

## PRESENTATION ABSTRACTS

### **Keynote Presented by ORACLE ROOM: Exhibit Hall**

11:15 a.m. – 12:00 p.m.

#### **Oracle E-Business Suite - Strategy, Update and Roadmap**

*Jeanne Lowell, VP EBS Strategy*

The session covers the value delivered by the current release of Oracle E-Business Suite applications, and how Oracle E-Business Suite applications integrate into Oracle's overall applications strategy. You will come away with an understanding of the value Oracle E-Business Suite applications deliver now and in the future, including the very latest technical innovations (with Online Patching) and functional innovations (with the E-Business Suite Extensions for Oracle Endeca).

**TRACK: Strategy / Project  
Management / Document  
Management  
ROOM: Crystal 1**

8:30 a.m. - 9:10 a.m.

#### **A Lean Approach To Training Development Using Oracle's UPK Record-It! Wizard**

*Kathy Jacobs & Avery Wills,  
ACT, Inc.*

Oracle's Record it! Wizard supports a lean approach to training development while enabling user adoption. Engaging key system users to create interactive job aids to document new processes using the Record-it! Wizard enables a standard approach to documentation and training

content development across the organization. Allowing team members to create their own learning content provides job-aids developed in the context of the actual work and in support of business units with minimum effort by the Learning and Development team. Self-service development creates enthusiasm for developing documentation and planning targeted training cases aids users in adoption new technology.

9:25 a.m. - 10:05 a.m.

#### **Building a Business Case for Enterprise Analytics**

*Dave Abatangelo, ClearLine  
Group*

Big data, predictive and embedded analytics along with traditional management and operational reporting are integral to acquiring and retaining customers, containing costs, cross- and up-selling products and driving operational efficiencies. However, in an increasingly competitive environment, every project must compete for resources. Projects compete against "run the business" projects and initiatives that have real bottom line impact never get off the ground. Join us and learn how to:

- Avoid the obstacles that stall enterprise data initiatives
- Quantify the return on analytic investments
- Align the benefits of analytics with your corporate strategy
- Spread the cost of analytic investments across the organization

10:20 a.m. - 11:00 a.m.

**Creating Excel XML Templates for Generating Excel Formatted Reports**

*Neelima Kartha, AST Corporation*

This presentation covers an example of creating Excel templates to generate perfectly formatted excel reports and multiple tab reports.

1:00 p.m. - 1:40 p.m.

**Maximize Your Oracle Support Model Through Methodology**

*Jim McDaniel & Jay Robinson, Apps Associates LLC*

Introduces a disciplined approach to improve user satisfaction while reducing your overall support costs. By leveraging 3 basic components (Process, Governance and Measurement), establish support model that will manage operation IT spend and improve your delivery to the business users. This session will showcase specific metrics that demonstrate tangible results.

1:55 p.m. - 2:35 p.m.

**Master Data Management (MDM) Implementations – Are We On the Right Track?**

*Mani Kumar Manda, Rhapsody Technologies, Inc.*

With the master data issues bogging down many of the past/present implementations of ERP/CRM applications, organizations are realizing the need for a solution that addresses these master data challenges. Also with the push

from Vendors (Oracle, etc.) and Analysts (Gartner, etc.) promoting the need for implementing an MDM solution, many organizations have taken the plunge. But are they implementing MDM right? This session attempts to reflect the lessons learned and best practices for implementing MDM solutions.

2:50 p.m. - 3:30 p.m.

**Take a Load Off! Data Replication Strategies Can Eliminate the Production Impact of BI & Reporting**

*Dave Herrington, RhinoSource*

Database replication has long been used to provide fail-over and disaster recovery protection for mission-critical systems. Oracle has recently made significant advances that allow data to be efficiently replicated in near-real time for other purposes, such as reporting and Business Intelligence. This presentation will discuss strategies and present case studies that leverage Oracle's Active Data Guard and Oracle GoldenGate products to offload reporting and ETL processing of mission-critical production database servers onto to other servers.

