

**FOCUS ON ENTERPRISE PERFORMANCE
MANAGEMENT AND BUSINESS INTELLIGENCE**

Keynotes

MOSCONE

Monday September 22, 2008

9:00 a.m. – 10:15 a.m.

Welcome to Oracle OpenWorld
Charles Phillips
President, Oracle Corporation

Chuck Rozwat

Executive Vice President, Product Development, Oracle

Tuesday September 23, 2008

2:30 p.m. – 4:30 p.m.

Thomas Kurian
Senior Vice President, Oracle Fusion Middleware

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

General Sessions

NORTH HALL D

Monday September 22, 2008

11:30 a.m. – 12:45 p.m.

Applications Unlimited and the Future of Applications
Ed Abbo – Senior VP, Apps Development, Oracle

2:30 p.m. – 3:45 p.m.

Start in the Middle – The Integration Point
Thomas Kurian – Senior VP, Oracle Fusion Middleware

User Groups

MOSCONE WEST RM 3020

Sunday, September 21, 2008

1:00 p.m. – 2:00 p.m.

OAUG Business Intelligence/Data Warehouse SIG

2:00 p.m. – 4:00 p.m.

OAUG Hyperion SIG

Hands-On Labs

MARRIOTT GOLDEN GATE B3

Monday September 22, 2008

2:30 p.m. – 3:30 p.m. and 4:00 p.m. – 5:00 p.m.

Building Interactive Dashboards and Reports in Oracle
Business Intelligence Suite Enterprise Edition

5:30 p.m. – 6:30 p.m.

Building a Basic Oracle Essbase Application

Tuesday September 23, 2008

9:00 a.m. – 10:00 a.m.

Building a Basic Oracle Essbase Application

11:30 a.m. – 12:30 p.m.

Building Interactive Dashboards and Reports in Oracle
Business Intelligence Suite Enterprise Edition

Wednesday September 24, 2008

1:00 p.m. – 2:00 p.m.

Building a Basic Oracle Essbase Application

5:00 p.m. – 6:00 p.m.

Building Interactive Dashboards and Reports in Oracle
Business Intelligence Suite Enterprise Edition

Thursday September 25, 2008

9:00 a.m. – 10:00 a.m.

Building a Basic Oracle Essbase Application

10:30 a.m. – 11:30 a.m.

Building Interactive Dashboards and Reports in Oracle
Business Intelligence Suite Enterprise Edition

Meet the Experts

MOSCONE WEST 2ND FLOOR

Monday September 22, 2008 (Applications Lounge)

2:00 p.m. – 4:00 p.m. – Essbase

Tuesday September 23, 2008 (Applications Lounge)

12:30 p.m. – 2:30 p.m. – HFM / FDM

Wednesday September 24, 2008 (Applications Lounge)

12:00 p.m. – 2:00 p.m. – Planning

Thursday September 25, 2008 (Applications Lounge)

9:00 a.m. – 11:00 a.m. – Common EPM Technologies
(Workspace, Smart View, DRM, etc.)

Open World Sessions – Hyperion Track – Applications Stream

Monday September 22, 2008

TIME	TITLE	LOCATION
13:00	Key Ingredients for a Successful Hyperion System 9 Upgrade	InterContinental A
13:00	Management Reporting in a Matrix Organization: Challenges and Opportunities	Telegraph Hill
13:00	Super Session: Oracle's EPM System--Driving Management Excellence	Moscone West Rm 2011
14:30	Retail Business KPI Reporting with Hyperion Business Intelligence	Union Square
14:30	Hyperion Financial Management: What's New and What's Coming	Grand Ballroom A
14:30	How to Streamline Application Maintenance with Oracle EPM Architect	Moscone West Rm 3009
14:30	Introduction to Oracle's Hyperion Performance Management Applications	Moscone West Rm 2011
14:30	Hyperion Planning: What's New and What's Coming	Moscone West Rm 3020
14:30	Implementing Oracle Hyperion Financial Management at Hess Corporation	Moscone West Rm 3007
16:00	Management Excellence: Optimizing Management Processes with EPM	Moscone West Rm 2011
16:00	Hyperion Planning: Tips and Tricks	Moscone West Rm 3020
16:00	Introduction to Oracle Hyperion Financial Management	Grand Ballroom A
17:30	Hyperion Financial Management Tips and Tricks	Grand Ballroom A
17:30	Introduction to Hyperion Planning	Moscone West Rm 3020
17:30	Oracle Essbase: What's New, What's Coming	Moscone West Rm 2011

