

# ENGINEERED FOR INNOVATION

ORACLE  
OPEN  
WORLD

October 2–6, 2011  
Moscone Center, San Francisco

## Focus On Oracle Application Development Framework

OpenWorld 2011 includes a comprehensive program for developer tools with sessions at both OpenWorld and Develop stream. This year's event also includes a Demo Pod and several Hands on Labs. Read on to learn more about what's happening around Oracle Application Development Framework and JDeveloper at OpenWorld.

Additionally, information regarding JavaOne is also included. Although this is a separate conference and requires separate registration, this document provides all the information needed in one place.

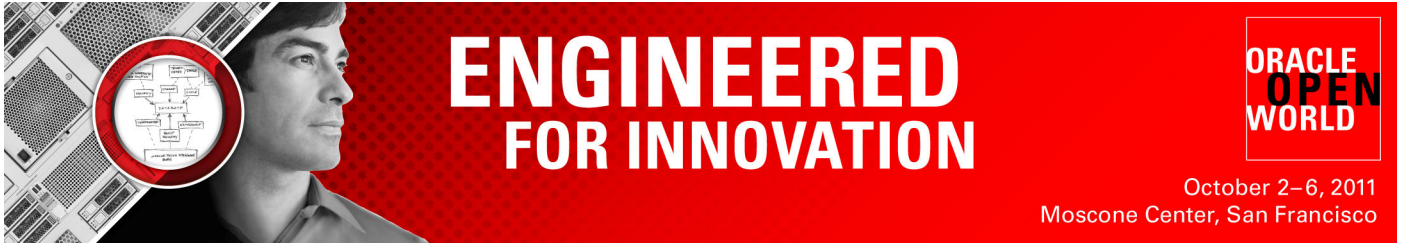
### Keynotes

<b>Sunday October 2, 2011</b>		
TIME	TITLE	LOCATION
5:30 pm – 7:00 pm	Oracle OpenWorld Welcome Keynote	Moscone North Hall D

<b>Monday October 3, 2011</b>		
TIME	TITLE	LOCATION
8:00 am – 9:45 am	Oracle OpenWorld Keynote: Oracle and EMC	Moscone North Hall D

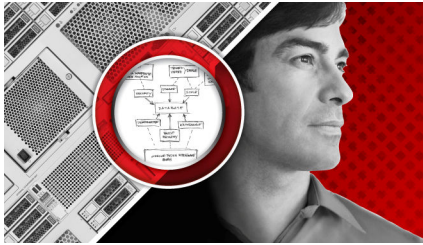
<b>Tuesday October 4, 2011</b>		
TIME	TITLE	LOCATION
8:00 am – 9:45 am	Oracle OpenWorld Keynote: Oracle and Dell Inc.	Moscone North Hall D

<b>Wednesday October 5, 2011</b>		
TIME	TITLE	LOCATION
8:00 am – 8:45 am	Oracle OpenWorld Keynote: Cisco Systems, Inc.	Moscone North Hall D
2:30 pm – 4:15 pm	Oracle OpenWorld Keynote: Oracle and Infosys Limited	Moscone North Hall D



## General Sessions

Tuesday October 4, 2011		
TIME	TITLE	LOCATION
10:15 am – 11:15 am	Evolving Beyond Enterprise Web Application Development Ted Farrell, Oracle, Chief Architect /SVP	Marriott Marquis Salon 9