**TRACK: Hyperion**  
**ROOM: Crystal 2**

8:30 a.m. - 9:10 a.m.

**Three Benefits In One Balance Sheet Reporting Design**

*Alexandre Seran & Andy levins, ADI Strategies*

Automated CTA, Cash Flow and the Eliminations of Margin on Inventory have been the most challenging functionalities to automate in HFM, especially in a multi-tier translation. Many solutions exist but the majority of them involve loading Overrides, numbers calculated outside of HFM. What is the point of using Excel when these can be built in HFM automatically? The objective of this presentation is to explain how we can leverage the HFM capabilities to automate a detailed Balance Flow (Change in balances, Pull values from the income statement and roll forwards) to solve 4 major challenges in one action:

- Flux Analysis for Audit Purposes.
- Automated Currency Translation and accurately calculate CTA per Account and the effect of the exchange rate on the change in cash.
- Multi-Currency Cash flow at every level of the Entity Hierarchy.
- Elimination of Intercompany Margin on Inventory.

9:25 a.m. - 10:05 a.m.

**Integrate Oracle EBS with HFM and Essbase with FDM & EAL**

*Tanios Issa, ClearLine Group*

System integration is becoming a critical part of implementation across the entire Enterprise Performance Management suite. ERP to HFM and Essbase integration can be costly, requires maintenance and implementation time if customized using a generic extraction and load tool. FDM and EAL are the ultimate integrators between EBS, HFM and Essbase. FDM helps facilitate and integrate user's EBS entries with HFM within minutes, once the entries are pushed to HFM, EAL extracts and load to Essbase within seconds. This seamless integration helps users view their consolidated changes in HFM and report out of an Essbase cube within few minutes.

10:20 a.m. - 11:00 a.m.

**VENDOR: Oracle EPM / Hyperion - What Are All These Products and What Do They All Do?**

*Greg Barrett, Finit Solutions*

Things have expanded and changed greatly in the last several years when it comes to the Hyperion / Oracle EPM world...more features and many more products. In this session we will take a step back and provide an overview on just what all the different products are and what they do best – in plain English. We've been working very closely with these products since their

inception, so we are glad to provide some perspective on the many applications, their real world uses, and how they can fit together. We will follow this up with brief a review of actual customer examples highlighting how the Hyperion applications have delivered great value.

1:00 p.m. - 1:40 p.m.

**Laclede Leverages Oracle Hyperion and BI to Drive Growth and Acquisition Strategy**

*Brad Kwiatek & Todd Wegener, MarketSphere*

Laclede Gas Company is the largest natural gas distribution utility in Missouri, serving approximately 625,000 residential, commercial and industrial customers in the city of St. Louis and ten other counties in Eastern Missouri. Laclede has an aggressive growth and acquisition strategy and is leveraging Oracle Hyperion and Business Intelligence to drive this strategy. This session will focus on the integrated Oracle Hyperion and BI solution that enables Laclede's growth and acquisition strategy and includes the following components: Data Relationship Management (DRM), Enterprise Performance Management Architect (EPMA), Oracle Essbase, Oracle Business Intelligence, Hyperion Planning, Financial Management (HFM), and Hyperion Strategic Finance.

1:55 p.m. - 2:35 p.m.

**EPM Version 11.1.2.3 - What Is Changing?**

*Joe Mizerk, Finit Solutions*

Version 11.1.2.3 comes with new features and functionality for various Hyperion EPM products and introduces some new products. All product areas will be reviewed in this presentation. This is a significant release on the integration side that deserves an in-depth review to get a clear picture of what you can expect for your EPM deployment or environment.

2:50 p.m. - 3:30 p.m.

**Herbalife's Journey to World Class**

*Deanna Sunde, The Hackett Group*

Herbalife has implemented Oracle Hyperion EPM in phases and has come a long way in its journey to world-class. The first leg in this journey was to implement Hyperion Planning, Hyperion Financial Management and Essbase reporting. Later phases included developing applications to calculate transfer profit and to adjust results for this year and last year in order to better analyze results and spot trends. Herbalife has also implemented cash flow reporting and other enhancements recently. This presentation will describe these phases and the architecture and help you roadmap your own journey to world class.

