Focus On SOA

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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
2:30 pm – 4:15 pm	Oracle OpenWorld Keynote: Oracle and Infosys Limited	Moscone North Hall D

General Sessions

Monday October 3, 2011		
TIME	TITLE	LOCATION
11:00 am – 12:00 pm	Oracle Fusion Middleware 11g—Foundation for Innovation Hasan Rizvi, SVP - Oracle	Moscone North - Hall D
11:00 am – 12:00 pm	General Session: High Technology Industry—Building Enterprise Agility Sanjay Jalona, VP & Head, Manufacturing – Infosys Technologies Guy Schlacter, Director High Technology Industry Strategy and Marketing Jonathan Oomrigar, VP IBU - Oracle	Palace Hotel - Sea Cliff
2:00 pm – 03:00 pm	An Inside Look into Oracle Fusion Applications and Oracle Fusion Middleware	Moscone West - 2002 / 2004
5:00 pm – 6:00 pm	The First Complete Cloud Management Solution with Oracle Enterprise Manager	Novellus Theater

Tuesday October 4, 2011		
TIME	TITLE	LOCATION
10:15 am – 11:15 am	Evolving Beyond Enterprise Web Application Development	Marriott Marquis - Salon 9
11:45 am – 12:45 pm	Oracle Is the Technology That Powers the Cloud	Moscone South - 103

Oracle OpenWorld Sessions

Monday October 3, 2011		
TIME	TITLE	LOCATION
12:30 pm – 01:30 pm	Healthcare Integration Capabilities with Oracle Fusion Middleware Sundararaman Shenbagam, Development Director – Oracle India Suresh Sharma, Sr. Principal Product Manager – Oracle Ted Hong, Sr. Development Manager - Oracle	Moscone West - 2020
12:30 pm – 01:30 pm	Oracle SOA Suite, the Leading and Most Capable Integration Stack Demed L'Her, Sr. Director, Product Management – Oracle Carl Scott, Staff Director, Architecture & Development – IEEE Greg Pavlik, Vice President - Oracle	Moscone West - 2018
02:00 pm – 03:00 pm	Deployment Patterns for Oracle Fusion Middleware 11g Jacco Landlust, Red Stack Administrator – iDBA Simon Haslam, Principal Consultant - Veriton Limited	Moscone South - 310
02:00 pm – 03:00 pm	Interfacing with Oracle E-Business Suite by Using Oracle SOA Suite Jerry Ireland, Principal – Rightsizing Inc.	Westin San Francisco - City
02:00 pm – 03:00 pm	Large-Scale, High-Volume Business-to-Business Integration with Oracle's B2B Krishnaprem Bhatia, Principal Product Manager – Oracle Ramesh Anantharamaiah, Director – Oracle India Vikas Anand, Sr. Principal Product Manager – Oracle	Moscone West - 2020
03:30 pm – 04:30 pm	Oracle Application Integration Architecture: Evolving Approach for Innovating Business Tim Hall, Sr. Director, Product Management – Oracle Scott Neiman, Enterprise Architect - Land O'Lakes	Moscone West - 2018
03:30 pm – 04:30 pm	Delivering Process Transformation at Elsevier to Improve the Editorial Experience Els Niehaus, VP Editorial Systems - Elsevier Stephen Snyder, VP – Wipro Technologies	Moscone West - 2009
05:00 pm – 06:00 pm	Oracle Application Integration Architecture Foundation Pack Overview and Roadmap Martin Elwin, Consultant – Larnholt Konsult AB Munazza Bukhari, Group Manager – Oracle	Moscone West - 2018
06:30 pm – 07:15 pm	Migrating Java CAPS Applications from Sun SeeBeyond to Oracle SOA Suite – BOF (Birds-of-a-Feather)	Marriott Marquis - Golden Gate C1

	Anant Patil, Architect – Wipro Technologies Natarajan Sadayappa, Sr. IT Architect – Centerpoint Energy Suresh Sharma, Sr. Principal Product Manager – Oracle	