Tuesday September 23, 2008

TIME	TITLE	LOCATION
09:00	How Hyperion Data Relationship Management Enriches EPM and BI Initiatives	Grand Ballroom A
09:00	Introduction to Hyperion Capital Asset Planning	Moscone West Rm 3020
09:00	Performance Leadership, The Next Level of Performance Management	Moscone West Rm 2011
11:30	Introduction to Hyperion Workforce Planning	Moscone West Rm 3020
11:30	Oracle Enterprise Performance Management and SAP	Grand Ballroom A
11:30	Introduction to Oracle Essbase	Moscone West Rm 2011
11:30	How BearingPoint's BI and PM Solutions Can Help Unleash the Business Value of Your Enterprise Information	Moscone West Rm 3011
13:00	Extending BI Dashboards with Oracle's BI Portfolio in a Heterogeneous ERP Environment	Moscone West Rm 3024
13:00	Hyperion Performance Scorecard: Introduction and Update	Moscone West Rm 3020
13:00	What's New in Hyperion Enterprise	Grand Ballroom A
17:00	How General Dynamics Cracked the Code on Managing Complexity in EPM	Moscone West Rm 3008
17:00	PeopleSoft Enterprise CRM Dashboard and Reporting	Moscone West Rm 3024
17:00	Oracle's Strategy for Hyperion EPM Products	Moscone West Rm 3020

Wednesday September 24, 2008

TIME	TITLE	LOCATION
09:00	Oracle Business Intelligence and Performance Management Applications On Demand	Salon 02
09:00	Introduction to Hyperion Profitability and Cost Management	Moscone West Rm 3020
09:00	Introduction to Oracle Crystal Ball	Moscone West Rm 3022
11:30	Introduction to Oracle Integrated Operational Planning	Moscone West Rm 3022
11:30	Implementing Hyperion Profitability and Cost Management at Bank of the West	Moscone West Rm 3020
13:00	Hyperion Strategic Finance: Introduction and Update	Moscone West Rm 3020
13:00	Hyperion Financial Data Quality Management: Introduction and Update	Moscone West Rm 3022
13:00	Oracle Essbase Tuning: Optimizing Outlines	Moscone West Rm 3024
17:00	Predictive Management: Mastering Uncertainty Analysis	Moscone West Rm 3022
17:00	Exploring and Best Practices with the Oracle Essbase Java API	Moscone West Rm 3024
17:00	Integrated Business Planning: Link the Corporate Finance Plan to the Annual Ops Plan	Moscone West Rm 3020

Thursday September 25, 2008

TIME	TITLE	LOCATION
09:00	Management Excellence Customer Panel: France Telecom, Schneider Electric, Dekabank, Stryker	Moscone West Rm 3020
09:00	Integrated Business Planning: Align Operational Feasibility with Financial Goals	Moscone West Rm 3022
09:00	Enforcing Segregation of Duties with Oracle Identity Management and Oracle Governance, Risk, and Compliance Controls Suite	Moscone West Rm 2018
10:30	Handling Large Data Volumes and Metadata Volumes in Oracle Hyperion Planning	Marriott Golden Gate C3
10:30	Oracle Data Integrator: A Key Element of Enterprise Performance Management	Moscone West Rm 3022
12:00	Enabling the Agile Enterprise Through Corporate Performance Management	Marriott Golden Gate C3
12:00	Hyperion Smart View for Office for Mere Mortals: Tricks, Tips, and Best Practices	Moscone West Rm 3022
13:30	Budget Monitoring and Reforecasting in Hyperion Planning	Moscone West Rm 3022
13:30	Integrating Strategic Planning, Financial Planning, and Forecasting Around the Globe at Novelis	Marriott Golden Gate C3
13:30	Tips, Tricks, and Best Practices for Oracle Hyperion Planning	Moscone West Rm 3024

Open World Sessions – EPM / BI Track – Middleware Stream

Monday September 22, 2008

TIME	TITLE	LOCATION
11:30	Introduction to Oracle Business Intelligence Publisher	Marriott Salon 09
11:30	Oracle Business Intelligence Suite Enterprise Edition: Custom Versus Prepackaged	Moscone West Rm 2012
13:00	Consolidated Reporting Results at Smucker Across Multiple Transactional Systems, Using Oracle's EPM Solution	Moscone West Rm 3020
13:00	Oracle Business Intelligence Road Map and Strategy	Marriott Salon 09
14:30	Automating Business Decisions with Oracle Real-Time Decisions	Moscone West Rm 3008
16:00	Oracle's Business Intelligence Foundation Overview	Marriott Salon 09
16:00	Getting the Most Out of Your SAP Investment with Oracle Business Intelligence and Enterprise Performance Management	Moscone South Rm 303
16:00	Designing an Enterprise Performance Management Solution with Oracle Profitability Manager	Moscone West Rm 2022
17:30	Introduction to Oracle Business Intelligence Suite Enterprise Edition Plus	Marriott Salon 09
17:30	Best Practices for Implementing Oracle Business Intelligence	Moscone South Rm 303