**TRACK: Fusion Applications**  
**ROOM: Crystal 3**

8:30 a.m. - 9:10 a.m.

**Fusion CRM: What's New and How Can You Migrate?**

*John Schmottlach & Helen Atkinson, Apps Associates LLC*

In this session we will review the differences between EBS CRM (Sales, Marketing, Service, Contracts), CRM OnDemand, and Fusion CRM. Our presentation will focus on existing process flows in these legacy applications and how they will change in Fusion CRM. We will discuss the roadmap for the Fusion CRM applications and the options clients will have to migrate their existing CRM applications to Fusion CRM. A live demo of the Fusion CRM applications will be performed in the last half of the presentation.

9:25 a.m. - 10:05 a.m.

**Learn How Oracle Fusion Middleware Enabled a Large Manufacturing Firm and Its B2B Partners to Drop S**

*Salil Amonkar, Bodhtree*

A large manufacturing firm had an immediate business need to work with their B2B partners to drop ship orders directly to their end customers. In more technical terms, they wanted to be able to process customer orders through EDIA. Learn how they accomplished this by using SOA Suite 11g and B2B adapter.

10:20 a.m. - 11:00 a.m.

**Workforce Development - EBS vs. Fusion – Oracle Heard Its Customers, Loud and Clear**  
*Sridhar Krishnamurthy, Apps Associates LLC*

This presentation will examine some of the pain points faced by customers while using the EBS Performance (Talent) Management module and how Fusion HCM Workforce Development (WD) addresses those pain points. The presentation will cover the process flow in Fusion HCM Workforce Development, highlighting those new functionalities that would relieve the customer's pain in managing talent in an enterprise. The Performance Evaluation and Talent Review process will be demonstrated in the last half of the presentation, using Fusion HCM Workforce Development.

1:00 p.m. - 1:40 p.m.

**Leverage Oracle Service Bus for Your Enterprise**

*Abhay Kumar, AST Corporation*

Oracle Service Bus is a proven market-leading Enterprise Service Bus (ESB) built from the ground up for SOA life cycle management that provides foundation capabilities for service discovery and intermediation, rapid service provisioning and deployment, and governance. This service-infrastructure software adheres to the SOA principles of building coarse-grained, loosely coupled, and standards-based services, creating a "neutral container" in which business

functions may connect service consumers and back-end business services, regardless of underlying infrastructure. This presentation highlights the features of oracle service bus, the role of service bus in oracle soa suite, touch bases the latest updates in service bus version 11.1.1.7. It gives the uses cases where oracle service bus should be used and also highlights the use cases for which oracle service bus is not suited for.

1:55 p.m. - 2:35 p.m.

**Implement Oracle Fusion Talent Management in a Co-Existence Model with Core HCM System**

*Alex Devera, Senryo*

In this session the presenter's from Senryo will elaborate implementing Oracle Fusion Performance Management in a Co-Existence model with Core HCM System. This presentation will cover the following topics:

1) Informational session overview of the following modules in talent management suite:

a) Fusion Goal Management Features:

- Goal Tracking/Update
- Manager/Employee Dashboards
- Goal sharing
- Actionable Tasks Creation

b) Fusion Performance Management Features:

- Guided navigation
- Manager/Employee Dashboards
- Integration with Goal Management

- Configurable Template (Eligibility, Approvals, Notification)

2) Informational session overview of HCM Co-Existence Configuration:

- Value by coupling existing core HCM system with Oracle Fusion Application
- Step-by-step implementation process

2:50 p.m. - 3:30 p.m.

**Fusion Tech Talk - Why Technology Matters In Cloud Applications**

*Danny Runyon, Oracle*

This Fusion Technology Overview will focus on 4 main topics below and provide demonstrations of Fusion Applications to illustrate the technology.