Tuesday October 4, 2011		
TIME	TITLE	LOCATION
10:15 am – 11:15 am	Implementing Successful Integration and SOA with Oracle SOA Suite – Customer Panel Charlie Taylor, Systems Architect, Choice Hotels International Mark Sternberger – Raytheon Mark Forier – Apollo Group Paul Gonzalez – Kelley Blue Book Bruce Tierney, Director-Oracle SOA Suite - Oracle	Moscone West - 2018
10:15 am – 11:15 am	Demystifying SOA Management: Real-Life Customer Use Cases Venugopal Sabbani, Staff DBA – Qualcomm Inc. James Kao, Product Manager – Oracle Vishal Gupta, Principal Member Technical Staff - Oracle	Moscone West - 2005
10:15 am – 11:15 am	Oracle SOA Suite 11g Powers Greenfield Implementation for Insurance Major Badrinath Purushothaman, Sr. Project Manager – HCL Manoj Agarwal, Chief Information Officer (CIO) – SBI General Insurance Private Limited	Westin San Francisco - Stanford
10:15 am – 11:15 am	Expedite SOA Development with Oracle Application Integration Architecture Hilal Khan, Director of Technology Delivery – Innowave Technology Mohammed Sabir, Associate Technical Manager – Innowave Technology	Moscone West - 3012
11:45 am – 12:45 pm	Identity and Access Management and SOA Convergence in Telenor's Enterprise Architecture Andre Arnes, Head of Enterprise Security – Telenor Key Partner Kjersti Agnete Thrane, Head of Core Services | Chief Architect, Telenor Key Partner AS Christian Patrascu, Sr. Manager EMEA FMW Product Management – Oracle Germany	Moscone West - 3022
11:45 am – 12:45 pm	Oracle SOA Suite 11g and Accenture Foundation Platform for Oracle Patrick Sullivan, Senior Manager - Accenture	Moscone West - 2009
01:15 pm – 02:15 pm	Managing Oracle Fusion Middleware as Platform and as a Cloud-Based Service (PaaS) Toon Devroye, Mgr Architecture & Corp Gov – Oracle Ali Siddiqui, VP Product Development – Oracle Avi Huber, Director of Product Management - Oracle	Moscone South - 306
01:15 pm – 02:15 pm	Building a Shared-Services Infrastructure with Oracle Service Bus – Customer Panel Rosen Atanasov – Rogers Communications Inc.	Moscone West - 2018

	Mads Vanggaard – PFA Pension Anant Kadiyala - TechDemocracy Bruce Tierney, Director – Oracle SOA Suite – Oracle Deb Ayers, Sr. Product Manager – Oracle	
03:30 pm – 04:30 pm	Efficiently Managing a High Volume of Service Transactions with Oracle WebLogic Server and SOA Ashley Doody, Head of IT Development – Motability Operations Max Malcolm, Architecture Manager – Motability Operations Nigel Woodland,	Westin San Francisco - Concordia
03:30 pm – 04:30 pm	How Oracle Uses Oracle Fusion Middleware: SOA, BPEL, BI, Identity Management,... Barry Geraghty, IT Director, AIT – Oracle Chirag Andani, Director – Oracle	Moscone West - 3010
03:30 pm – 04:30 pm	Top Seven Lessons Learned in Governing Shared Services – Customer Panel Babak Hosseinzadeh, Architect – Farmers Insurance Patrick Cross, CTO – Fosgail Corporation Cathy Lippert, Director Product Management - Oracle	Moscone West - 2018
05:00 pm – 06:00 pm	Ensuring Success in the Cloud with Shared Services and Application Integration Bruce Tierney, Director - Oracle SOA Suite – Oracle Maneesh Joshi, Director of Product Marketing – Oracle Samrat Ray – Sr. Principal Product Manager, Oracle SOA Suite - Oracle	Moscone West - 2018
05:00 pm – 06:00 pm	Best Practices SOA Factory at the Largest Oracle SOA Suite Domain in The Netherlands Gertjian van het Hof, Architect / Project Manager – Ordina Peter van Bentum, Product Manager – Ordina	Intercontinental - Telegraph Hill
05:00 pm – 06:00 pm	Mobile Applications for Oracle E-Business Suite with Oracle ADF and Oracle SOA Suite Nishit Rao – Director, Product Management – Oracle Devesh Sharma, Director, Oracle Applications - Oracle Dean Gori, IT Director – Pardee Homes	Moscone West - 2020

