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October 2–6, 2011
Moscone Center, San Francisco

Focus on Architects and Architecture

A sampling of sessions and activities of interest to architects

Keynotes

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

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

Tuesday October 4, 2011		
TIME	TITLE	LOCATION
8:00 am – 9:45 am	Oracle OpenWorld Keynote: Oracle and Dell Inc.	Moscone North Hall D
2:45 pm – 3:30 pm	Oracle OpenWorld Keynote: Intel Corporation	Moscone North Hall D

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



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User Group Forums

Sunday October 2, 2011		
TIME	TITLE	LOCATION
10:00 am – 10:45 am	Automated System/Unit Testing with Oracle Business Intelligence Enterprise Edition 11g Venkatakrishnan Janakiraman - Managing Director, India, Rittman Mead Consulting	Moscone West Room 2010
11:00 am – 11:45 am	SOA and BPM Across the Cloud	Moscone West Room 2001
1:00 pm – 1:45 pm	Oracle SOA Suite: Supporting Changing Market Demands Mark Simpson - SOA Practice Director, Griffiths Waite	Moscone West Room 2001
2:45 pm – 3:45 pm	OMG! Identifying and Refactoring Common SQL Performance Antipatterns Jeffrey Jacobs - Founder, Jeffrey Jacobs & Associate, LLC	Moscone West Room 2009

Oracle OpenWorld Sessions

Monday October 3, 2011		
TIME	TITLE	LOCATION
11:00 am – 12:00 pm	Oracle Fusion Middleware 11g— <i>Foundation for Innovation</i> Hasan Rizvi - SVP, Oracle	Moscone North Hall D
11:00 am – 12:00 pm	Global-Scale Online Gaming with Oracle Coherence and Grid Computing Scott Delap - Scalability Architect, Riot Games Randy Stafford - Architect At-Large, Oracle	Marriott Marquis Salon 7
11:00 am – 12:00 pm	Accelerating Telecom Transformation with Web 2.0 Data Management Graeme Coffey - Oracle Premraj Nallasivampillai - Sr. Principal Solutions Architect, Oracle	Marriott Marquis Golden Gate C2
12:30 pm – 1:30 pm	Datacenter Backup and Recovery Best Practices Christine Rogers - Principal Product Manager, Oracle Dean Halbeisen - Solutions Manager, Oracle Sam Corso - Technical Lead Backup and Recover, Oracle	Moscone South Room 236



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2:00 pm – 3:00 pm	<p>Divide and Conquer: Best Practices for Modularizing Your PL/SQL Code and Data</p> <p>Martin Buechi - Lead Software Architect, Avaloq</p> <p>Bryn Llewellyn - Distinguished Product Manager, Database Server Technologies Division, Oracle</p>	Marriott Marquis Salon 9
2:00 pm – 3:00 pm	<p>Oracle Application Express Within Oracle SOA Suite</p> <p>Douwe Pieter van den Bos - Oracle Solution Architect, Capgemini</p>	Marriott Marquis Salon 7
2:00 pm – 3:00 pm	<p>Oracle Desktop Virtualization: Complete, Open, and Integrated</p> <p>Chris Kawalek - Principal Product Director, Oracle</p> <p>Craig Bender - Consulting Developer, Oracle</p>	Moscone South Room 302
2:00 pm – 3:00 pm	<p>Oracle Fusion Applications Architecture and Installation Best Practices</p> <p>Deep Ram - Technical Director, Oracle</p> <p>Dennis Horton - Senior Practice Director, Oracle</p>	Moscone South Room 104
3:30 pm – 4:30 pm	<p>Oracle Linux Strategy and Roadmap</p> <p>Monica Kumar - Senior director, Product Marketing, Oracle</p> <p>Wim Coekaerts - Senior Vice President Linux and Virtualization, Oracle</p>	Moscone South Room 103
3:30 pm – 4:30 pm	<p>Automate a Secure Historical Data Store with Oracle Total Recall</p> <p>Dean Logan Wood - Database Architect, Trafigura Limited</p> <p>Kevin Jernigan - Senior Director, Product Management, Oracle</p>	Moscone South Room 310
3:30 pm – 4:30 pm	<p>Oracle Database 11g for Data Warehousing and Big Data: Strategy and Roadmap</p> <p>George Lumpkin - VP, Product Management, Oracle</p>	Moscone South Room 104
5:00 pm – 6:00 pm	<p>Best Practices for Oracle Database Performance on Windows</p> <p>Christian Shay - Principal Product Manager, Oracle</p>	Moscone South Room 302
5:00 pm – 6:00 pm	<p>Oracle Exadata at Allianz Group: Lower Costs, Improved Performance</p> <p>Daniel Dibbets - Senior DBA / Project Manager, Allianz AMOS SE</p>	Moscone South Room 310
5:00 pm – 6:00 pm	<p>Oracle Application Integration Architecture Foundation Pack Overview and Roadmap</p> <p>Martin Elwin - Consultant, Larnholt Konsult AB</p> <p>Munazza Bukhari - Group Manager, Oracle</p>	Moscone West Room 2018