# ENGINEERED FOR INNOVATION

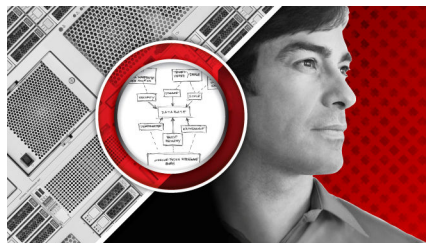
**ORACLE  
OPEN  
WORLD**

October 2–6, 2011  
Moscone Center, San Francisco

## Oracle OpenWorld Sessions

<b>Sunday October 2, 2011</b>		
TIME	TITLE	LOCATION
09:00 am – 10:00 am	Oracle ADF Enterprise Methodology Group: Starting an Enterprise Oracle ADF Project Sten Vesterli, Scott/Tiger A/S, Senior Principal Consultant, Oracle ACE Director	Moscone West 2000
10:15 am – 11:15 am	Oracle ADF Enterprise Methodology Group: Learn Oracle ADF Task Flows in Only 60 Minutes Frank Nimphius, Oracle, Senior Principal Product Manager Maiko Rocha, Oracle, Consulting Solutions Architect	Moscone West 2000
11:30 am – 12:30 pm	Oracle ADF Enterprise Methodology Group: A+-Quality Oracle ADF Code Andrejus Baranovskis, Red Samurai Consulting, CEO & Architect	Moscone West 2000
12:45 pm – 01:45 pm	Oracle ADF Enterprise Methodology Group: Transitioning from Oracle Forms to Oracle ADF Wilfred van der Deijl, Commit Consulting, Systems Architect	Moscone West 2000
02:00 pm – 03:00 pm	Oracle ADF Enterprise Methodology Group: Empower Multitasking with an Oracle ADF UI Powerhouse Steven Davelaar, Oracle, Technical Director	Moscone West 2000
02:30 pm – 03:00 pm	The Heart of Your Application: Oracle ADF Core Technologies Peter Koletzke, Quovera, Technical Director/Principal Instructor	Moscone West 2012
03:15 pm – 04:15 pm	Oracle ADF Enterprise Methodology Group: Gold Nuggets in Oracle ADF Faces Lucas Jellema, AMIS, Java Enterprise Developer & Architect	Moscone West 2000

<b>Monday October 3, 2011</b>		
TIME	TITLE	LOCATION
12:30 pm – 01:30 pm	Oracle WebLogic Server Application Security: Implementing the Superstition in Oracle JDeveloper Duncan Mills, Oracle, Senior Director of Product Management	Moscone South 305
12:30 pm – 01:30 pm	What's Your Choice for Oracle Forms: Modernize, Upgrade, Integrate, or Migrate? Marriott Marquis - Golden Gate A Grant Ronald, Oracle, Senior Group Manager Product Management Lynn Munsinger, Oracle, Principal Product Manager	Marriott Marquis - Golden Gate A



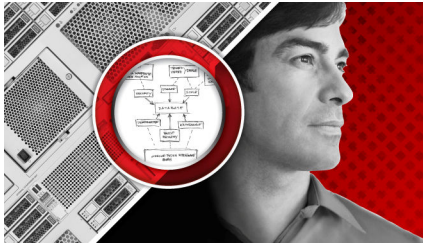
# ENGINEERED FOR INNOVATION

**ORACLE  
OPEN  
WORLD**

October 2–6, 2011  
Moscone Center, San Francisco

03:30 pm – 04:30 pm	Four Ways to Transition from Oracle Forms to Oracle ADF Wilfred van der Deijl, Commit Consulting, Systems Architect	Marriott Marquis Golden Gate A
05:00 pm – 06:00pm	Extending Oracle Applications Unlimited with Oracle WebCenter Sachin Agarwal, Director, Oracle, Product Management Nadia Bendjedou, Oracle, Senior Director, Product Strategy	Moscone West 2024
05:00 pm – 06:00 pm	Oracle ADF On-Ramp: What You Need to Know to Use the Oracle ADF Technology Stack Peter Koletzke, Quovera, Technical Director/Principal Instructor	Marriott Marquis Golden Gate A
05:00 pm – 06:00 pm	Customer Case Study: Creating Sophisticated Applications Efficiently with Oracle ADF Lynn Munsinger, Oracle, Principal Product Manager	Marriott Marquis Golden Gate C2
06:30 pm – 07:15 pm	Getting Started with Oracle ADF: What You Need to Know Shay Shmeltzer, Oracle, Senior Group Manager Product Management Grant Ronald, Oracle, Senior Group Manager Product Management	Marriott Marquis Golden Gate A
07:30 pm – 08:15 pm	Oracle ADF: What's Missing and What's Next Brian Fry, Oracle, Director of Product Manager Shay Shmeltzer, Oracle, Senior Group Manager Product Management	Marriott Marquis Golden Gate A