1) Architecture - Overview of the Fusion Applications Architecture

2) Configuration - Defining flexibility as it relates to Fusion Applications

3) Integration - Overview of the Fusion Integration Toolset

4) Security - Overview of Security as it relates to Fusion Applications and the Oracle Cloud

5) Cloud Operations - Defining the operational aspects of the Oracle Cloud

**TRACK: Security / Technical**  
**ROOM: Crystal 4**

8:30 a.m. - 9:10 a.m.

**E-Business Suite – Leveraging Oracle Identity Management for Provisioning and Single Sign-On**

*Abhay Kumar, AST Corporation*

Oracle Identity Manager (OIM) is a provisioning solution that works with E-Business Suite, PeopleSoft and other third-party systems, and provides the management activities, business processes, and technologies governing the creation, modification and deletion of user access rights and privileges across an organization's IT systems. By automating these activities, organizations gain better control over user access rights, enforce organizational security policies and ensure adherence to regulatory standards. Oracle Access Manager provides the Single Sign-On capabilities across E-Business Suite core module, iModules and BI and other integrated applications.

In this presentation, we will discuss the functional, technical approach and architecture to integrate E-Business Suite with Oracle Identity Manager. We will share case-studies of E-Business Suite and Oracle Identity Management integration implementations.

9:25 a.m. - 10:05 a.m.

**Enterprise Risk Management for Cloud Computing**

*Christeen Russell, Crowe Horwath*

A risk assessment and a cloud governance program are keys to mitigating risks arising from cloud computing pre and post-cloud adoption. The apparent simplicity of adopting cloud computing opposes how complex management can become when risks exist. We authored the thought paper Enterprise Risk Management (ERM) for Cloud Computing published by the Committee of Sponsoring Organizations of the Treadway Commission (COSO). We will delve into the ERM framework and how to put it into practice. Presentation objectives include:

1. Discuss cloud computing terms, deployment models, service delivery models, and Oracle offerings.
2. Explore the opportunities and potential benefits of cloud computing.
3. Examine inherent risks and resulting changes in a business environment with cloud computing.
4. Understand recommended risk responses for some of the more significant cloud computing risks.
5. Describe key roles and responsibilities for cloud computing oversight and governance.

10:20 a.m. - 11:00 a.m.

**VENDOR: How Did National Health and Laboratory Service Get the Auditors Off Their Back?**

*Steve Spencer, Q Software Global Ltd*

See how National Health and Laboratory Services has rapidly improved their internal controls for Oracle E-Business Suite after a review and recommendation by their external auditors (one of the Big Four). See how provisioning and control processes have been improved and Segregation of Duty reviews are performed on demand. This session looks at two key types of NHLS' internal controls: Segregation of Duties and Auditing. It discusses how NHLS have looked to rapidly deploy them, to reduce the cost and effort of achieving and demonstrating compliance.

1:00 p.m. - 1:40 p.m.

**What's New In Application Management Suite/ Enterprise Manager 12C for E-Business Suite R12**

*Udaya Peddibhotla, Apps Associates LLC*

With growing complexity of E-Business Suite environments, monitoring and manageability are becoming a major challenge. These complexities are best handled by Application Management Suite (AMS) of Oracle Enterprise Manager 12c. AMS is a life cycle management tool that extends Enterprise Manager 12c Cloud Control to monitor and manage an Oracle E-business suite system more

effectively. This session demonstrates various features of OEM 12c AMS in a live demo environment. Major features of AMS: Integrated Application Life Cycle Management, Manage Application Based on Business Goals, Proactive Application Monitoring and Resolution and Secure, Agile Configuration Control with Automated Patching, Cloning, Change Management.

1:55 p.m. - 2:35 p.m.

**Next Generation - Domain SOA**

*Hariharan Ganesarethinam, Aspire Systems Inc.*

Service Orientations become most adopted strategic approach for many enterprises. It also become very mature compared to last few years. However it was adopted as part of the technology strategy for better integration. Next generation of SOA going to be more domain specific, tightly binding with application systems. Oracle leads this approach through fusion applications and middleware platform. The purpose of this presentation is to talk about next generation domain specific SOA model and how that can not only ramp the technology advantage but also helps business to ramp the growth through mature process and operational excellence.