Tuesday September 23, 2008

TIME	TITLE	LOCATION
09:00	Accelerate the Business Value of Your Oracle Business Intelligence Solution	Moscone West Rm 3018
09:00	Data Modeling Techniques Using Oracle Business Intelligence Server	Moscone West Rm 3008
09:00	BI Strategic Road Map: How to Access and Understand Information We Have/How to Identify Information We Don't Have	Moscone West Rm 3007
11:30	Oracle Business Intelligence Road Map and Strategy	Moscone West Rm 2022
11:30	Implementing/Using Oracle Business Intelligence Suite Enterprise Edition/Oracle Supply Chain Analytics for Business Value	Moscone West Rm 3007
13:00	New Technologies in Oracle Business Intelligence Suite Enterprise Edition Plus	Marriott Salon 09
17:00	Oracle's Strategic OLAP Technologies: Oracle Essbase in the Middle Tier and Oracle OLAP Option in the Database	Marriott Salon 09

Wednesday September 24, 2008

TIME	TITLE	LOCATION
09:00	What's New and What's Coming in Oracle Business Intelligence Answers	Marriott Golden Gate A2
09:00	Introduction to Oracle Essbase Products	Marriott Salon 09
09:00	Introduction to Oracle Real-Time Decisions	Marriott Salon 03
09:00	Merrill Lynch: Rapid Global Financial and Management Reporting	Marriott Salon 04
09:00	Customer Experiences with Oracle Business Intelligence Applications	Marriott Salon 12/13

09:00	Enabling Actionable Business Intelligence with Oracle Business Intelligence Suite Enterprise Edition	Marriott Salon 01
11:30	Implementing the Oracle Business Intelligence Foundation	Marriott Salon 09
11:30	Customer Experiences with Oracle Business Intelligence	Marriott Salon 12/13
11:30	Oracle Essbase Aggregate Storage and Block Storage Partitions at Booz Allen Hamilton: The Best of Both Worlds	Marriott Salon 04
11:30	Implementing Oracle Essbase Analytic Applications with SAP at Mentor Graphics	Marriott Golden Gate A2
11:30	Converting from Oracle Reports, Crystal, and Actuate to Oracle Business Intelligence Publisher	Marriott Salon 03
11:30	Pervasive Real-Time Analytics with Oracle Business Intelligence Suite Enterprise Edition	Marriott Golden Gate C2
13:00	Best Practices for Selecting, Designing, Implementing, and Supporting Oracle EPM and BI Solutions	Moscone West Rm 3018
13:00	Integrate the Power of Oracle Essbase Products and the Oracle Fusion Applications Stack with Oracle Application Development Framework	Marriott Salon 04
13:00	Oracle Business Intelligence Publisher Road Map and Planned Features	Marriott Golden Gate A2
13:00	Oracle Business Intelligence @ Oracle: Oracle's Uptake of the Business Intelligence Technology Stack	Marriott Salon 09
13:00	The INNOVATE BI Program at Regal Beloit: Implementing Cross-Functional Reporting in 75 Days	Marriott Salon 03
13:00	Customer Experiences with Oracle's Enterprise Performance Management System	Marriott Salon 12/13
17:00	Oracle Business Intelligence Suite Enterprise Edition Performance Optimization	Marriott Salon 09
17:00	Integrating Microsoft Office into Your Enterprise Performance Management / Business Intelligence Strategy	Marriott Salon 12/13
17:00	Business Analytics and Business Processes: The Essential Synergies Between Business Intelligence and SOA	Marriott Salon 03
17:00	A Study in Herding Cats: Deploying Enterprise Business Intelligence at EMBARQ	Marriott Golden Gate A2
17:00	Measuring Airline Profitability in Real Time with Oracle Essbase Products	Marriott Salon 04
17:00	Dimensional Architecture: Oracle Essbase Integration Services in Oracle Business Intelligence Suite Enterprise Edition Plus	Moscone West Rm 3014
17:00	Best Practices for Implementing Oracle's EPM Suite of Products in Healthcare	Marriott Golden Gate C2