Wednesday October 5, 2011		
TIME	TITLE	LOCATION
10:15 am – 11:15 am	Continuous Integration for SOA and Business Process Management Projects James Clark, Architect – Oracle Mark Nelson, Consulting Solution Architect – Oracle Australia	Marriott Marquis - Salon 7

11:45 am – 12:45 pm	Banking Modernization in a Postcrisis Scenario: A Strategic Approach and Use Cases Joaquin De Valenzuela Muley, Sr. Director – Financial Services Global Business Unit – Oracle Spain Davendra Lal, Managing Director – The Bank of New York Mellon	Westin San Francisco - Metropolitan I
01:15 pm – 02:15 pm	Oracle SOA Suite: A Customer Perspective Eben Hewitt, Sr. Director, Systems Architecture – Choice Hotels International Rain Fletcher, VP – App Dev and Architecture – Choice Hotels International Steve Offenberg, Architect – Radiant Systems Vince Salvato, VP Middleware Solutions – CedarCrestone Wei Eason, Sr. Manager – Radiant Systems	Moscone West - 2018
05:00 pm – 06:00 pm	Migration to Oracle Fusion Middleware 11g: Key Point of Success Deniz Secilir, Software Architect – Turkcell Technology Deniz Pazarcioglu, SOA Architect – Turkcell Technology	Moscone West - 2018

Thursday October 6, 2011		
TIME	TITLE	LOCATION
09:00 am – 10:00 am	Enterprise Integration Architecture: Practical Insights from the Real World Arvind Srinivasamoorthy, Principal Solution Architect – Oracle India Gerhard Drasch, Consulting Solution Architect/FMW A-Team – Oracle Germany	Moscone West - 2018
09:00 am – 10:00 am	How to Automate Decision-Making with Oracle Business Rules 11g Wilfred van der Deijl, Systems Architect – Commit Consulting	Marriott Marquis - Golden Gate C3
10:30 am – 11:30 am	Managing Oracle SOA Suite and Oracle Service Bus for Peak Performance James Kao, Product Manager – Oracle Rajiv Kuriakose, PMTS – Oracle India Rishi Saraswat, Principal Member Technical Staff – Oracle India	Moscone West - 2018
12:00 pm – 01:00 pm	For Architects Only: New Library of Architecture Best Practices Robert Hensle, Director – Oracle	Moscone West - 2018
01:30 pm – 02:30 pm	Mobile ERP/HR Applications via SOA Middleware and Frameworks Balamohan Manickam, Senior Consultant – Capgemini US LLC	Moscone West - 3007
01:30 pm – 2:30 pm	Enterprise Architecture and SOA Governance: People, Process, Technology (and Compromises?) Mark Simpson, SOA Practice Director – Griffiths Waite Jyothi Swaroop, Product Director - Oracle	Intercontinental - Intercontinental Ballroom C
01:30 pm – 2:30 pm	Enterprise-Class SOA with Oracle Exalogic and Oracle Exadata Manas Deb, Sr. Director, Integration – Oracle	Moscone West - 2018

	Rupesh Ramachandran, Principal Solutions Architect – Oracle Vikas Anand, Principal Product Manager – Oracle	
01:30 pm – 2:30 pm	Smart Grid + SOA = Success – Customer Panel Boon Meksavan, Enterprise Architect – CedarCrestone Todd LaMothe, Applications & Dev Manager – Green Mountain power Vince Salvato, VP Middlware Solutions – CedarCrestone Peter Bellknap, Director Product Manager - Oracle	Palace Hotel - Presidio
03:00 pm – 04:00 pm	Customer Best Practices: BPM and SOA to Support Workflow Automation in Public Sector Agencies Customer Panel	Westin San Francisco - Metropolitan III
03:00 pm – 04:00 pm	MDM, SOA, and Oracle AIA: Revolutionizing Your IT Landscape Abhishek Rudresh, Systems Designer – Intuit INC Tarun Dhawan, Manager, Back Office Solutions – Intuit INC Kumaraswamy Mydala Srikantappa, Principal Product Manager - Oracle	Moscone West - 3020

