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October 2–6, 2011
Moscone Center, San Francisco

Focus On Oracle WebCenter

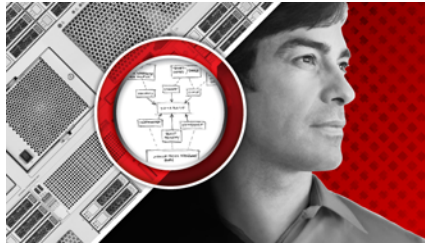
Keynotes

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

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 – 3:30 pm	Oracle OpenWorld Keynote: Oracle and Infosys Limited	Moscone North Hall D
3:30 pm – 4:30 pm	Oracle OpenWorld Keynote: Larry Ellison	Moscone North Hall D



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General Sessions

Monday October 3, 2011		
TIME	TITLE	LOCATION
10:00 am – 11:00 am	Oracle Fusion Middleware 11g—Foundation for Innovation Hasan Rizvi, Senior Vice President, Development, Oracle	Moscone North Hall D
11:00 am – 12:00 pm	What's New and Improved and Coming in Oracle Application Development Thomas Kyte, Architect, Oracle	Marriott Marquis Salon 9
2:00 pm – 3:00 pm	An Inside Look into Oracle Fusion Applications and Oracle Marcus Zirn, Vice President of Oracle Fusion Middleware, Oracle	Moscone West 2002/2004
3:30 pm – 4:30 pm	10 Things You Can Do Today to Prepare for Oracle Fusion Applications Nadia Bendjedou, Senior Director, Product Strategy, Oracle France	Moscone West 3002/3004

Tuesday October 4, 2011		
TIME	TITLE	LOCATION
10:15 am – 11:15 am	Evolving Beyond Enterprise Web Application Development Bill Pataky, VP Product Management - Tools and Frameworks, Oracle	Marriott Marquis Salon 9
11:45 am – 12:45 pm	Oracle Is the Technology That Powers the Cloud Robert Shimp, Group Vice President, Product Marketing, Oracle	Moscone South 103
11:45 am – 12:45 pm	Oracle Fusion Applications—Overview, Strategy, and Roadmap Chris Leone, GVP, Fusion Development, Oracle	Moscone West 2002/2004

Wednesday October 5, 2011		
TIME	TITLE	LOCATION
11:30 am – 12:30 pm	Oracle Fusion Applications—Overview, Strategy, and Roadmap Chris Leone, GVP, Fusion Development, Oracle	Moscone West 2002/2004



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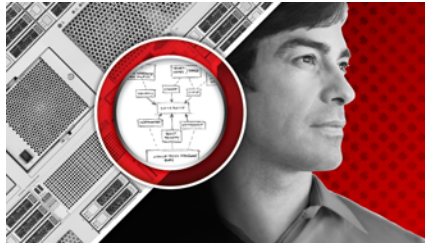
October 2–6, 2011
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Session Guide

PRODUCT NAME	PRODUCT COVERAGE	PRODUCT FOCUS
Oracle WebCenter	Oracle WebCenter Portal, Content, Connect, Sites	<i>The User Engagement Platform</i>
Oracle WebCenter Portal	Oracle WebCenter Portal	<i>Composite Applications & Mash-ups</i>
Oracle WebCenter Content	Oracle WebCenter Content	<i>Enterprise Content Management</i>
Oracle WebCenter Connect	Oracle WebCenter Connect	<i>Enterprise Collaboration & Social Networking</i>
Oracle WebCenter Sites	Oracle WebCenter Sites	<i>Web Experience Management</i>

Sunday Sessions

Sunday October 2, 2011			
TIME	TITLE	LOCATION	PRODUCT FOCUS
9:00 am – 10:00 am	IOUG: Oracle Universal Content Management 11g Development Environment in 45 Minutes Jason Stortz, Operations, Redstone Content Solutions	Moscone West 2002	Oracle WebCenter Content
12:15 pm – 1:15 pm	IOUG: What Does Mobility Mean for ECM and Enterprise 2.0? Jen Marzolf, Business Development, Fishbowl Solutions	Moscone West 2002	Oracle WebCenter Content
1:30 pm – 2:30 pm	IOUG: Oracle Universal Content Management Implementation Project John Klein, Principal, Redstone Content Solutions	Moscone West 2002	Oracle WebCenter Content
2:45 pm – 3:45 pm	IOUG: Can SharePoint and Oracle ECM Coexist? Yes! Jason Lamon, Senior Marketing Associate, Fishbowl Solutions	Moscone West 2002	Oracle WebCenter Content