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Tuesday October 4, 2011		
TIME	TITLE	LOCATION
10:15 am – 11:15 am	Panel: Best Practices in Enterprise Architecture: Case Studies Nathan Smith - Chief Enterprise Architect, PHH Corporation Timothy Francois - IT Director, Hartford Financial Services Helen Sun - Director, Enterprise Architectur, Oracle Khusro Khalid - Director, Enterprise Architecture, Oracle	Moscone West Room 3010
10:15 am – 11:15 am	Advanced MySQL Replication Architectures Lars Thalmann - Director, MySQL Replication, Backup, and Connectors, Oracle Sweden Luis Soares - Software Enginee, Oracle Portugal Mats Kindahl - Lead Software Engineer, Oracle Sweden	Marriott Marquis Golden Gate C2
10:15 am – 11:15 am	Pillar Axiom: Quality-of-Service Storage Architecture for Oracle Environments Chris Wood - Director, Pillar/Oracle Michael Brown - Oracle Mike Brewer - VP, Systems Technology, Pillar/Oracle	Moscone West Room 3000
10:15 am – 11:15 am	Under the Covers: Oracle Business Intelligence Foundation Architecture and Infrastructure Mike Durran - Product Manager, Oracle United Kingdom Nick Tuson - Senior Director, Product Management, Oracle United Kingdom	Moscone West Room 3016
11:45 am – 12:45 pm	Accelerating Business Intelligence with Oracle TimesTen In-Memory Database Marie-Anne Neimat - Oracle	Moscone South Room 102
11:45 am – 12:45 pm	Identity and Access Management and SOA Convergence in Telenor's Enterprise Architecture André Årnes - Head of Enterprise Security, Telenor Key Partner Kjersti Agnete Thrane - Head of Core Services / Chief Architect, Telenor Key Partner AS Christian Patrascu - Senior Manager, EMEA FMW Product Management, Oracle Germany	Moscone West Room 3022
11:45 am – 12:45 pm	Application Traffic Management for Oracle Exalogic Elastic Cloud Mark Prichard - Senior Principal Product Manager, Java Platform Group, Oracle Murthy Chintalapati - SW Development Director, Oracle	Moscone West Room 3003
11:45 am – 12:45 pm	Application Integration Performance and Scalability: Are You Tuned In? Ravi Sankaran - Director, Oracle	Marriott Marquis Golden Gate A