Oracle OpenWorld Hands-On Labs

Monday October 3, 2011		
TIME	TITLE	LOCATION
10:30 am – 11:30 am	Oracle AIA Foundation Pack: Make Your Ideas Reality—Faster Lionel Dubreuil, Director AIA Product Mgmt – Oracle Munazza Bukhari, Group Manager – Oracle Thiru Annadi, Applications Architect – Oracle Varsha Bhatia, Principal Product Manager – Oracle Vinay Jain, Principal Product Manager - Oracle	Marriott Marquis - Salon 3/4
11:00 am – 12:00 pm	Hands-on Introduction to Security Policy, Oracle Service Bus, and Oracle Web Services Manager Anand Kothari, Principal Product Manager – Oracle Deb Ayers, Sr. Product Manager – Oracle David Schorow, Director of Software Development – Oracle Michael Loos, Sr. Technical Sales Consultant – Oracle Pradeep Bollineni, Manager - Oracle	Marriott Marquis - Salon 3/4
12:30 pm – 01:30 pm	Complex Event Processing and Business Activity Monitoring Best Practices Alex Alves, Consultiing Member of Technical Staff - Oracle Andy Piper, Consulting Member of Technical Staff - Oracle Lloyd Williams, Principal Product Manager - Oracle	Marriott Marquis - Salon 3/4

Tuesday October 4, 2011		
TIME	TITLE	LOCATION
10:15 am – 11:15 am	Hands-on Introduction to Integration and Oracle SOA Suite 11g and Oracle Web Services Manager Darrel Sharpe, Principal Sales Consultant – Oracle Herb Stiel, Sr. Director – Oracle Glenn Mi – Oracle Jayaram Kasi – Director Product Management – Oracle Simone Geib, Senior Principal Product Manager SOA – Oracle Srimant Misra, Development Manager – Oracle India Yogesh Kumar, CMTS – Oracle Muruga Chinnananchi - Oracle	Marriott Marquis - Salon 3/4

Oracle SOA Demos

DEMO	LOCATION
Oracle SOA Suite	Moscone South
Oracle Service Bus	Moscone South
Unified Connectivity Architecture: Oracle SOA Suite	Moscone South
Oracle B2B and Oracle SOA Suite for Healthcare Integration	Moscone South
Oracle Application Integration Architecture: Jump-Start Kit	Moscone South
Creating and Deploying Content for Custom Applications	Moscone South
Business Agility with Oracle Business Process Management	Moscone South
Information Agility: Oracle Data Integrator, Oracle SOA Suite	Moscone South
Empowering Business to Drive Process Modeling	Moscone South
Real-Time Process Analytics with Oracle Business Activity Monitoring	Moscone South
BPM Process Accelerators: Blueprint for Success	Moscone South
Oracle Complex Event Processing	Moscone South
Application Integration Made Easy with SOA Governance	Moscone South

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

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

Oracle Technology Network Lounge

Monday October 3, 2011		
TIME	ACTIVITY	LOCATION
10:00 am – 10:30 am	Welcome and Introduction – Justin Kestlyn	Howard Street Tent

Tuesday October 4, 2011		
TIME	ACTIVITY	LOCATION
11:30 am – 12:00 pm	Bob Rhubart interviews Mike Lehman, WebLogic	Howard Street Tent

Wednesday October 5, 2011		
TIME	ACTIVITY	LOCATION
11:30 am – 12:00 pm	Bob Rhubart interviews Jeffrey West, WebLogic	Howard Street Tent