

FOCUS ON Unstructured Data

Keynotes

MOSCONE

Monday, September 22, 2008

9:00 a.m. – 10:45 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.

Paul Ottelini
President and CEO, Intel Corporation

Thomas Kurian

Senior Vice President, Oracle Fusion Middleware, Oracle

Wednesday, September 24, 2008

2:30 p.m. – 4:30 p.m.

Larry Ellison
CEO, Oracle Corporation

Mark Hurd

Chairman of the Board, CEO and President, HP

Ann Livermore

Executive Vice President, Technology Solutions Group, HP

Hands-On Labs

MARRIOTT

Marriott Golden Gate B1

Oracle XML Database—Managing Structured XML with Oracle Database 11g (Hands-on Lab Part 1)

Sunday, September 21, 2008

11:45-12:45

Geoff Lee, Oracle

Oracle XML Database—Managing Structured XML with Oracle Database 11g (Hands-on Lab Part 2)

Sunday, September 21, 2008

13:15-14:15

Geoff Lee, Oracle

Hands-On Labs

MARRIOTT

Marriott Golden Gate A2

Integrating Maps into Oracle Business Intelligence (Hands-on Lab Part 1)

Sunday, September 21, 2008

13:15-14:15

David Lapp, Oracle

Jayant Sharma, Oracle

Integrating Maps into Oracle Business Intelligence (Hands-on Lab Part 2)

Sunday, September 21, 2008

14:30-15:30

David Lapp, Oracle

Jayant Sharma, Oracle

Marriott Golden Gate B1

Build an Oracle Multimedia Application with Oracle Application Express (Hands-on Lab)

Monday, September 22, 2008

11:30-12:30

Melliya Annamalai, Oracle

Susan Mavris, Oracle

James Steiner, Oracle

Marriott Golden Gate B1

Secure-Search Oracle Database, Applications, and Oracle Content Server (Hands-on Lab)

Monday, September 22, 2008

17:30-18:30

Chris Benedict, Oracle

Kalan Comba, Oracle

Roger Ford, Oracle

Geoff Lee, Oracle

Hands-On Labs(Cont.)

MARRIOTT

Marriott Golden Gate B1

Oracle XML Database—Managing Unstructured XML with Oracle Database 11g (Hands-on Lab Part 1)

Tuesday, September 23, 2008

11:30-12:30

Geoff Lee, Oracle

Oracle XML Database—Managing Unstructured XML with Oracle Database 11g (Hands-on Lab Part 2)

Tuesday, September 23, 2008

13:00-14:00

Geoff Lee, Oracle

Marriott Golden Gate C1

Data Visualization for Web Applications—Graphs, Gauges, Maps, and More (Hands-on Lab)

Tuesday, September 23, 2008

16:00-17:00

Katarina Obradovic-Sarkic, Oracle

Marriott Golden Gate A2

Build a Map, Geocoding, Routing, and POI Service (Hands-on Lab Part 1)

Tuesday, September 23, 2008

16:00-17:00

Ji Yang, Oracle

Build a Map, Geocoding, Routing, and POI Service (Hands-on Lab Part 2)