**TRACK: Security / Technical**  
**ROOM: Crystal 4 (Continued)**

2:50 p.m. - 3:30 p.m.  
**Creating PDF XML Templates for  
Generating PDF Forms**  
*Roja Gogineni, AST Corporation*

This presentation covers an example of Creating PDF templates using pre-defined PDF forms. Developers will be able to use IRS /state /City PDF forms and apply XML tags to that PDF form to generate the report.

**TRACK: R12**  
**ROOM: Venetian 1**

8:30 a.m. - 9:10 a.m.  
**VENDOR: Value Chain Maturity:  
Where Do You Stand on the  
Road to Excellence?**  
*Kenny Ecton, CSS International*

No abstract provided.

9:25 a.m. - 10:05 a.m.  
**R12 Surprises In User  
Management**  
*Susan Behn, Infosemantics, Inc.*

Release 12 includes stronger controls across the application modules for limiting access to both functions and data. This presentation will discuss these controls and focus on how Oracle User Management (UMX) and the Role Based Access Control (RBAC) standard work to mitigate security risks. We will present the newest changes in release 12.1.3 and include a discussion of future direction from Oracle.

10:20 a.m. - 11:00 a.m.  
**Improve and Stabilize the  
Financial Close Through  
Effective Planning**  
*Kishore Anjur, KPMG LLP*

Oracle General Ledger Transformation (COA, GL Balances and Close Period) with Mergers and Acquisitions (M&A). A case study of how to propose solutions and resolve complex M&A environments utilizing Oracle R12 General Ledger options. Improve and stabilize the close process through effective planning and reporting.

1:00 p.m. - 1:40 p.m.  
**R12 Upgrade – Functional Tips  
and Lessons Learned While  
Delivering Successful Upgrade  
Projects**  
*Art Dowd, O2Works*

There are still many organizations that have not upgraded to R12 yet. Learn what makes the R12 upgrade different than an old style technical upgrade and what steps need to be taken to deliver a successful project. Because of the user interface overhaul (look & feel plus application navigation), reporting, and other changes, it will be necessary to involve users earlier in the process and enable them to become acclimated to the differences. We'll take you through key changes and lessons learned while providing tips, methodology, and valuable information sources to help you succeed.

1:55 p.m. - 2:35 p.m.  
**Transitioning from Account  
Generators to the R12  
Subledger Accounting Engine**  
*Alyssa Johnson, Rolta Americas*

Join us for a step-by-step workshop on moving your customized Account Generation Rules from the Account Generators to the new R12 Subledger Accounting Engine. Discussion will focus on deriving accounts using the Accounting Methods Builder. Moving account generation rules to SLA enables users to maintain their rules through the forms and preserves those rules during future upgrades.

2:50 p.m. - 3:30 p.m.  
**Getting ROI Out of Your R12  
Upgrade "Plus"**  
*Josh Scheumann & Craig  
Hodgkin, Zanett*

Having trouble convincing the business to spend money on your EBS upgrade? Learn how to weave ROI into your upgrade by turning it into an Upgrade "Plus". Add on new features, modules, or technology to get your application current as well as enhance it.

**TRACK: Financials**  
**ROOM: Venetian 2**

8:30 a.m. - 9:10 a.m.  
**Credit Card Settlements &  
Multiple Payment Gateways –  
Metro's Approach**  
*Evelio Delgado, AST Corp.*

This session will unleash various options of processing credit card transactions in Accounts Receivables. We will explore the different models of Auth-2-Settle data flows that Oracle EBS can accommodate with real time examples and in specific, what we did for the largest Transit Agency, Metra. A sneak peek of the necessary extensions for different flows will also be revealed. We will extend this discussion a little bit further to include reconciliation of Cash using Cash Management.