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October 2–6, 2011
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Oracle OpenWorld Sessions

Monday October 3, 2011			
TIME	TITLE	LOCATION	PRODUCT FOCUS
11:00 am – 12:00 pm	A Deep Dive into Oracle WebCenter Content Integration Yannick Ongena, Enterprise 2.0 Architect, Contribute George Estebe, Solution Architect, Oracle Stefan Krantz, Principal Solution Architect, Oracle	Marriott Marquis Golden Gate C3	Oracle WebCenter Content
12:30 pm – 1:30 pm	Oracle's Strategy & Vision for Portals, Sites, Content and Collaboration Kumar Vora, Senior Vice President of Development, Oracle Andrew MacMillan, Vice President, Product Management, Oracle	Intercontinental Ballroom B	Oracle WebCenter
12:30 pm – 1:30 pm	Unified Management of Healthcare Data with Oracle Content Management John Klinke, Sr. Principal Product Manager, Oracle Marcus Diaz, Sr. Principal Product Manager, Oracle Melliyl Annamalai, Principal Product Manager, Oracle	Intercontinental Telegraph Hill	Oracle WebCenter Content
2:00 pm – 3:00 pm	Oracle's Web Experience Management: Strategy and Vision Roel Stalman, Vice President of Product Management, Oracle Loren Weinberg, Director of Product Management, Oracle Nicholas Buckley, Principal Sales Consultant, Oracle	Intercontinental Ballroom C	Oracle WebCenter Sites
2:00 pm – 3:00 pm	Enabling a Social Enterprise in the Age of Cloud Computing Howard Beader, Sr. Director, Product Marketing, Oracle Peggy Chen, Principal Product Director, Oracle	Intercontinental Telegraph Hill	Oracle WebCenter
3:30 pm – 4:30 pm	Understand the Vision of Web Experience Management to Gain Competitive Advantage Joe Duane, Senior Principal Product Manager, Oracle Mariam Tariq, WebCenter Product Management, Oracle Nicholas Buckley, Principal Sales Consultant, Oracle	Intercontinental Telegraph Hill	Oracle WebCenter Sites
3:30 pm – 4:30 pm	Oracle Composites and Portal Strategy and Vision Peter Moskovits, Sr. Principal Product Manager, Oracle Sachin Agarwal, Director, Product Management, Oracle	Intercontinental Ballroom B	Oracle WebCenter Portal
5:00 pm – 6:00 pm	Extending Oracle Applications Unlimited with Oracle WebCenter Nadia Bendjedou, Senior Director, Product Strategy, Oracle Sachin Agarwal, Director, Product Management, Oracle	Moscone West Room 2024	Oracle WebCenter
5:00 pm – 6:00 pm	Land O'Lakes Connect3: A High-Volume Transaction-Based Composite Application Mike Macrie, Senior Director, IT, Land O'Lakes Sambit Dutta, Senior Manager, Deloitte Consulting LLP Moazzam Chaudry, Product Manager, Oracle	Moscone West Room 2020	Oracle WebCenter Portal



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Monday October 3, 2011 (continued)			
5:00 pm – 6:00 pm	Optimize Accounts Payable with Electronic Document Capture, Imaging, and Workflow Jamie Rancourt, Senior Manager, Product Management, Oracle Canada	Intercontinental Ballroom C	Oracle WebCenter Content
5:00 pm – 6:00 pm	Oracle WebCenter Performance, Scalability, and Administration Istvan Kiss, Principal Product Manager, Oracle Hungary Rich Nessel, Principal Product Manager, Oracle Christina Kolotouros, Director of Product Management, Oracle	Intercontinental Telegraph Hill	Oracle WebCenter Portal
5:00 pm – 6:00 pm	Oracle Enterprise Content Management Strategy and Vision Joe Golemba, Vice President, Oracle Vijay Ramanathan, Director of Product Management, Oracle	Intercontinental Ballroom B	Oracle WebCenter Content