<b>Tuesday October 4, 2011</b>		
TIME	TITLE	LOCATION
10:15 am – 11:15am	Oracle ADF at the Center of Oracle Fusion Development Shay Shmeltzer, Oracle, Senior Group Manager Product Management	Moscone South 305
11:45 am – 12:45pm	Oracle Business Intelligence/Oracle ADF Integration Using the Action Framework Mark Rittman, Rittman Mead, Technical Director	Moscone West 3024
11:45 am – 12:45pm	Why Should I Care About JavaServer Faces 2? Intro to JavaServer Faces 2 and Oracle ADF Faces Stewart Wilson, Oracle, Director of Product Management	Marriott Marquis Golden Gate C1
01:15 pm – 02:15 pm	Applications Your Way: Easy Application Extensibility Dain Hansen, Oracle, Director Shaun O'Brien, Oracle, Principal Product Manager	Moscone West 2020
01:15 pm – 02:15pm	Maximize Team Productivity with Hudson, Maven, and Team Productivity Center Susan Duncan, Oracle, Principal Product Manager	Marriott Marquis Golden Gate A



# ENGINEERED FOR INNOVATION

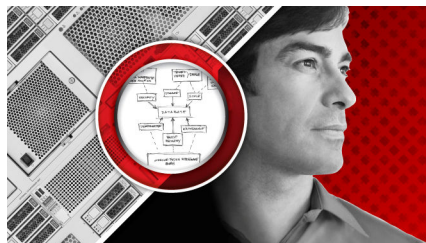
**ORACLE  
OPEN  
WORLD**

October 2–6, 2011  
Moscone Center, San Francisco

03:30 pm – 04:30 pm	Develop Mobile Apps for iOS and More: Converging Web and Native Applications Joe Huang, Oracle, Senior Principal Product Manager Srini Indla, Oracle, Senior Development Manager	Marriott Marquis Golden Gate A
03:30 pm – 04:30 pm	Quick Start Guide to Oracle Fusion Development with Oracle ADF Grant Ronald, Oracle, Director, Senior Group Manager Product Management Sudershan Singh, Oracle, Principal Sales Consultant	Marriott Marquis Golden Gate C1
05:00 pm – 06:00 pm	Mobile Applications for Oracle E-Business Suite with Oracle ADF and Oracle SOA Suite Nishit Rao, Oracle, Director, Product Management Sudershan Singh, Oracle, Principal Sales Consultant	Moscone West 2020
05:00 pm – 06:00 pm	Redeveloping a Forms Application in Oracle ADF: A Case Study Grant Ronald, Oracle, Senior Group Manager Product Management Lynn Munsinger, Oracle, Senior Principal Product Manager	Moscone South 306
05:00 pm – 06:00 pm	Oracle Application Development Framework Security Overview, Strategies, and Best Practices Frank Nimphius, Oracle, Senior Principal Product Manager Srikanth Sallka, Oracle, Development Manager	Marriott Marquis Golden Gate A
05:00 pm – 06:00 pm	End-to-End Oracle ADF Development in Eclipse Carling Rogers, Oracle, Principal Member of Technical Staff Greg Stachnick, Oracle, Senior Director of Product Management	Marriott Marquis Salon 7

## Wednesday October 5, 2011

TIME	TITLE	LOCATION
10:15 am – 11:15am	Developing Cutting-Edge Front Ends for Oracle E-Business Suite Juan Camilo Ruiz, Oracle, Principal Product Manager Achille Brighton, Oracle, Associate Consultant	Moscone West 2020
10:15 am – 11:15am	Building Highly Reusable Oracle ADF Task Flows Steven Davelaar, Oracle, Technical Director	Marriott Marquis Golden Gate A
11:45 am – 12:45 pm	Extending JD Edwards Applications with Oracle ADF and Oracle SOA Suite John Chung, Arcturus Realty Corporation, VP, IT Darryl Shakespeare, Oracle, Software Architect Dana Singleterry, Oracle, Principal Product Manager Tom Carrell, Oracle, Product Strategy Director, JD Edwards World	St. Francis Colonial
11:45 am – 12:45 pm	An Oracle ADF Eye for the Java EE Guy Shay Shmeltzer, Oracle, Senior Group Manager Product Management	Marriott Marquis Golden Gate A