Tuesday, September 23, 2008

17:30-18:30

LJ Qian, Oracle

Ji Yang, Oracle

Open World Sessions

Sunday, September 21, 2008

TIME	TITLE	SPEAKER(S)	LOCATION
8:30-10:00am	Oracle Spatial SIG	David Sonnen, ISSI Jon Scarbrough, Where2Gett Steven Pierce, Johnston McLamb Patrick Zhu, Cuyahoga County Tim Perez, USPS Jennifer Kinney, Spatial Business Systems, Inc.	Mosccone West Rm 2006
8:30-10:00am	Data Integration: Overcoming Challenges for Pharmaceutical Data (IOUG)	Marcus Collins, Novartis Institutes for BioMedical Research (NIBR)	Mosccone West Rm 2009
10:30-11:30am	Oracle Spatial 11g: Build Spatial Web Services, Network, and 3-D Applications	Siva Ravada, Steve Serra, Oracle	Marriott Salon 06
10:30-11:30am	Keep the Power Flowing: Live on Oracle XML Database 11g	Thomas Baby, Oracle Mark Meyers, Carol Tiu; Northern California Power Agency	Marriott Salon 12/13
11:45-12:45pm	Tele Atlas GPS and Digital Maps Powered by Oracle Database 11g	James Steiner, Oracle Rob VanEssen, Tele Atlas	Marriott Nob Hill AB
13:15-14:15pm	Get the Most from Oracle Database 11g Semantic Technology: Best Practices	Souripriya Das, Oracle	Marriott Salon 12/13
14:30-15:30pm	Oracle Database 11g Production Case Study: Using Oracle Multimedia DICOM for Clinical Trials Image Management	Tony O'Sullivan, IBIS James Steiner, Oracle Stefan Baumann, Novartis Pharma AG	Marriott Salon 12/13

Monday, September 22, 2008

TIME	TITLE	SPEAKER(S)	LOCATION
10:15-11:15am	Breaking Enterprise Application Platform Barriers	Ted Farrell, Oracle	Marriott Salon 09
11:30-12:30pm	Long Transactions with Oracle Database 11g Workspace Manager	Bill Beaugregard Oracle	Marriott Salon 12/13
13:00-14:00pm	Oracle Maps in Oracle JDeveloper 11g: A Perfect Combination	Andrejus Baranovskis, VGO Software; Katarina Obradovic-Sarkic, Oracle	Marriott Salon 03
13:00-14:00pm	Using RDFS/OWL for Building Semantic Web Applications	Xavier Lopez, Zhe(Alan) Wu, Oracle	Marriott Salon 12/13
14:30-15:30pm	Oracle Berkeley DB XML in MapGuide Open Source and Autodesk MapGuide Enterprise	Greg Burd, Oracle; Geoff Zeiss, Autodesk	Marriott Salon 04
14:30-15:30pm	Turning the Database Inside-Out with Complex Event Processing	Aravind Yalamanchi, Oracle	Marriott Salon 12/13
14:30-15:30pm	Oracle Utilities 2.2 Business Intelligence Review and Road Map	Brian Owenson, Oracle	Palace Hotel Gold Rm
16:00-17:00pm	Map It! Track and Maintain Your Assets by Using Oracle, Google, and ESRI Solutions	Denis Corbo, Laval; Anju Gupta, Oracle; Dariela Rubio, Oto Global Solutions	Mosccone West Rm 2008
16:00-17:00pm	Oracle Database 11g Production Case Study: Teranode and Pfizer Semantic/Relational Approach to Science Collaboration	Giles Day, Pfizer; Joseph Duncan, Teranode; Melliyal Annamalai, Oracle	Marriott Salon 12/13
16:00-17:00pm	Oracle Text 11g Product Overview	Mohammad Faisal, Roger Ford, Wesley Lin; Oracle	Marriott Salon 01
17:30-18:30pm	Oracle Database 11g Production Case Study: First American Spatial Solutions	Glenn Kronschnabl, First American Flood Insurance; Daniel Geringer, Oracle	Marriott Salon 12/13
17:30-18:30pm	Adding Data Visualizations to Your Application: Overview of Oracle ADF Faces Data Visualization Components	Katarina Obradovic-Sarkic, Oracle	Marriott Salon 05
17:30-18:30pm	SOA Development with Eclipse Link	Blaise Doughan, Shaun Smith Oracle	Marriott Nob Hill CD