Thursday September 25, 2008

TIME	TITLE	LOCATION
09:00	Integrating Oracle Business Intelligence Suite Enterprise Edition Plus with Your Applications	Marriott Salon 09
09:00	Advanced Topics in Ad Hoc Reporting with Oracle Business Intelligence Suite Enterprise Edition Plus	Marriott Salon 12/13
09:00	Oracle Real-Time Decisions for E-Commerce Optimization	Marriott Salon 03
09:00	Event-Driven Business Intelligence from Heterogeneous Datasources Using Oracle Data Integrator	Marriott Salon 04
09:00	Financial Master Data Management in a Heterogeneous IT Environment	Marriott Golden Gate A2

10:30	Building Credible Business Cases for Your Senior Executives by Using Oracle Crystal Ball	Marriott Salon 04
10:30	Scaling Oracle Business Intelligence in Large Hot-Pluggable Environments	Marriott Golden Gate A2
10:30	What's New and What's Coming in Oracle Essbase Products	Marriott Salon 12/13
10:30	Oracle Business Intelligence Publisher Integration with Oracle Essbase and Other Oracle Hyperion Products	Marriott Salon 03
10:30	Oracle Business Intelligence Applications Overview and Road Map	Marriott Salon 09
10:30	Evaluating Oracle Business Intelligence New Features and Performance on Intel Multicore Platforms	Marriott Golden Gate B1
12:00	Oracle Business Intelligence Management: Achieving High Performance and Availability with Oracle Enterprise Manager	Moscone West Rm 2001
12:00	Building Interactive Dashboards	Marriott Salon 07
12:00	Integrating Multiple Datasources with Oracle Business Intelligence Suite Enterprise Edition Plus	Marriott Salon 12/13
12:00	Tips and Tricks for Oracle Essbase	Marriott Salon 03
12:00	Oracle Financial Analytics Overview	Marriott Nob Hill AB
12:00	Migrating Oracle Discoverer to Oracle Business Intelligence Suite Enterprise Edition Plus	Marriott Salon 09
13:30	Advanced Visualization, Charting, and Spatial Map Integration with Oracle Business Intelligence Suite Enterprise Edition Plus	Marriott Salon 12/13
13:30	Integrating Microsoft Office into Your Enterprise Performance Management / Business Intelligence Strategy s	Marriott Salon 07
13:30	Integrating Oracle Essbase Products with Oracle Business Intelligence Suite Enterprise Edition and Oracle BI Applications	Marriott Nob Hill AB
13:30	Oracle Business Intelligence Applications Architecture, Security, and Integration Overview	Marriott Salon 03
13:30	Oracle Business Intelligence Strategy for the Data-Warehouse-Enabled Enterprise	Marriott Salon 09
15:00	What's New in Hyperion Interactive Reporting and SQR Production Reporting	Marriott Nob Hill AB
15:00	What's New for Hyperion Web Analysis and Oracle Hyperion Financial Reporting	Marriott Salon 03
15:00	Introduction to Oracle Business Intelligence Standard Edition One	Marriott Salon 12/13
15:00	Oracle Discoverer: What's New, What's Coming	Marriott Salon 09
15:00	Integrating Oracle's Hyperion Technology with Oracle Fusion Middleware	Marriott Salon 07

Open World Sessions – All Applications Track – Applications Stream

Monday September 22, 2008

TIME	TITLE	LOCATION
13:00	Oracle Business Intelligence for Oracle E-Business Suite	Moscone West Rm 2022
13:00	Oracle Business Intelligence Publisher Automation: Bursting and Document Delivery in Oracle E-Business Suite	Moscone West Rm 3003
14:30	Oracle Business Intelligence for PeopleSoft	Moscone West Rm 2022
14:30	Analytics-Driven Business Processes: Oracle Applications Unlimited Road Map and Strategy for Business Intelligence	Moscone West Rm 3003
17:30	What's New with Oracle Business Intelligence Publisher: The Standard Reporting Platform for All Applications	Moscone West Rm 2024
17:30	Oracle Sales Analytics for Siebel Customer Relationship Management	Moscone West Rm 2022

Tuesday September 23, 2008

TIME	TITLE	LOCATION
09:00	Analyzing Total Cost of Ownership for Oracle Business Intelligence	Moscone West Rm 2022
11:30	Super Session: Oracle's Enterprise Performance Management System--Driving Management Excellence	Marriott Salon 09
11:30	Dashboards for Tracking Environmental Initiatives	Moscone West Rm 2012
13:00	Oracle Procurement and Spend Analytics Overview	Moscone West Rm 2022
17:00	Oracle Enterprise Performance Management Road Map for Oracle E-Business Suite and PeopleSoft Customers	Moscone West Rm 2022