Tuesday October 4, 2011			
TIME	TITLE	LOCATION	PRODUCT FOCUS
10:15 am – 11:15 am	Marvel: Building Business Around a Content Hub George Sokol, Business Development, Fishbowl Solutions Glenn Magala, CIO, Marvel Entertainment	Intercontinental Ballroom C	Oracle WebCenter Content
11:45 am – 12:45 pm	Balfour Beatty: People and Expertise Finder with Oracle WebCenter and Identity Management Alejandro Cañadas, Operations Manager, VASSIT Darryn Warner, Group CIO, Balfour Beatty	Intercontinental Ballroom C	Oracle WebCenter
11:45 am – 12:45 pm	Oracle Fusion Middleware: Meet This Year's Most Impressive Customer Projects Maria Forney, Director, Oracle	Moscone West Room 3007	Oracle WebCenter
11:45 am – 12:45 pm	Driving Business Value with a Content Infrastructure for Mobility: Medtronic Case Study Chuck Day, System Architecture, Medtronic, Inc. Jim Freeland, Sr. IT Mobility Program Manager, Medtronic, Inc. Marcus Diaz, Sr. Principal Product Manager, Oracle	Intercontinental Ballroom B	Oracle WebCenter Content
1:15 pm – 2:15 pm	Social Computing/Mobile Web Experience Management: Creating an Interactive, Engaging Experience Srinivasan Sankaran, Sr. Product Manager, FatWire Corporation Michael Snow, Principal Product Marketing Director, Oracle Stephen Schleifer, Manager, Product Management, Oracle	Intercontinental Ballroom C	Oracle WebCenter Sites
1:15 pm – 2:15 pm	NetApp Saves Millions by Automating Content Migration Amith Nair, Network Appliance Stefan Andreasen, Founder/CTO, Kapow Brian Dirking, Principal Product Director, Oracle	Intercontinental Ballroom B	Oracle WebCenter Content



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Tuesday October 4, 2011 (continued)			
3:30 pm – 4:30 pm	Activity Streams Are Just the Start: Enabling Effective Collaboration Frederic Daurelle, Outbound Product Manager, Oracle France Josh Lannin, Senior Director of Product Management, Oracle Reza Rokni, Product Manager, Oracle United Kingdom	Intercontinental Ballroom C	Oracle WebCenter Connect
3:30 pm – 4:30 pm	Streamline Multimedia Communications with Oracle WebCenter Shahid Rashid, Product Management, Oracle Vijay Ramanathan, Director of Product Management, Oracle	Intercontinental Ballroom B	Oracle WebCenter Content
5:00 pm – 6:00 pm	Archive Architectures and Best Practices Donna Harland, Storage Solutions Architect, Oracle Scott Allen, Product Manager, Oracle Peter Dunlap, Senior Principal Software Engineer, Oracle	Moscone South Room 252	Oracle WebCenter
5:00 pm – 6:00 pm	Electronic Operations and Maintenance Manuals for Construction Handover Brian King, Industry Director, Oracle United Kingdom	Westin San Francisco City	Oracle WebCenter
5:00 pm – 6:00 pm	Deploying Oracle's Content Management Solution: Lessons Learned Bing Wei, Chief DBA, TEES Information Systems Brian Dirking, Principal Product Director, Oracle	Intercontinental Ballroom C	Oracle WebCenter Content
5:00 pm – 6:00 pm	Why We've Gone Social, and Was It Worth It? An Interactive Customer Panel Leonarda Horvat, CIO, Texas A&M University System - TEES Wayne Roberts, Director of Information Technology, Canadian Partnership Against Cancer Jonathan Ellard, Head of Knowledge Sharing & Collaboration Services, Balfour Beatty Robert Crossman, Vice Present of WebCenter Sales, Oracle	Intercontinental Ballroom B	Oracle WebCenter

Wednesday October 5, 2011			
TIME	TITLE	LOCATION	PRODUCT FOCUS
5:00pm – 6:00 pm	The User Engagement Platform for Oracle Applications Andy MacMillan, Vice President, Product Management, Oracle Howard Beader, Sr. Director, Product Marketing, Oracle	Moscone West Room 2020	Oracle WebCenter
5:00pm – 6:00 pm	Supporting an Enterprise Content Management Deployment @ Oracle Jonathan Cohen, Vice President, Oracle	Westin San Francisco Stanford	Oracle WebCenter