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11:45 am – 12:45 pm	Integrating Oracle CRM On Demand into Your Enterprise Architecture John Schmottlach - Director of Business Systems, Empirix Tim Handorf - Big Machines Jeff Lumsden - Senior Manager, CRM On Demand Product Management, Oracle Canada	Moscone West Room 2005
11:45 am – 12:45 pm	Oracle Exadata Technical Deep Dive: Architecture and Internals Kothanda Umamageswaran - Senior Director, Oracle Mahesh Subramaniam - Director of Product Management, Oracle	Moscone South Room 104
11:45 am – 12:45 pm	Packaged Cloud-Based BI with Oracle GoldenGate and Oracle Business Intelligence Applications Jon Mead - Managing Director, Rittman Mead Consulting	Moscone West Room 2014
1:15 pm – 2:15 pm	Optimizing Oracle Databases and Servers with High-Performance Green Memory and SSDs Matt Kixmoeller - Vice President, Products, Pure Storage Steve Weinger - Dir., NAND Flash Marketing, Samsung Semiconductor, Inc Sylvie Kadivar - Director, Strategic DRAM Marketing, Samsung Semiconductor, Inc	Moscone South Room 252
4:00 pm – 5:00 pm	Migrating Oracle to the Cloud: 10x Performance and US\$5 Million Saved on x86/Linux Ramesh Razdan - Sr. Director, Technology Services, EMC Corporation	Moscone South Room 270
4:00 pm – 5:00 pm	Oracle RAC 11g Release 2 on Oracle Linux for Oracle's PeopleSoft Applications Todd Sheetz - Manager of DBA and Enterprise Architecture, Veolia Environmental Services	Intercontinental Sutter
5:30 pm – 6:30 pm	Archive Architectures and Best Practices Brad Blasing - Principal Software Engineer, Oracle Donna Harland - Storage Solutions Architect, Oracle Scott Allen - Product Manager, Oracle	Moscone South Room 252
5:30 pm – 6:30 pm	Configuring and Managing a Private Cloud with Oracle Enterprise Manager Kai Yu - Oracle ACE Director, Lead Engineer, Dell Inc. Akanksha Sheoran Kaler - Senior Product Manager, Oracle Ramesh Bhattiprolu - Senior Director, Oracle India	Moscone South Room 309
5:30 pm – 6:30 pm	Panel: Empower Your Retail Infrastructure with Engineered Systems Hugo Rivero - Principal Software Engineer, Oracle Nate Gehl - Sr. Principal Performance Engineer, Oracle Pam Rupar - Sr. Manager Retail Performance, Oracle Phil Holland - Performance Architect, Oracle	Palace Hotel Pacific Heights

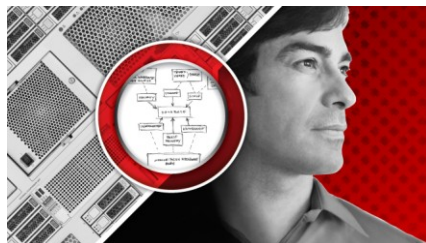


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Wednesday October 5, 2011		
TIME	TITLE	LOCATION
10:15 am – 11:15 am	Building Highly Available and Scalable Real-Time Services with MySQL Cluster Andrew Morgan - MySQL Senior Product Manager, Oracle United Kingdom Mat Keep - Product Manager, Oracle United Kingdom	Marriott Marquis Golden Gate C1
10:15 am – 11:15 am	High Performance with Oracle TimesTen In-Memory Database in Oracle Exalogic Elastic Cloud Andy Yao - Principal Product Manager, Oracle Simon Law - Principal Product Manager, Oracle	Marriott Marquis Salon 8
10:15 am – 11:15 am	Oracle Cloud Applications Architecture John Cafolla - VP, HCM Architecture and SaaS, Oracle Nigel King - Senior Director Financial Applications Development, Oracle Rimita Bewtra - Sr. Director, Oracle	Moscone West 2002/2004
11:45 am – 12:45 pm	Achieving Internationalization with Oracle Retail Point-of-Sale Balaji Ganesan - Manager, SkillNet	Palace Hotel Pacific Heights
11:45 am – 12:45 pm	Oracle SOA Governance Rapid Start: Unlock the True Potential of SOA Jyothi Swaroop - Product Director, Oracle Mark Dutra - Consulting Technical Director, Oracle	Marriott Marquis Golden Gate B
11:45 am – 12:45 pm	Taking Oracle Business Intelligence Enterprise Edition to the Next Level of Performance John McGale - Architect/Manager, Performance Architects, Inc.	Moscone West Room 2001
1:15 pm – 2:15 pm	Angels in the Architecture: An Oracle Application Development Framework Architectural Blueprint Chris Muir - Team Leader, SAGE Computing Services	Marriott Marquis Golden Gate B
1:15 pm – 2:15 pm	Migrating Oracle Workflow to Oracle Unified Business Process Management Suite Joao Assuncao - CTO, Link José Pires – Director, Link Consulting Peter Ebell - Technical Architect, AMIS Manoj Das - Sr. Director, Oracle	Marriott Marquis Golden Gate C3
5:00 pm – 6:00 pm	Absolute Power: Moving a Banking Data Warehouse from IBM to Exadata Database Machine X2-2 Holger Friedrich - CTO, sumIT AG	Moscone South Room 302
5:00 pm – 6:00 pm	Cloud and SOA Security with Oracle Enterprise Gateway and Oracle Web Services Manager Anand Kothari - Principal Product Manager, Oracle Nickolas Kavantzias - Web Services/SCA Architect, Oracle Sid Mishra - Product Manager, Oracle	Marriott Marquis Golden Gate C3
5:00 pm – 6:00 pm	Making the Case for Oracle Application Integration Architecture Ruben Spekle - Oracle Soluiton Architect, Capgemini	Moscone West Room 2008