Tuesday, September 23, 2008

TIME	TITLE	SPEAKER(S)	LOCATION
9:00-10:00am	Oracle Digital Oil Field Solution	Trudy Curtis, Public Petroleum Data Model Association; Dan Hough, Oracle; Ash Mathur, Chevron; David Shimbo, Oracle	Westin SF Market Street Franciscan II
11:30-12:30pm	Creating a Global Seamless Data Set for Mapping and Geocoding with Oracle Database 11g	Daniel Abugov, NAVTEQ	Moscone South Rm 236
11:30-12:30pm	Oracle Database 11g Production Case Study: Medical Image Archive at Melbourne Health, Using Oracle Multimedia	James Steiner, Susan Mavris Oracle	Marriott Salon 02
13:00-14:00pm	How Sweden Post Is Using Oracle Database 11g to Build a High-Scalability System for Collecting and Refining Statistical Data	Rohan Angrish, Oracle Jonas Carlehorn, Ulf Hellstrom; Kentor	Moscone South Rm 307
13:00-14:00pm	10 Things You Need to Know About Secure Search	Stefan Buchta, Cindy Hsin, Rick Reuter; Oracle	Marriott Salon 14/15
13:00-14:00pm	Release 1.8 Highlights and Product Road Map Review of Oracle Utilities Work and Asset Management	Matthew Grace, Oracle	Palace Hotel Presidio
13:00-14:00pm	Oracle Active Data Guard: Standby on Steroids, Disaster Recovery Included	Yucheng Liu, Real Networks Joe Meeks, Oracle Shawn Ormond, Intermap Technologies, Inc.	Moscone South Rm 104
14:30-15:30pm	Real World Experience with Oracle XML Database 11g: An Oracle ACE's Perspective	Marco Galike, AMIS	Marriott Salon 12/13
16:00-17:00pm	Oracle Database 11g Production Case Study: Porting to Oracle Database 11g—Tips, Techniques, and Experiences	Marcel Kratochvil, Piction Susan Mavris, Oracle	Marriott Salon 01
17:00-18:00pm	Oracle Utilities Mobile Workforce Management 2.0: Technical/Functional Preview	Matthew Grace, Oracle Bruce Kane, Oracle	Palace Hotel Gold Rm
17:00-18:00pm	Smart Searching of Oracle Database, Oracle Universal Content Management, Oracle Applications, and Beyond	Jagdish Hiray, Steve Kreamer, Jinyu Wang; Oracle	Moscone South Rm 307
17:30-18:30pm	Oracle Database 11g Production Case Study: Eli Lilly and Company—Semantic Technologies from a DBA's Point of View	Phil Brooks, Eli Lilly and Company; Melliya Annamalai, Oracle	Marriott Salon 01

Wednesday, September 24, 2008

TIME	TITLE	SPEAKER(S)	LOCATION
9:00-10:00am	It's Not Only the Applications! Why Technology Is Critical to the Utilities Industry	Samuel Harrell, Paul Henderlite Oracle	Palace Hotel - Presidio
9:00-10:00am	Resistance Is Futile: Regulators Around the World Require Your Financial Statements in XBRL	Vikas Arora, Oracle Steve Hord, Steve Levine; UBMatrix	Moscone South Rm 307
9:00-10:00am	Oracle Secure Enterprise Search Executive Update and Road Map	Thomas Chang, Mohammad Faisal, Vishu Krishnamurthy; Oracle	Moscone South Rm 304
11:30-12:30pm	Oracle Application Express and Oracle XML Database: A Match Made in the Database	Mark Drake, Oracle	Moscone South Rm 307
17:00-18:00pm	Four Ways to Use Oracle Locator and Oracle Application Server MapViewer: You Own It-Use It!	Daniel Geringer, James Steiner, Oracle	Moscone South Rm 305
17:00-18:00pm	Managing Very, Very Large XML Documents with Oracle XML Database	Bosun Adeoti, Sivasankaran Chandrasekar; Oracle Don Janik, Warner Music Group	Moscone South Rm 307