9:25 a.m. - 10:05 a.m.  
**VENDOR: AP Automation Best  
Practices**  
*Robert Kragen, Evergreen Data  
Systems*

This is a product agnostic look at the AP automation space with a discussion of functionality provided by best in class providers. We will address what functionality is available in the market place and what questions you should be asking of your current or prospective vendors as you look to increase the efficiency of your P2P systems. We will wrap up the discussion with a short overview of the Medius Flow solution and a discussion of best practices for implementation of these types of software.

**TRACK: Financials**  
**ROOM: Venetian 2 (Continued)**

10:20 a.m. - 11:00 a.m.

**VENDOR: What You Need To Know: The Impact of Oracle R12 on Your GI Reporting**

*Brian Grossweiler, Excel4apps*

For Oracle ERP users upgrading or contemplating the upgrade to Release 12, it is important to understand the impact that such an upgrade will have on your General Ledger (GL) reporting process. In addition, learn about GL Wand, an Oracle® Validated Integration Solution available to address the gaps in meeting your requirements in the new environment. By attending this session, you will:

- Learn more about the impact of the removal of Client ADI
- Understand the gaps in functionality when migrating from Client ADI to Web ADI/Report Manager
- Discover the capabilities of the GL Wand solution including:
  - Generating dashboard, management, statutory, monthly reconciliation, audit compliance and other reports complete with ad-hoc enquiries and full drill-downs to AP, AR, FA, OM, PO, INV, PA, and OPM sub ledgers
    - Mass distribution of reports and FSG conversion – all through a secure HTTP connection
    - GL Wand's minimal technical and installation process

Don't miss this opportunity to learn how your GL reporting

process can stay ahead of the curve during an R12 upgrade.

1:00 p.m. - 1:40 p.m.

**Subledger Accounting - The Users Perspective**

*Rebecca Reeve, Komori America Corporation*

In recent work with Subledger Accounting in R12, I have found it helpful for some situations but also vexing to some degree. This presentation will discuss the good and bad sides of SLA and how Komori has found it best to use the feature.

1:55 p.m. - 2:35 p.m.

**VENDOR: Excel to EBS: ADI Solutions for Oracle E-Business Suite**

*Sarah Conzemius, More4Apps*

This session will focus on validating, updating and loading AR and AP invoices and related financial data into Oracle E-Business Suite through an Excel interface using More4Apps Wizards. We will also look at loading Manufacturing data, Inventory Items, HR data, and updating Project Accounting & Budget data. More4Apps offers a range of MS Excel-based products that help you load data into Oracle Applications more quickly and accurately, ensuring the right data is available for the people that need it when they need it. The Wizards provide data validation and any errors will be returned to the spreadsheet for the user to resolve before loading into Oracle.

2:50 p.m. - 3:30 p.m.  
**Streamline the Promotional and Deduction Processes with Channel Revenue Management**

*Tomlyn Mathews, Tribus Point*

Find out how TracFone implemented Channel Revenue (ChRM) to streamline their promotions process and improve the efficiency of their deduction creation and settlement process. By utilizing ChRM TracFone was able to eliminate the need to track promotional spend in spreadsheets and eliminate the need to perform manual journal entries every month. TracFone also automated their receipt application process to streamline the cash applications and deduction creation process.

<p><b>TRACK: Oracle</b> <b>ROOM: Oak 1</b></p>
--

8:30 a.m. - 9:10 a.m.  
**Exalogic: The Logical Choice for Running Business Applications**

*Joshua Hernandez, Senior Sales Consultant*

The goal is to illustrate the role of engineered systems in aligning IT strategy with over-arching business priorities and discuss why Oracle Exalogic Elastic Cloud is the logical choice for running business applications.