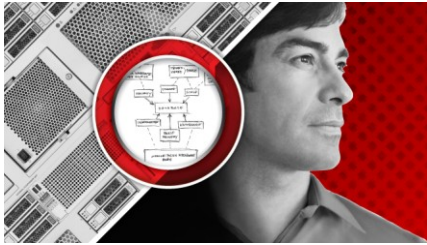


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Thursday October 6, 2011		
TIME	TITLE	LOCATION
9:00 am – 10:00 am	Moving Oracle E-Business Suite to an MAA on Exadata Database MachineX2-2 Werner Adams - Technical Architect, Media24	Moscone South Room 102
9:00 am – 10:00 am	Oracle Exadata Tips, Tricks, and Best Practices: Backup and Recovery of Oracle Exadata Andrew Babb - Principal Member Technical Staff, Oracle Dave Krenik - Storage Business Development, Oracle Ron Weiss - Director, Oracle	Moscone South Room 304
10:30 am – 11:30 am	Advanced Oracle E-Business Suite Architectures: Maximum Availability, Security, and More Elke Phelps - Senior Principal Product Manager, Oracle Sriram Veeraraghavan - Oracle USA Inc	Moscone West Room 2014
10:30 am – 11:30 am	Oracle Unified Business Process Management Suite 11g: Best Practices David Read - Senior Principal Product Manager, Oracle Sushil Shukla - Consulting Solution Architect, Oracle Yogeshwar Kuntawar - Senior Development Manager, Oracle	Marriott Marquis Golden Gate A
12:00 pm – 1:00 pm	For Architects Only: New Library of Architecture Best Practices Robert Hensle - Director, Oracle	Moscone West Room 2018
1:30 pm – 2:30 pm	Beefing Up Xeon Reliability, Availability, and Serviceability with Oracle Solaris Ashok Raj - Sr. Staff Software Engineer, Intel Corporation	Moscone South Room 200
1:30 pm – 2:30 pm	Enterprise Architecture and SOA Governance: People, Process, Technology (and Compromises?) Mark Simpson - SOA Practice Director, Griffiths Waite	Intercontinental Ballroom C
1:30 pm – 2:30 pm	Enterprise-Class SOA with Oracle Exalogic and Oracle Exadata Manas Deb - Senior Director, Integration, Oracle Rupesh Ramachandran - Principal Solutions Architect, Oracle Vikas Anand - Senior Principal Product Manager, Oracle	Moscone West Room 2018
1:30 pm – 2:30 pm	Looking Under the Hood at Oracle Clusterware 11g Release 2 Murali Vallath - Consultant, Summersky Enterprises	Moscone South Room 252
1:30 pm – 2:30 pm	Texas A&M University System Architecture: Oracle ADF, Oracle WebCenter Portal and Content Andrejus Baranovskis - CEO & Architect, Red Samurai Consulting Sreeja Sreekumaran - Technical Lead, Texas A&M University System	Marriott Marquis Salon 7
3:00 pm – 4:00 pm	Extending Oracle E-Business Suite with Ruby on Rails Raimonds Simanovskis - Founder, EazyOne	Moscone West Room 2002 / 2004
3:00 pm – 4:00 pm	MySQL Efficiency on NetApp Bill Heffelfinger - Senior Manager, Enterprise Applications Solution Team, NetApp Karthikeyan Nagalingam - Reference Architect (databases), NetApp	Marriott Marquis Golden Gate C2