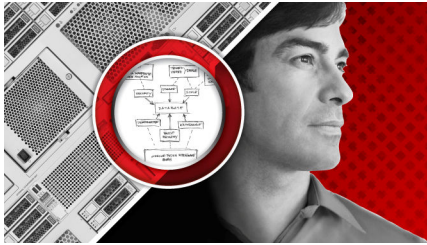
# ENGINEERED FOR INNOVATION

**ORACLE  
OPEN  
WORLD**

October 2–6, 2011  
Moscone Center, San Francisco

01:15 pm – 02:15 pm	Next-Generation Solutions for Cloud Applications with Oracle Fusion Middleware Boro Petrovic, MICROS Systems, Inc., VP and CTO	Moscone West 2020
01:15 pm – 02:15 pm	Angels in the Architecture: An Oracle Application Development Framework Architectural Blueprint Chris Muir, SAGE Computing Services, Team Leader	Marriott Marquis Golden Gate B
05:00 pm – 06:00 pm	Building Mobile Solutions for Oracle Applications: Technical Insight Kannan Balakrishnan, Oracle, Development Director Paul Chamberlain, Oracle, Senior Director Saurabh Shrivastava, Oracle, Software Development Manager Howard Shaw, Oracle, Senior Principal Product Strategy Manager Hody Crouch, Oracle, Principal Product Manager	Moscone West 2016
05:00 pm – 06:00 pm	Push to the Limit: Rich and Proactive User Interfaces with Oracle ADF Lucas Jellema, AMIS, Java Enterprise Developer & Architect	Marriott Marquis Golden Gate A

<b>Thursday October 6, 2011</b>		
TIME	TITLE	LOCATION
09:00 am – 10:00 am	Extending PeopleSoft Applications with Oracle ADF and Oracle SOA Suite Shay Shmeltzer, Oracle, Senior Group Manager Product Management David Sexton, University of Utah, Senior Analyst David Bain, Oracle, Senior Manager Product Strategy	Intercontinental Union Square
09:00 am – 10:00 am	Choose Your Weapon: An Overview of Oracle Development Tools Sten Vesterli, Scott/Tiger A/S, Senior Principal Consultant, Oracle ACE Director	Marriott Marquis Golden Gate B
10:30 am – 11:30 am	Extending Oracle E-Business Suite with Oracle ADF and Oracle SOA Suite Mark Nelson, Oracle, Consulting Solution Architect Veshaal Singh, Oracle, Senior Director	Moscone West - 2016
10:30 am – 11:30 am	Real-World Performance Tuning for Oracle ADF Applications Duncan Mills, Oracle, Senior Director of Product Management	Marriott Marquis Golden Gate B
12:00 pm – 01:00 pm	Building Visually Appealing Web 2.0 Data Dashboards Dana Singleterry, Oracle, Principal Product Manager Katarina Obradovic-Sarkic, Oracle, Senior Product Manager	Moscone South 305
12:00 pm – 01:00 pm	Extending Siebel CRM with Oracle ADF and Oracle SOA Suite Srikant Subramaniam, Oracle, Senior Principal Product Manager Mark Farrier, Oracle, Director	Intercontinental Union Square

