

FOCUS ON ORACLE FUSION MIDDLEWARE FOR APPLICATIONS

Keynotes

MOSCONE

Monday, September 22, 2008

9:00 a.m. – 11:00 a.m.
 Welcome to Oracle OpenWorld
 Charles Phillips
 President, Oracle Corporation

Tuesday, September 23, 2008

2:30 p.m. – 4:30 p.m.
 Your Information @ Work
 Thomas Kurian
 Senior Vice President, Oracle Fusion Middleware, Oracle

Paul Ottelini
 President and CEO, Intel Corporation

Wednesday, September 24, 2008

2:30 p.m. – 4:30 p.m.
 Mark Hurd
 Chairman of the Board, CEO and President, HP

Larry Ellison
 CEO, Oracle Corporation

Middleware Lounge

MARRIOT – YERBA BUENA BALLROOM

Create your own San Francisco or Oracle OpenWorld Video Postcard and send it to your friends. Charge your cell phone, computer or PDA. Interact. Blog. Twitter. Take part in the conversation about Oracle OpenWorld and Oracle Fusion Middleware. Recharge your batteries and create your OpenWorld experience.

Oracle Fusion Middleware Best Practice Centers on OTN

Oracle E-Business Suite:

www.oracle.com/technology/tech/fmw4apps/ebs/index.html

Oracle Siebel:

www.oracle.com/technology/tech/fmw4apps/siebel/index.html

Oracle PeopleSoft:

www.oracle.com/technology/tech/fmw4apps/peoplesoft/index.htm

Oracle JD Edwards: [Launching During Oracle OpenWorld]

<http://www.oracle.com/technology/tech/fmw4apps/jde/index.html>

General Sessions

NORTH HALL D

Monday, September 22, 2008

2:30 p.m. – 3:45 p.m.
 Start In the Middle: The Integration Point
 Thomas Kurian
 Senior Vice President, Oracle Fusion Middleware, Oracle

Tuesday, September 23, 2008

11:30 a.m. – 12:30 p.m.
 Oracle's Enterprise Performance Management System—Driving Management Excellence
 John Kopke
 Vice President, Enterprise Performance Management, Oracle

Hands-On Labs

HELD DAILY

Golden Gate A3

MARRIOT HOTEL

Service-Enable Your Application with Oracle SOA Suite BPEL Process Manager

- E-Business Suite (S299795) Monday, September 22 - 11:30 a.m.
- PeopleSoft (S299796) Monday, September 22 - 1:00 p.m.
- JD Edwards (S299798) Tuesday, September 23 - 9:00 a.m.
- Siebel (S299797) Tuesday, September 23 - 11:30 a.m.
- E-Business Suite (S299795) Wednesday, Sept 24 - 9:00 a.m.

Integrated Universal Content Management for Siebel Applications

- Siebel (S299239) Tuesday, September 23 - 1:00 p.m.
- Siebel (S299241) Thursday, September 25 - 9:00 a.m.

Integrating E-Business Suite with Capture, Imaging, and Workflow

- E-Business Suite (S299239) Wednesday, September 24 - 5:00 p.m.

BEA Focus Area

Don't miss the BEA Focus Area sessions, labs and activities, including the "Ask the Oracle Executives Panel" for BEA customers featuring SVP Development Thomas Kurian, Chief Architect and SVP Development Ted Farrell, SVP Hasan Rizvi and SVP Sales Tony Ferricola—Monday, September 22 4p.m.

OpenWorld Sessions

Sunday, September 21, 2008

TIME	TITLE	LOCATION
8:30 a.m.	Getting Started with Oracle Fusion Middleware (IOUG)	Moscone South Room 2005
10:00 a.m.	Using Oracle SOA Suite to Integrate Oracle E-Business Suite with your Enterprise (IOUG)	Moscone West Room 2005
2:30 p.m.	Using Oracle Imaging & Process Management to Streamline Business Processes (IOUG)	Moscone West Room 2004
4:15 p.m.	ODTUG Web Architecture Symposium, Oracle Fusion Development in Oracle Applications	Moscone West Room 3012

Monday, September 22, 2008

TIME	TITLE	LOCATION
11:30 a.m.	Oracle Imaging and Process Management: Product Strategy and Vision	Marriott Salon 10/11
11:30 a.m.	Oracle SOA Suite Overview	Marriott Salon 07
11:30 a.m.	Oracle Identity Management: Industry Trends and Product Directions	Moscone South Room 304
11:30 a.m.	Oracle WebCenter & Beyond: Oracle's Vision, Strategy and Road Map for User Interaction	Moscone South Room 308
11:30 a.m.	Road Map for Oracle Fusion Middleware Application Server Infrastructure	Marriott Salon 08
1:00 p.m.	PeopleSoft with Enterprise Content Management: An Integrated Solution for Higher Ed	Marriott Salon 10/11
1:00 p.m.	Oracle Business Intelligence Roadmap and Strategy	Marriott Salon 09
1:00 p.m.	Service-Oriented Security: An Application-Centric View	Moscone West Room 304
2:30 p.m.	GENERAL SESSION KEYNOTE: Thomas Kurian, Start In the Middle: The Integration Point	Moscone North Hall D
2:30 p.m.	Oracle Business Intelligence for PeopleSoft	Moscone West Room 2002
2:30 p.m.	Oracle Fusion Applications, Enterprise SOA, and Beyond: ...Bringing It Together w/ AIA	Moscone West 3002/04
4:00 p.m.	10 Things You Can Do Today to Prepare for Oracle Fusion Applications	Moscone West Room 2024
4:00 p.m.	PeopleSoft Customers Achieving Business Value with Oracle Fusion Middleware Today	Moscone South Room 200
1:00 p.m.	Oracle BI Publisher Automation: Bursting and Document Delivery in E-Business Suite	Moscone West Room 3003
4:00 p.m.	Oracle Fusion Middleware for Extending and Integrating Oracle Applications	Moscone South Room 104
4:00 p.m.	Oracle Business Process Management Suite Overview: Value Proposition...& Features	Moscone South Room 102
4:00 p.m.	Oracle Business Intelligence Foundation Overview	Marriott Salon 09
5:30 p.m.	What's New with Oracle BI Publisher: The Reporting Platform for All Applications	Moscone West Room 2024
5:30 p.m.	Oracle AIA Enterprise SOA Showcase: Enabling Business Transformation @ Pfizer	Moscone West Room 2020
5:30 p.m.	Using Oracle SOA Suite and Oracle BPEL PM to Integrate and Extend Siebel Applications	Marriott Salon 08
5:30 p.m.	Oracle Fusion Middleware Strategy and Directions of a Modern Middleware Platform	Moscone South Room 104