Wednesday September 24, 2008

TIME	TITLE	LOCATION
09:00	Oracle Service Analytics and Oracle Contact Center Analytics for Siebel Customer Relationship Management	Moscone West Rm 2022
11:30	Oracle Financial Analytics for Oracle E-Business Suite	Moscone West Rm 2022
13:00	Oracle Human Resources Analytics for the PeopleSoft Product Line	Moscone West Rm 2022
17:00	Oracle Supply Chain and Order Management Analytics for Oracle E-Business Suite	Moscone West Rm 2022

Thursday September 25, 2008

TIME	TITLE	LOCATION
09:00	Oracle Business Intelligence Applications for Oracle E-Business Suite	Moscone West Rm 2022
12:00	Better Information Through Master Data Management: MDM as a Foundation for Data Warehouses and Business Intelligence	Moscone West Rm 2024
13:30	Oracle Business Intelligence Applications for the PeopleSoft Product Line	Moscone West Rm 2018
17:00	Oracle Business Intelligence Applications for Siebel Customer Relationship Management	Moscone West Rm 2018

DEMOgrounds

EXHIBITION HALLS

Hyperion Product Demos MOSCONE SOUTH

- Oracle Hyperion Enterprise
- Oracle Hyperion Financial Management
- Oracle Hyperion Financial Data Quality Management
- Oracle Hyperion Planning
- Oracle Hyperion Planning
- Oracle Hyperion Workforce and Capital Asset Planning
- Oracle Hyperion Strategic Finance
- Oracle Hyperion Profitability and Cost Management
- Oracle Hyperion Performance Scorecard
- Oracle Integrated Operational Planning
- Oracle Crystal Ball
- Oracle Essbase
- Oracle Hyperion Interactive Reporting and SQR Production Reporting

EPM / BI Product Demos MOSCONE SOUTH

- Oracle Business Intelligence (Workstation A52)
- Oracle Business Intelligence (Workstation A53)
- Oracle Business Intelligence (Workstation A54)
- Oracle Essbase (Workstation A55)
- Oracle Essbase (Workstation A56)
- Oracle Essbase (Workstation A63)
- Oracle Essbase (Workstation A64)
- Oracle Business Intelligence Applications for CRM (A60)
- Oracle Financial Analytics (A61)
- Oracle Human Resources Analytics (A58)
- Oracle Supply Chain and Order Management Analytics (A59)
- Oracle Procurement and Spend Analytics (A62)
- Oracle Business Intelligence Publisher (A57)
- Oracle Discoverer and Oracle Reports (A51)

Partners

WEST EXHIBITION HALL

- | | | |
|------------------------------|------|---------------|
| Analytic Vision | 3642 | Moscone West |
| BearingPoint | 1224 | Moscone South |
| BI Consulting Group | 1724 | Moscone South |
| Business & Decision | 3952 | Moscone West |
| DataFusion Consulting | 3141 | Moscone West |
| Deloitte Consulting | 1614 | Moscone South |
| Finit Solutions | 322 | Moscone South |
| Hitachi Consulting | 2216 | Moscone South |
| Hynote Enterprise Solutions | 3247 | Moscone West |
| IBM Global Business Services | 3748 | Moscone West |
| ISA Consulting | 3143 | Moscone West |
| K2 Partnering Solutions | 3237 | Moscone West |
| LumenSoft | 2635 | Moscone South |
| Palladium Group Inc. | 3518 | Moscone West |
| Pinnacle Group Worldwide | 3914 | Moscone West |
| PriceWaterhouseCoopers | 912 | Moscone South |
| Ranzal & Associates | 3402 | Moscone West |
| TaxStream – Thomson Reuters | 3945 | Moscone West |
| Teradata Corporation | 1936 | Moscone South |
| The Hackett Group | 502 | Moscone South |
| TopDown Consulting | 3338 | Moscone West |
| Vertex Inc. | 2402 | Moscone South |

Networking Events

EVENT	DAY	TIME
Welcome Reception	Sunday	7:30 p.m. – 9:30 p.m.
Midsized Business EPM Partner Reception. Hotel Nikko	Monday	5:00 p.m. - 7:00 p.m.
Hyperion/EPM Customer Reception Grand Hyatt	Tuesday	6:00 p.m. – 8:00 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	Thursday	5:00 p.m. – 7:00 p.m.