategists": Quantum</u> <i>Speakers: Anurag Batra &amp; Shane Goodwin, Oracle; Daniel Hartley, Quantum</i>	Moscone West Rm 2014
5:00 p.m.	S299855 <u>Agile (PLM): Agile Product Governance &amp; Compliance: STEC-Inc.</u> <i>Speakers: Steven Bergeron, STEC-Inc.; Dries D'hooghe &amp; Shankar Muthan, Oracle</i>	Moscone West Rm 2014
5:00 p.m.	S299922 <u>Agile Engineering Collaboration: a Case Study – Driving Location into New Product Designs</u> <i>Speakers: John Sperling, Oracle &amp; Perception</i>	Moscone West Rm 2012

# Product Lifecycle Management

## Wednesday September 24, 2008 LIFE SCIENCES

TIME	TITLE	LOCATION
9:00 a.m.	S299865 <u>Medical Device Quality Management: It's an Enterprise (PLM) Effort</u> <i>Speaker: Todd Hein, Oracle &amp; Wendy Schweigert, AGA Medical</i>	Moscone West Rm 2016
11:30 a.m.	S299864 <u>Regulatory Submissions During and After New Product Development and Introduction for FDA-Regulated Products</u> <i>Speakers: Todd Hein, Oracle &amp; Wendy Schweigert, AGA Medical</i>	Moscone West RM 2016
1:00 p.m.	S299874 <u>Agile (PLM), Agile Product Collaboration</u> "Meet the Strategists": Quantum <i>Speakers: Anurag Batra &amp; Shane Goodwin, Oracle; Daniel Hartley, Quantum</i>	Moscone West Rm 2014
5:00 p.m.	S299856 <u>Agile Product Quality Management and Agile Product Quality Analytics</u> <i>Speakers: Scott Peiffer, LSI; Rajesh Bhat, Michael Caveney, &amp; Ravi Mannem, Oracle</i>	Moscone West Rm 2016

## Open World Sessions - Agile Product Tracks

### Thursday September 25, 2008 9:00 am – 10:00 am

TIME	TITLE	LOCATION
9:00 a.m.	S299876 <u>Agile (PLM) Business Intelligence: Performance Metrics</u> <i>Speakers: Rajesh Bhat &amp; Ram Chandrasekhar, Oracle</i>	Moscone West Rm 2012
9:00 a.m.	S299849 <u>Best-in-Class Integrated Process with Agile (PLM)</u> <i>Speakers: Anurag Batra &amp; Vish Gaitonde, Oracle</i>	Moscone West Rm 2014
9:00am-12pm	S299859 <u>Agile Product Portfolio Management: "Meet the Strategists"</u> <i>Speakers: Michael Caveney &amp; Abhijit Kakhandiki, Oracle</i>	Moscone West Rm 2016

### Thursday September 25, 2008 10:30 am – 11:30 am

TIME	TITLE	LOCATION
10:30 a.m.	S300147 <u>Agile Configuration Propagation: Less Time, Less Effort from Test to Production</u> <i>Speakers: Antony John &amp; Frank Mocek, Oracle</i>	Moscone West Rm 2012
10:30 a.m.	S299848 <u>Customer Needs Management: A Critical Success Factor for Product Innovation</u> <i>Speakers: Steve Chalgren, Oracle &amp; Greg Katai, GoEngineer, Inc</i>	Moscone West Rm 2014
10:30 p.m.	S301041 <u>Variant Management: A Strategic Direction for Agile (PLM)</u> <i>Speakers: Vish Gaitonde &amp; Andre Guldi, Oracle</i>	Moscone West Rm 2016

### Thursday September 25, 2008 12:00 pm. – 1:00 pm

TIME	TITLE	LOCATION
12:00 p.m.	S299863 <u>Oracle Accelerate: Agile (PLM) for Limited Budgets</u> <i>Speakers: Steve Chalgren, Oracle</i>	Moscone West Rm 2012
12:00 p.m.	S299851 <u>Defining the Role of Enterprise (PLM) and (PIMS)</u> <i>Speakers: Michael Ger &amp; Alison Schofield, Oracle</i>	Moscone West Rm 2014
12:00 p.m.	S299875 <u>Agile Engineering Management (E6): New Features and Introducing CM</u> <i>Speakers: Andre Guldi, Oracle</i>	Moscone West

# Product Lifecycle Management

## Applications Lounge - Wednesday 9-12:00 P.M.

---

Agile Product Lifecycle Management

MOSCONE WEST 2<sup>ND</sup> FLOOR

---

## Demonstrations

---

Agile Solution Showcase

MOSCONE WEST EXHIBITION HALL

---

MONDAY	SEPT. 22	11:00A.M. – 6:00P.M.
TUESDAY	SEPT. 23	9:00A.M. – 6:00P.M.
WEDNESDAY	SEPT. 24	9:00A.M. – 6:00P.M.
THURSDAY	SEPT. 25	9:00A.M. – 1:30P.M.

---

- Agile (PLM) Accelerate Innovation and Shorten Time to Market - Demo ID 2147
  - Agile (PLM): Enable Globalization and Outsourcing – Demo ID 2152
  - Agile (PLM) Product Quality and Compliance Management – Demo ID 2150
  - Agile Product Lifecycle Management for Consumer Goods – Demo ID 2148
  - Agile (PLM) Life Sciences - Demo 2125 (MOSCONE SOUTH EXHIBITION HALL)
- 

## Networking Events

---

EVENT	DAY	TIME
Welcome Reception	Sunday	7:30 pm – 9:30 pm
OTN Night	Monday	7:30 pm – 11:00 pm
Appreciation Event UB40, Seal, Alan Jackson, Elvis Costello	Wednesday	8:00 pm – 12:00am
It's a Wrap	Thursday	5:00 pm – 7:00 pm

---

---