



Keynotes

NORTH HALL D

Monday October 23, 2006

8:30 a.m. – 8:45 a.m.
Welcome to Oracle OpenWorld
Charles Phillips
President, Oracle Corporation

8:45 a.m. – 9:30 a.m.
Partner Keynote
Hector Ruiz
Chairman and CEO, AMD

9:30 a.m. – 10:30 a.m.
Keynote
Chuck Rozwat
Executive Vice President, Oracle

2:00 p.m. – 2:45 p.m.
Partner Keynote
Michael Dell
Chairman-of-the Board, Dell Inc.

Tuesday October 24, 2006

8:30 a.m. – 9:15 a.m.
Partner Keynote
Mark Hurd
CEO and President, HP

9:15 a.m. – 10:15 a.m.
Keynote
Thomas Kurian
Senior Vice President, Oracle

12:15 p.m. – 1:15 p.m.
Concurrent Keynote
Andy Mulholland
Global Chief Technology Officer, Capgemini

3:15 p.m. – 4:00 p.m.
Partner Keynote
John Chambers
President and CEO, Cisco Systems

Wednesday October 25, 2006

9:00 a.m. – 10:00 a.m.
Keynote
John Wookey
Senior Vice President, Oracle

10:00 a.m. – 10:45 a.m.
Partner Keynote
Jonathan Schwartz
Senior Vice President, Sun Microsystems, Inc.

Demogrounds

EXHIBITION HALL

Demos

Life Sciences Applications

Oracle's Life Sciences applications provide industry-specific capabilities for clinical data and trial management, clinical data integration, reporting, and analysis. Industry-specific capabilities manage the unique requirements for the sales and marketing organizations within a life sciences company.

Wednesday October 25, 2006

11:30 a.m. – 12:30 p.m.
Concurrent Keynote
Tom Mendoza
President, Network Appliance, Inc.

1:00 p.m. – 2:00 p.m.
Keynote
Larry Ellison
CEO, Oracle



Oracle Sessions

Monday October 23, 2004

TIME	TITLE	LOCATION
12:30 a.m.	Siebel Release 8.0 Overview	Moscone West Room 3016
12:30 a.m.	Building a DICOM Medical Image Archive with Oracle interMedia	Hilton Hotel Franciscan Room C
3:00 p.m.	Developing Semantic Web Applications Using the Oracle Database 10g RDF Data Model	Hilton Hotel Franciscan Room C

Tuesday October 24, 2004

TIME	TITLE	LOCATION
10:45 a.m.	New Features in Oracle Process Manufacturing Release 12	Moscone West Room 2024
12:15 p.m.	What's New in Discrete Manufacturing in Oracle E -Business Suite Release 12?	Moscone West Room 2022
12:15 p.m.	Siebel 8.0 Service	Moscone West Room 3020
1:45 p.m.	Siebel Sales Suite 8.0 Overview and Road Map	Moscone West Room 3009/3011

Thursday October 26, 2004

TIME	TITLE	LOCATION
8:00 a.m.	Siebel Sales Mobility	Siebel Sales Mobility Room 3016
11:00 a.m.	Siebel Campaign and Interaction Management Solutions: Delivering More -Timely, Relevant Communications That Improve Return on Marketing Investment and Enable Superior Customer Experiences	Moscone West Room 3020
12:30 p.m.	Siebel's Closed -Loop Process for Trade Management	Moscone West Room 3016

Customer Sessions

Monday October 23, 2004

TIME	TITLE	COMPANY	LOCATION
11:00 a.m.	Plant Floor to Top Floor for Process Industries	TEVA John I Haas, Inc Novapharm	Moscone West Room 2024
11:00 a.m.	Deploying Oracle Discrete Manufacturing Directly on the Shop Floor	Hologic	Moscone West Room 2022
3:15 p.m.	Advanced Planning for Process Manufacturing	TEVA	Marriott Hotel Salon 9

Tuesday October 24, 2004

TIME	TITLE	COMPANY	LOCATION
1:45 p.m.	Astrazeneca Achieves High Availability Disaster Recovery with Sun Microsystems and Oracle	Astrazeneca	Moscone South Room 200 and
3:45 p.m.	Medtronic: Using Oracle XML DB for Clinical Research Data	Greenbrier & Russel Medtronic	Hilton Hotel Continental Parlor 3



Customer Sessions (cont.)

Wednesday October 25, 2004

TIME	TITLE	COMPANY	LOCATION
11:15 a.m.	Successful Migration from JD Edwards OneWorld XE to EnterpriseOne 8.11 SP1, Using Oracle Red Stack	Pharmion	Hilton Hotel Continental Ballroom 5
11:30 a.m.	A Prescription for Health for the Medical Device Manufacturer: A Comprehensive Approach Within a Regulatory and Lean Environment	Stryker	Marriott Hotel Golden Gate A1
2:30 a.m.	Drug Manufacturing: Quality, Compliance, Process Execution, and Manufacturing Excellence	TEVA	Marriott Hotel Golden Gate A1
3:45 p.m.	Web Sales Order Entry Portal Integrated with JD Edwards EnterpriseOne	Sunrise Medical	Hilton Hotel Yosemite Room C
4:00 p.m.	A Holistic View of Clinical Data Integration: From Planning to Execution to Submission	IBM	Marriott Hotel Golden Gate A1
5:00 p.m.	FDA 21 CFR Part 11 Compliance, JD Edwards World Style: DBAM and E -Signature	Terumo Medical	Hilton Hotel Francisco Rm C
5:30 p.m.	Postmarket Drug Surveillance: Advancing Pharmacovigilance	DrugLogic	Marriott Hotel Golden Gate A1

Thursday October 26, 2004

TIME	TITLE	COMPANY	LOCATION
9:30 a.m.	Semantic Data Integration in Life Sciences	Pfizer Eli Lilly and Co.	Marriott Hotel Golden Gate A1
9:30 a.m.	AstraZeneca's Successful Global Deployment of Siebel Analytics 7.8	Cognizant Technology	Moscone South Room 301
11:00 a.m.	Sales and Marketing Effectiveness for Life Sciences	Boehringer Ingelheim	Marriott Hotel Golden Gate A1
12:30 p.m.	Capture and Manage Business Information to Execute on Business - Critical Decisions	Boehringer Ingelheim	Marriott Hotel Golden Gate A1
2:00 p.m.	Applied Biosystems Inc.: Enabling Efficient Bioinformatics Data Management with Oracle XML Database	Applied Biosystems	Moscone West Room 2002
3:30 p.m.	Lean Manufacturing in Process Industries	NCH Corporation	Marriott Hotel Salon 6