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3:00 pm – 4:00 pm	What Makes Clouds Faster? Enterprise Cloud Infrastructure with Intel and Oracle Billy Cox - Director, Intel	Moscone South Room 236
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Oracle OpenWorld Hands-On Labs

Monday October 3, 2011		
TIME	TITLE	LOCATION
12:30 pm – 1:30 pm	Complex Event Processing and Business Activity Monitoring Best Practices Alex Alves - Consulting Member of Technical Staff, Oracle Andy Piper - Consulting Member of Technical Staff, Oracle Lloyd Williams - Principal Product Manager, Oracle Vikram Shukla - Principal Member of Technical Staff, Oracle	Marriott Marquis Salon 3/4

Tuesday October 4, 2011		
TIME	TITLE	LOCATION
11:45 am – 12:45 pm	Oracle Enterprise Repository for Everyday Application Integration Projects Bob Carina - Sr. Director, Oracle Bruce Bailey - Fusion Middleware Sales Consultant, Oracle David DiFranco - Principal Member of Technical Staff, Oracle David Keyes - Governance Technical Lead, Oracle Dennis Fuglsang - Consulting Member Technical Staff, Oracle John Yoder - Senior Development Manager, Oracle Muthukumar Palanisamy - Director, Software Development, Oracle Phil Reed - Principal Member Technical Staff, Oracle	Marriott Marquis Salon 3/4

Thursday October 6, 2011		
TIME	TITLE	LOCATION
11:45 am – 12:45 pm	Oracle AIA Foundation Pack: Make Your Ideas Reality—Faster Gerhard Drasch - Consulting Solution Architect / FMW A-Team, Oracle Lionel Dubreuil - Director, AIA Product Management, Oracle Munazza Bukhari - Group Manager, Oracle Robert Wunderlich - Principal Product Manager, Oracle Thiru Annadi - Applications Architect, Oracle Varsha Bhatia - Principal Product Manager, Oracle Vinay Jain - Principal Product Manager, Oracle	Marriott Marquis Salon 3/4

Scene and Be Heard Theater Sessions

Monday October 3, 2011		
TIME	TITLE	LOCATION
1:30 pm – 1:50 pm	Building a Connected Enterprise with Oracle Fusion Middleware 11g Sreedhar Kajeepeta - Global VP & CTO, Technology Consulting Practices, GBS, CSC	Moscone West Exhibition Hall Booth 3829



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Tuesday October 4, 2011		
TIME	TITLE	LOCATION
1:30 pm – 1:50 pm	High-Performance Green Memory for Oracle Databases and Servers Sylvie Kadivar - Director, Strategic DRAM Marketing, Samsung Semiconductor, Inc	Moscone West Exhibition Hall Booth 3829

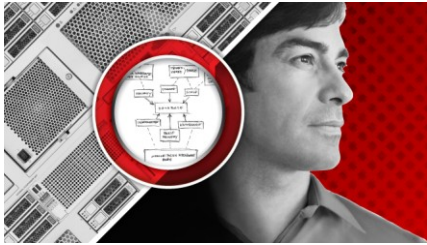
Birds of a Feather (BOF) Sessions

Monday October 3, 2011		
TIME	TITLE	LOCATION
6:30 pm – 7:15 pm	Migrating Java CAPS Applications from Sun SeeBeyond to Oracle SOA Suite Manish Chopra - Consulting Solution Manager, Oracle Suresh Sharma - Senior Principal Product Manager, Oracle	Marriott Marquis Golden Gate C1
6:30 pm – 7:15 pm	Oracle WebLogic Server JMS Support: Architecture/Performance/Tuning Essentials/Best Practices Darrel Sharpe - Principal Sales Consultant, Oracle David Cabelus - Senior Principal Product Manager, Oracle	Marriott Marquis Salon 7
7:30 pm – 8:15 pm	Using Oracle Service Bus with Oracle Application Integration Architecture Foundation Pack Thiru Annadi - Applications Architect, Oracle Vinay Jain - Principal Product Manager, Oracle	Marriott Marquis Golden Gate C1

