

16TH OCTOBER, 2018  
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RETAIL  
INDUSTRY  
FORUM

DUBAI

## Oracle Retail Industry Forum

The One and Only

Dubai, UAE

### 16 OCTOBER 2018

<b>9:30</b>	<b>Arrival and Registration</b> Welcome Breakfast
<b>10:30</b>	<b>Oracle Retail Industry Forum Welcome and Introduction</b> <i>Pierre Hanna, Regional Director, Oracle Retail</i> <i>Chris James, Vice President, EMEA, Oracle Retail</i>
<b>11:00</b>	<b>Call to Action: Imperative for Change</b> <i>Chris Sarne, Senior Director, Global Retail Strategy &amp; Solutions Management - Omni-Channel, Oracle Retail</i>
<b>11:30</b>	Networking Break
<b>11:45</b>	<b>John Lewis: A Journey Towards Single View of Inventory</b> <i>Rachel Callan, Business Lead ERP Implementation, John Lewis</i>
<b>12:15</b>	<b>Merchandising Innovations in the Cloud and Beyond (Live Demo)</b> <i>Edd McRobbie, Sales Consulting Director, Oracle Retail</i>
<b>12:45</b>	Networking Luncheon
<b>14:00</b>	<b>New Planning and Optimization Innovations (Live Demo)</b> <i>Matt Hampton, Sales Consulting Director, Oracle Retail</i>
<b>14:30</b>	<b>An Integrated Customer Experience</b> <i>Antony Wildey, Vice President Global Omni Channel, Oracle Retail</i> <i>Lee Clinton, Omnichannel Presales Consultant, Oracle Retail</i>
<b>15:15</b>	Networking break
<b>15:30</b>	<b>Dubai Duty Free: A Digital Customer Transformation Case Study</b> <i>Ramesh Cidambi, COO, Dubai Duty Free</i>
<b>16:00</b>	<b>Summary and Meeting Close</b> <i>Pierre Hanna, Regional Director, Oracle Retail</i>
<b>16:15</b>	<b>Drinks Reception</b>