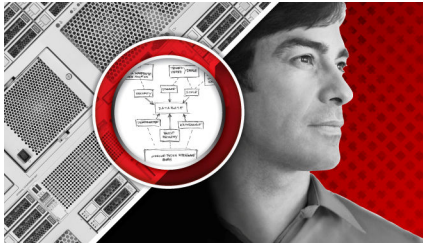


# ENGINEERED FOR INNOVATION

**ORACLE  
OPEN  
WORLD**

October 2–6, 2011  
Moscone Center, San Francisco

12:00 pm – 01:00 pm	<p>Managing Customizations and Personalizations in Oracle ADF and Metadata Services</p> <p>Gangadhar Konduri, Oracle, Senior Director</p> <p>Revathy Narasimhan, Oracle, Principal Software Developer</p>	Marriott Marquis Golden Gate B
12:00 pm – 01:00 pm	<p>Spend Some Quality Time on Your Oracle ADF Application</p> <p>Aino Andriessen, AMIS, Principal Consultant</p>	Marriott Marquis Golden Gate A
12:00 pm – 01:00 pm	<p>Achieving the Perfect Layout with Oracle ADF Faces Rich Client</p> <p>Peter Koletzke, Quovera, Technical Director/Principal Instructor</p>	Marriott Marquis Salon 7
01:30 pm – 02:30 pm	<p>Mobile Applications Development for Multiple Mobile Platforms: Develop Once and for All</p> <p>Nikhil Kumar, Infosys Limited, Industry Principal</p> <p>Joe Huang, Oracle, Senior Principal Product Manager</p> <p>Srini Indla, Oracle, Senior Development Manager</p>	Moscone South 306
01:30 pm – 02:30 pm	<p>Texas A&amp;M University System Architecture: Oracle ADF, Oracle WebCenter Portal and Content</p> <p>Andrejus Baranovskis, Red Samurai Consulting, CEO &amp; Architect</p> <p>Sreeja Sreekumaran, Texas A&amp;M University System, Technical Lead</p>	Marriott Marquis Salon 7
03:00 pm – 04:00 pm	<p>A Change Is as Good as a REST: Oracle JDeveloper 11g's REST Web Services</p> <p>Chris Muir, SAGE Computing Services, Team Leader</p>	Marriott Marquis Golden Gate A



# ENGINEERED FOR INNOVATION

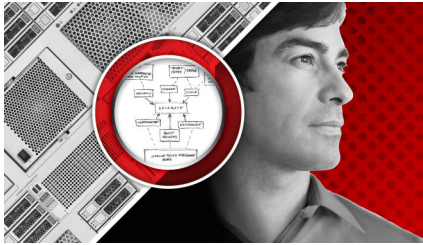
**ORACLE  
OPEN  
WORLD**

October 2–6, 2011  
Moscone Center, San Francisco

## Oracle OpenWorld Hands-On Labs

Monday October 3, 2011		
TIME	TITLE	LOCATION
12:30 pm – 01:30 pm	Build Mobile Applications for Oracle E-Business Suite Sudershan Singh, Oracle, Principal Sales Consultant Srikant Subramaniam, Oracle, Senior Principal Product Manager	Marriott Marquis Salon 1/2
05:00 pm – 06:00 pm	Introduction to Oracle ADF Dana Singleterry, Oracle, Principal Product Manager Juan Camilo Ruiz, Oracle, Principal Product Manager	Marriott Marquis Salon 3/4
05:00 pm – 06:00 pm	Building Mobile Applications in JD Edwards EnterpriseOne Darryl Shakespeare, Oracle, Software Architect	Marriott Marquis Nob Hill AB

Tuesday October 4, 2011		
TIME	TITLE	LOCATION
11:45 am – 12:45 pm	Building Mobile Applications in JD Edwards EnterpriseOne Darryl Shakespeare, Oracle, Software Architect	Marriott Marquis Nob Hill AB
01:15 pm – 02:15 pm	Introduction to Oracle ADF Task Flows in Oracle Enterprise Pack for Eclipse Greg Stachnick, Oracle, Senior Director of Product Management Pieter Humphrey, Oracle, Principal Product Director Raghunathan Srinivasan, Oracle, Director, Software Development, OEPE	Marriott Marquis Salon 3/4
03:30 pm – 04:30 pm	Web-Based Data Visualization Made Simple Katarina Obradovic-Sarkic, Oracle, Senior Product Manager Juan Camilo Ruiz, Oracle, Principal Product Manager	Marriott Marquis Salon 3/4
03:30 pm – 04:30 pm	Build Mobile Applications for Oracle E-Business Suite Sudershan Singh, Oracle, Principal Sales Consultant Srikant Subramaniam, Oracle, Senior Principal Product Manager	Marriott Marquis Salon 1/2
05:00 pm – 06:00 pm	Developing and Consuming REST Services Shaun O'Brien, Oracle, Principal Product Manager Brian Fry, Oracle, Director of Product Manager	Marriott Marquis Salon 3/4



# ENGINEERED FOR INNOVATION

**ORACLE  
OPEN  
WORLD**

October 2–6, 2011  
Moscone Center, San Francisco

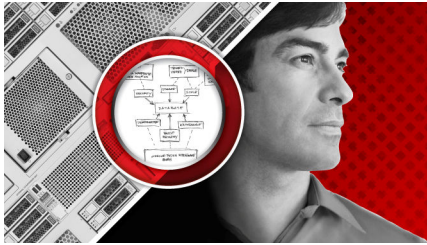
<b>Wednesday October 5, 2011</b>		
TIME	TITLE	LOCATION
05:00 pm – 06:00 pm	Develop On-Device Hybrid Mobile Applications with Oracle ADF Joe Huang, Oracle, Senior Principal Product Manager Srini Indla, Oracle, Senior Development Manager	Marriott Marquis Salon 3/4