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Thursday October 6, 2011			
TIME	TITLE	LOCATION	PRODUCT FOCUS
9:00 am – 10:00 am	Create Business Mashups and Faceless Portals with Oracle WebCenter Bob Fraser, Product Manager, Oracle Igor Polyakov, Sr. Principle Product Manager, Oracle Mark Brown, Senior Director, Product Management, Oracle	Intercontinental Telegraph Hill	Oracle WebCenter Portal
9:00 am – 10:00 am	Oracle Fusion Applications: Oracle WebCenter User Experience Case Study Sachin Agarwal, Director, Product Management, Oracle	Intercontinental Ballroom C	Oracle WebCenter Portal
9:00 am – 10:00 am	Leveraging Oracle WebCenter's Security Framework to Build a Secure Portal Manish Devgan, Principal Product Manager, Oracle Rich Nessel, Principal Product Manager, Oracle Robert Herrera, Technical Architect, Oracle	Marriott Marquis Golden Gate A	Oracle WebCenter Portal
9:00 am – 10:00 am	Enabling Communities in the Social Enterprise Carin Chan, Principal Product Manager, Oracle Kellsey Ruppel, Sr. Product Marketing Manager, Oracle Thomas Quigley, Product Manager, Oracle	Intercontinental Ballroom B	Oracle WebCenter Connect
10:30 am – 11:30 am	Oracle WebCenter and Oracle Applications: A Content Management Case Study Ellen Khazan, Manager, Information Services, College of American Pathologists Jamie Rancourt, Senior Manager, Product Management, Oracle Kevin de Smidt, Product Management Director, Oracle	Intercontinental Ballroom B	Oracle WebCenter Content
10:30 am – 11:30 am	Using the Mobile Channel for Online Engagement with Oracle's Web Experience Management Solution Joe Duane, Senior Principal Product Manager, Oracle Mariam Tariq, Sr. Director Product Management, Oracle Michael Snow, Principal Product Marketing Director, Oracle	Intercontinental Sutter	Oracle WebCenter Sites
10:30 am – 11:30 am	Oracle's Social and Collaboration Strategy and Vision Andrew Kershaw, Sr. Director Business Development, Oracle Ernst Eeldert, Solution Architect, Oracle Netherlands Robert Hipps, Vice President, WebCenter Development, Oracle	Moscone South Room 270	Oracle WebCenter Connect
12:00 pm – 1:00 pm	Creating a Global E-Commerce Site with Oracle E-Business Suite and Oracle Fusion Middleware Brian Huff, Chief Software Architect, Bezzotech	Intercontinental Ballroom B	Oracle WebCenter
12:00 pm – 1:00 pm	Enabling a Social Enterprise in the Age of Cloud Computing Howard Beader, Sr. Director, Product Marketing, Oracle Peggy Chen, Principal Product Director, Oracle	Moscone South Room 270	Oracle WebCenter



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Thursday October 6, 2011 (continued)

12:00 pm – 1:00 pm	Create Engaging and Targeted Customer Experiences, and Convert Customers into Fans Joe Duane, Senior Principal Product Manager, Oracle Michael Snow, Principal Product Marketing Director, Oracle Sachin Agarwal, Director, Product Management, Oracle	Intercontinental Sutter	Oracle WebCenter Sites
1:30 pm – 2:30 pm	Migrating to Oracle WebCenter: Best Practices Igor Polyakov, Sr. Principle Product Manager, Oracle Richard Maldonado, Principal Product Manager, Oracle	Intercontinental Telegraph Hill	Oracle WebCenter Portal
1:30 pm – 2:30 pm	Tailor the User Experience: Oracle WebCenter Personalization Brad Posner, Engineering Director, Oracle Phil Griffin, Senior Manager, Oracle Tim Breeden, Architect, Oracle	Intercontinental Sutter	Oracle WebCenter Portal
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	Oracle WebCenter Portal
3:00 pm – 4:00 pm	Integrating ECM into Your Enterprise: 5 Techniques to Try and 5 Traps to Avoid Brian Huff, Chief Software Architect, Bezzotech	Intercontinental Telegraph Hill	Oracle WebCenter Content
3:00 pm – 4:00 pm	Six Counterintuitive Best Practices for Social Collaboration Adoption John Brunswick, Principal Solution Consultant, Oracle Peggy Chen, Principal Product Director, Oracle	Intercontinental Ballroom C	Oracle WebCenter Connect



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Oracle OpenWorld Hands-On Labs