Thursday, September 25, 2008

TIME	TITLE		LOCATION
9:00-10:00am	Centralize Your Oracle E-Business Suite Search: Powered by Oracle Secure Enterprise Search	Rajesh Ghosh, Veshaal Singh; Oracle	Moscone West Rm 2007
10:30-11:30am	Oracle Spatial Best Practices and Tuning Tips for DBAs and Developers	Daniel Geringer, Oracle	Moscone South Rm 304
13:30-14:30pm	Advanced Visualization, Charting, and Spatial Map Integration with Oracle Business Intelligence Suite Enterprise Edition Plus	Abhinav Agarwal, Oracle	Marriott Salon 12/13
13:30-14:30pm	Why Multiple Choice Is a Really Bad Idea and Other Anecdotes: Real-World XML Database Examples from Oracle Support	Coby Adams, Oracle Andrew Hendrickson, Medtronic, Inc.	Moscone South Rm 304
15:00-16:00pm	Maximum Performance for Multimedia with Oracle SecureFiles, HP and Intel	Robert Abbott, Oracle Pierre Orzechowski, HP	Moscone South Rm 104

DEMOgrounds

WEST EXHIBITION HALL

Demos

Oracle Database 11g Demos

Oracle Location and Map-Enabled Applications and Tools

Pod L15 – Unstructured Data

- See new map-enabled applications and tools: Oracle Utilities, Oracle Communications, Oracle JDeveloper, Oracle Business Intelligence, Oracle Content Management, and others. New Oracle Spatial 11g, Oracle Application Server MapViewer features include 3-D, LIDAR, Web services, raster, geocoding, routing, and scrollable (“slippymap”) maps.

Oracle Semantic Database Technologies

Pod L14 – Unstructured Data

- Oracle Database includes support for semantic data with native support for RDF datatypes and inferencing, the OWL query language, ontology-based semantic querying, and leading semantic analysis tools. The semantic database features are included in Oracle Spatial 11g.

Oracle Spatial Technologies

Pod L47 – Unstructured Data

- See new developments in Oracle Spatial 11g, Oracle Fusion Middleware MapViewer, and Oracle’s new “spatial-ready” applications and tools, including 3-D, Web services, raster, geocoding, routing, network management, and scrollable (“slippymap”) maps. Applications include Oracle Utilities, Oracle Business Intelligence, and Oracle Content Manager.

Oracle Multimedia and DICOM Medical Imaging

Pod L46 – Unstructured Data

- By using Oracle SecureFile large objects, Oracle Multimedia delivers a secure, searchable, large-scale, high-performance server for image, audio, and video content. Oracle Database 11g adds robust support for medical imaging applications with support for the DICOM medical imaging standard.

Oracle Secure Enterprise Search and Oracle Text 11g

Pod L11 – Unstructured Data

- This demo features full-text searching with Oracle Database 11g and other databases using Oracle Secure Enterprise Search and Oracle Text 11g.

Oracle Database 11g Demos

Oracle Secure Enterprise Search: Integrated Search

Pod L12 – Unstructured Data

- This demo showcases how Oracle Secure Enterprise Search provides search for Oracle Database 11g, Oracle E-Business Suite, Oracle’s Siebel, and Oracle content management systems.

Oracle XML Database: Performance and Flexibility

Pod L43 – Unstructured Data

- Binary XML and XML index unlock the full power and flexibility of XML, delivering high-performance XML processing for both schema-based and schemaless XML. Learn how the combination of Binary XML, Oracle XML Database repository, and the new generation of desktop office productivity packages provides a foundation for new applications.

Oracle XML Database: Data-Centric XML

Pod L44 – Unstructured Data

- Easily access XML content directly from SQL. Generate XML directly from relational data. Unlock the power of XML standards such as XML Schema, XQuery, SOAP, and XSLT. Work with XML content by using PL/SQL, Java, C, and other scripting languages.

Partners

EXHIBITION HALLS

Partner	LOCATION
Autodesk, Inc.	2430 Moscone South
DigitalGlobe	3444 Moscone West
ERDAS, Inc.	206 Moscone South
ESRI	1724 Moscone South
Johnston McLamb	3928 Moscone West
Leica Geosystems Geospatial Imaging	206 Moscone South
Metatomix	3838 Moscone West
NAVTEQ	2610 Moscone South
ThincSoft, LLC	227 Moscone South

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.
NAVTEQ Reception, Roe Restaurant 651 Howard Street RSVP by 9/16/08 at enterprise@navteq.com	Tuesday	6:00 p.m. – 8:00 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.