<b>Thursday October 6, 2011</b>		
TIME	TITLE	LOCATION
03:00 pm – 04:00 pm	Introduction to Oracle ADF Dana Singleterry, Oracle, Principal Product Manager Juan Camilo Ruiz, Oracle, Principal Product Manager	Marriott Marquis Salon 3/4

## JavaOne Sessions

<b>Monday October 3, 2011</b>		
TIME	TITLE	LOCATION
02:30 pm – 03:30 pm	Hudson: Onward and Upward Susan Duncan, Oracle, Principal Product Manager Denis Tyrell, Oracle, Senior Director Server Technologies	Parc 55 Embarcadero
05:30 pm – 06:30 pm	Develop Mobile Apps with Java and Oracle ADF Mobile Client for iOS, Android, and More Srini Indla, Oracle, Senior Development Manager Hinkmond Wong, Oracle, Principal Member of Technical Staff Noel Poore, Oracle, Consulting Member of Technical Staff Rafi Tayar, Oracle, Software Engineer Bruce Kilgore, Oracle, Architect	Parc 55 Mission

<b>Wednesday October 5, 2011</b>		
TIME	TITLE	LOCATION
11:30 am – 12:30 pm	How We Halved Startup Time and Used Less Memory in Our Desktop Application Stoyan Vassilev, Oracle, Principal Software Developer Jeffrey Stephenson, Oracle, Consulting Member of Technical Staff	Hotel Nikko Nikko Ballroom I



# ENGINEERED FOR INNOVATION

**ORACLE  
OPEN  
WORLD**

October 2–6, 2011  
Moscone Center, San Francisco

## JavaOne Hands-On Labs

Tuesday October 4, 2011		
TIME	TITLE	LOCATION
10:30 am – 12:30 pm	Using Hudson's Development Framework to Build Your First Hudson Plug-in Susan Duncan, Oracle, Principal Product Manager Denis Tyrell, Oracle, Senior Director Server Technologies Winston Prakash, Oracle, Consulting Member of Technical Staff Yong Li, Oracle, Software Development Senior Manager	Hilton San Francisco Franciscan Room A/B/C/D

## Oracle OpenWorld Demos

DEMO	LOCATION
Oracle ADF Mobile	SR-219
Oracle ADF Faces	SR-216
Oracle JDeveloper and Oracle Application Development Framework	SR-215
Oracle Forms	SR-217
Oracle Enterprise Pack for Eclipse	SR-214

## JavaOne Demos

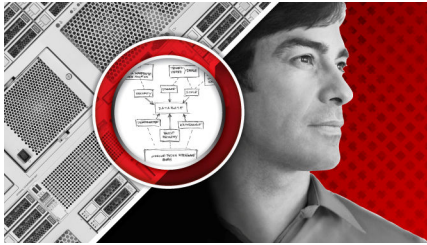
DEMO	LOCATION
Oracle JDeveloper and Oracle Application Development Framework	HHJ025

## Networking Activities

Sunday October 2, 2011		
TIME	EVENT	LOCATION
7:30 PM – 9:00 PM	Welcome Reception	Yerba Buena Gardens and Howard Tent

Monday October 3, 2011		
TIME	EVENT	LOCATION
7:30 PM – 9:00 PM	OTN Night	Yerba Buena Gardens



# ENGINEERED FOR INNOVATION

ORACLE  
**OPEN**  
WORLD

October 2-6, 2011  
Moscone Center, San Francisco

## Wed October 5, 2011

TIME	ACTIVITY	LOCATION
7:30 PM – 12:00 AM	Appreciation Event [Sting, Tom Petty and the Heartbreakers] – Sponsored by CSC, Netapp	Treasure Island

## Thursday October 6, 2011

TIME	ACTIVITY	LOCATION
4:00 PM – 6:00 PM	It's a Wrap!	Yerba Buena Gardens