Tuesday October 4, 2011			
TIME	TITLE	LOCATION	PRODUCT FOCUS
11:45 am – 12:45 pm	Build a Custom Portal with Oracle WebCenter Christina Kolotouros, Director of Product Management, Oracle Istvan Kiss, Principal Product Manager, Oracle Hungary	Marriott Marquis Salon 1/2	Oracle WebCenter
5:00 pm – 6:00 pm	Create and Use a Page Template for Your Oracle WebCenter Portal Christina Kolotouros, Director of Product Management, Oracle Istvan Kiss, Principal Product Manager, Oracle Hungary	Marriott Marquis Salon 1/2	Oracle WebCenter Portal
Wednesday October 5, 2011			
TIME	TITLE	LOCATION	PRODUCT FOCUS
11:45 am – 12:45 pm	Build a Custom Portal with Oracle WebCenter Christina Kolotouros, Director of Product Management, Oracle Istvan Kiss, Principal Product Manager, Oracle Hungary	Marriott Marquis Salon 1/2	Oracle WebCenter
1:15 pm – 2:15 pm	Create and Use a Page Template for Your Oracle WebCenter Portal Christina Kolotouros, Director of Product Management, Oracle Istvan Kiss, Principal Product Manager, Oracle Hungary	Marriott Marquis Salon 1/2	Oracle WebCenter Portal
Thursday October 6, 2011			
TIME	TITLE	LOCATION	PRODUCT FOCUS
9:00 am – 10:00 am	Creating Content Workflows with Oracle Unified Business Process Management Suite Kevin de Smidt, Product Management Director, Oracle	Marriott Marquis Salon 1/2	Oracle WebCenter Content
1:30 pm – 2:30 pm	Managing Online Marketing Channels with Oracle's Web Experience Management Tools Joe Duane, Senior Principal Product Manager, Oracle Mariam Tariq, Sr. Director Product Management, Oracle	Marriott Marquis Salon 1/2	Oracle WebCenter Sites



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Oracle Demos

DEMO	LOCATION
Oracle WebCenter Portal	Moscone South – 7421 FMW Pavilion
Oracle WebCenter Content	Moscone South – 7400 FMW Pavilion
Oracle WebCenter Connect	Moscone South – 7422 FMW Pavilion
Oracle WebCenter Sites	Moscone South – 7420 FMW Pavilion
Oracle WebCenter Content for Oracle Applications	Moscone South – 7401 FMW Pavilion

Oracle Exhibition Hall Hours

DAY	REGULAR	DEDICATED
Monday, October 3, 2011	9:45 am – 5:30 pm	9:45 am – 11:00 am
Tuesday, October 4, 2011	9:45 am – 5:30 pm	9:45 am – 10:15 pm 2:15 pm – 2:45 pm
Wednesday, October 5, 2011	9:00 am – 4:00 pm	9:00 am – 10:00 am



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Exhibits

EXHIBITOR	LOCATION
Capgemini	Moscone South – 313
Cognizant	Moscone South – 1121
CSC	Moscone South – 1101
Deloitte	Moscone South – 1511
Fishbowl Solutions	Moscone South – 1943
Fujitsu	Moscone South – 1311
Hitachi	Moscone South – 2101
ImageSource, Inc.	Moscone South – 2041
Infosys	Moscone South – 1813
Keste	Moscone South – 2321
NetApp	Moscone South – 1501
SYSTIME	JD Edwards Pavilion, St. Francis
Wipro	Moscone South – 1221 JD Edwards Pavilion, St. Francis



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Networking Activities

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

Monday October 3, 2011		
TIME	EVENT	LOCATION
6:30 pm – 9:30 pm	Oracle WebCenter Customer Appreciation Event <i>Sponsored by Oracle Partners: Keste, Fujitsu, Fishbowl Solutions, Team Informatics & TekStream</i> To attend, please RSVP [http://svy.mk/webcenterOOW] before September 26, 2011. You will receive an email notification confirming your attendance.	The Palace Hotel 2 New Montgomery St. San Francisco

Wednesday October 5, 2011		
TIME	ACTIVITY	LOCATION
7:30 pm – 12:00 pm	Oracle Appreciation Event	Treasure Island, San Francisco

Thursday October 6, 2011		
TIME	ACTIVITY	LOCATION
4:00 pm – 6:00 pm	It's a Wrap!	Yerba Buena Gardens

Lounge Activities

OTN Lounge			
DAY	TIME	NOTES	LOCATION
Sunday October 2, 2011	7:00 pm – 9:30 pm	*On Monday and Tuesday OTN staff will be on site only until 7pm.	Howard Street Tent
Monday October 3, 2011	8:00 am – 10:00 pm*		Howard Street Tent
Tuesday October 4, 2011	8:00 am – 10:00 pm*		Howard Street Tent
Wednesday October 5, 2011	8:00 am – 7:00 pm		Howard Street Tent
Thursday October 6, 2011	8:00 am – 2:00 pm		Howard Street Tent