Networking Activities

Sunday October 2, 2011		
TIME	TITLE	LOCATION
7:00 pm – 9:00 pm	Oracle OpenWorld Welcome Reception Enjoy the company of Oracle's best customers, partners, developers, and technology enthusiasts, who've come from all over the world with the common goals of teaching, learning, connecting, and celebrating. Raise a glass and toast the successful week to come!	Yerba Buena Gardens and Howard St. Tent

Monday October 3, 2011		
TIME	TITLE	LOCATION
7:30 pm – 10:30 pm	OTN Night Get your groove on at this year's OTN Night extravaganza! There'll be a rave band and some mind-bending (and maybe body-bending) performance artists—plus food to nourish you and libations to relax you. So join your fellow developers from JavaOne and Oracle OpenWorld and get yourself down to the Groove Grounds at Yerba Buena Gardens on Monday night from 7:30 p.m. - 10:00 p.m. Be there. (Full-conference attendees only.)	Yerba Buena Gardens



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OTN Lounge

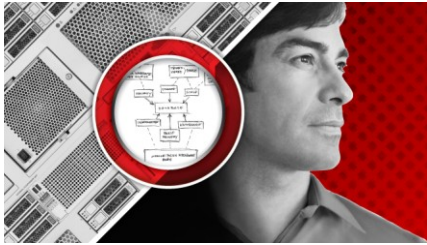
Monday, Tuesday, Wednesday, Thursday		
TIME	TITLE	LOCATION
All day. Every day.	Drop by the OTN Lounge any time for refreshments, software, t-shirts, and other cool swag, plus ample opportunities to connect with your peers. There will be daily drawings for prizes, live interviews with community luminaries, and best of all, a chance to cool your jets between sessions. The OTN Lounge is located in the large tent on Howard St. between Moscone North and Moscone South.	Howard St.

Mason Street Café and Community Hub

Monday, Tuesday, Wednesday, Thursday		
TIME	TITLE	LOCATION
All day. Every Day.	Located on Mason St. between the Hilton and Nikko hotels. Centrally located in the Mason Street Café, the Community Hub provides a designated area for meeting up with some of the thousands of fellow Java developers and architects thronging the Zone this week. It's also the place to go to check out the new digital <i>Java Magazine</i> , produced by and for the Java community, and to pick up complimentary DVDs, T-shirts and more from Oracle Technology Network, THE source for technical information about Java.	Mason St.

Other Activities

Wednesday October 5, 2011		
TIME	ACTIVITY	LOCATION
7:30 pm – Midnight	Oracle Appreciation Event The action moves to Treasure Island on Wednesday night for the Oracle Appreciation Event. Performances by rock-and-roll legends Sting and Tom Petty and the Heartbreakers, in addition to hands-on entertainment options and unlimited refreshments, mean this event will be enormous, electrifying, and exceptional. It's our way to say thank you to all the people who have made Oracle what it is today. Complimentary shuttle service to and from the island will be provided, so your only responsibility is celebrating with your fellow conference attendees.	Treasure Island San Francisco



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Thursday October 6, 2011

TIME	ACTIVITY	LOCATION
4:00 pm – 6:00 pm	<p>It's a Wrap</p> <p>Gather at Yerba Buena Gardens on Thursday for one last Oracle OpenWorld hurrah. It's your last opportunity to enjoy San Francisco's best local entertainment and food and to expand your growing network of Oracle experts and peers. Help us close out OpenWorld 2011 by raising one more glass, this time toasting another year of fortuitous meetings, valuable knowledge, and unforgettable entertainment. You may not have this much fun again until Oracle OpenWorld 2012.</p>	Yerba Buena Gardens