Tuesday, September 23, 2008

TIME	TITLE	LOCATION
9:00 a.m.	Leveraging Oracle Application Integration Architecture (AIA) Foundation Pack...	Moscone West Room 20024
11:30 a.m.	Service-Oriented Architecture (SOA) as Part of an Application Upgrade Strategy	Moscone West Room 2024
11:30 a.m.	Content Enabling Siebel CRM for Competitive Advantage	Moscone South Room 300
1:00 p.m.	Leveraging Oracle Fusion Middleware Within Human Capital Management Today	Moscone West Room 2005

5:00 p.m.	Oracle Application Integration Architecture for JD Edwards Enterprise One	Intercontinental Hotel Grand Ballroom A
5:00 p.m.	Identity Management for Oracle E-Business Suite	Marriott Salon 10/11
5:00 p.m.	See How Well Oracle Content Mgmt. Works with JD Edwards World...	Intercontinental Hotel Telegraph Hill

Wednesday, September 23, 2008

TIME	TITLE	LOCATION
9:00 a.m.	What Oracle E-Business Suite Customers Can Do with Oracle Fusion Middleware Today	Moscone West 2007
9:00 a.m.	Oracle Application Development Framework: Framework for Oracle Fusion Applications	Marriott Salon 07
11:30 a.m.	Using Oracle SOA Suite and BPEL...to Integrate and Extend E-Business Suite Applications	Marriott Nob Hill AB
11:30 a.m.	Oracle Fusion Applications: Applications for the Next Generation Organization, Part I	Moscone West 3002/04
11:30 a.m.	Oracle Application Integration Architecture for Siebel Customer Relationship Management	Moscone West Room 2020
1:00 p.m.	Reshaping Your Business With Web 2.0	Marriott Salon 05
1:00 p.m.	Oracle Applications Unlimited and Web 2.0: You Can Have it Now	Marriott Salon 10/11
1:00 p.m.	Oracle Fusion Applications: Applications for the Next Generation Organization, Part 2	Moscone West 3002/04
1:00 p.m.	Using Oracle Adaptive Access Manager to Detect and Prevent Fraud in Oracle Applications	Marriott Salon 14/15
5:00 p.m.	Extending Enterprise Applications with Oracle JDeveloper and Application Dev Framework	Marriott Salon 07
5:00 p.m.	Oracle Application Integration Architecture for the PeopleSoft Product Line	Moscone West 3008

Thursday, September 24, 2008

TIME	TITLE	LOCATION
9:00 a.m.	Using Oracle SOA Suite and Oracle BPEL Process Manager to Integrate and Extend PeopleSoft Applications	Marriott Salon 08
9:00 a.m.	Integrating Oracle Business Intelligence Suite Enterprise Edition with Your Applications	Marriot Salon 09
9:00 a.m.	Leverage Oracle's SOA Framework to Build Critical Financial Integrations (SBL & EBS)	Marriott Golden Gate C3
9:00 a.m.	Oracle Data Integrator Customer Panel – J. Crew, Raiffeisen International Bank	Marriott Golden Gate C3
10:30 a.m.	End-to-End Process Optimization for Procure-to-Pay with Oracle E-Business Suite	Marriott Salon 07
10:30 a.m.	Accelerating PeopleSoft Enterprise Applications with Capture, Imaging and Workflow	Marriot Nob Hill CD
10:30 a.m.	PeopleSoft PeopleTools Enterprise for Seamless Integration with Oracle SOA Suite...	Marriott Golden Gate 2
10:30 a.m.	Leveraging Oracle SOA Suite for JD Edwards Enterprise One Integration	Intercontinental Hotel Grand Ballroom C
10:30 a.m.	Bridging the Applications Unlimited-Fusion Applications Gap with Oracle AIA	Moscone West Room 2020
12:00 p.m.	Business Intelligence In a PeopleSoft World	Moscone West Room 3016
12:00 p.m.	Customer Case Studies: Deriving ROI by Service-Enabling Oracle E-Business Suite/PeopleSoft/Siebel/JD Edwards Applications	Marriott Salon 04
3:00 p.m.	Oracle Application Integration Architecture for Oracle E-Business Suite	Moscone West Room 2022

Networking Events

EVENT	DAY	TIME
Fusion Middleware Lounge @ Marriott Yerba Buena Ballroom	Every Day	During Conference Hours
Welcome Reception	Sunday	7:30 p.m. – 9:30 p.m.
OTN Night	Monday	7:30 p.m. – 11:00 p.m.
Appreciation Event	Wednesday	8:00 p.m. – 12:00 a.m.
It's a Wrap Celebration	Thursday	5:00 p.m. – 7:00 p.m.