1) Outline the paradigm shift towards engineered systems and their role in aligning IT strategy with over-arching business priorities

2) Discuss the role, impact and value of standardizing applications and middleware on Oracle Exalogic Elastic Cloud

3) Illustrate real-world use-cases of running cross-industry and industry-specific Oracle Applications, Oracle Fusion Middleware and 3rd party JAVA based applications on Oracle Exalogic Elastic Cloud

9:25 a.m. - 10:05 a.m.  
**Planning and Doing Your Oracle E-Business Suite Upgrade from Release 11i**

*Anne Carlson, Senior Director, Applications Technology Product*

Are you still on Oracle E-Business Suite 11i deciding what to do next? This session discusses key roadmap and project planning considerations for customers on 11i who are looking to upgrade. It combines practical tips from customers who have already upgraded from 11i with expert advice from Oracle's support, consulting, development, and IT organizations. You will learn how to identify factors that affect your time and resources, decide between an upgrade versus a reimplementations, manage custom code, minimize downtime, and more.

**TRACK: Oracle**  
**ROOM: Oak 1 (Continued)**

10:20 a.m. - 11:00 a.m.

**PANEL DISCUSSION: Planning & Doing Your Oracle E-Business Suite Upgrade from Release 11i**

*Anne Carlson, Oracle; Art Dowd, O2Works; Alyssa Johnson, Rolta Americas*

No abstract provided.

1:00 p.m. - 1:40 p.m.

**Desktop Automation**

*Kathy Neff, Solution Specialist - Contact Center Desktop*

Customer Service agents have to deal with a multitude of often times disparate applications and knowledge sources while resolving customer service issues, negatively impacting the customer experience. Attend this session to understand current trends & how they impact your business and its KPIs, and how automating the service desktop can drive a measurable improvement in KPIs, improving both the agent experience and customer experience. Topics discussed will include workflow & scripting, integration, and contextual workspaces & knowledge.

1:55 p.m. - 2:35 p.m.

**Owning the Customer Journey: Service Automation with Oracle Rightnow**

*Ben Shuey, Staff Solution Consultant*

Oracle RightNow offers a best-in-breed Customer Service solution directly from the cloud.

Provide a rich online customer experience to empower customers to understand products and resolve problems, while maintaining and delivering consistent end-to-end management of the customer journey through a robust multi-channel Agent Desktop. Come find out how to take your customer experience to the next level.

2:50 p.m. - 3:30 p.m.

**EBS Service**

*Jon Grimm, Master Principal Sales Consultant*

Oracle E-Business Suite family of Service Applications provides true information-driven customer service - service that enables your agents and technicians to meet and exceed customer expectations by empowering them with information that is consistent, accurate, and actionable. Come see how EBS Service can help drive Service Transformation from Call Centers to Field Service to Depot Repair. 1) EBS Field Service drives profitability by automating the process of dispatching field technicians to service calls in remote locations. Field Service improves customer satisfaction by more accurately predicting a window to promise for service delivery, and it contains the Assignment Manager designed to eliminate guesswork surrounding qualification, availability, and geographic relevance of each field service technician. Depot Repair drives profitability by automating the entire in-house repair process,

from the creation of the Return Material Authorization (RMA) to billing and shipment of the repaired product back to the customer. Technicians get a workbench to initiate RMAs and other repair activities, while customers are able to minimize down time with exchanges and loaners while products are being serviced. This session will delve into the added functionality in the most recent software release.

**TRACK: Business Intelligence**  
**ROOM: Oak 2**

8:30 a.m. - 9:10 a.m.

**Enable and Empower Business Users: Introduction to Oracle Endeca Information Discover**  
*Pravin Patil, Apps Associates LLC*

Have you ever wondered how to find something when you do not know where to start? Welcome to Endeca, a new data analysis platform that allows you to get results from unstructured data. Learn how Endeca offer business insight that traditional BI systems cannot with faster ROI.

9:25 a.m. - 10:05 a.m.

**Big Data and Social Mining Driven Insights for Improved Value Chain Visibility**  
*Salil Amonkar, Bodhtree*

Enterprises are under tremendous pressure to retain customers and remain competitive. A more responsive Supply Chain is vital to meeting increasing customer expectations. Responsiveness of a supply chain relies on real-

time decision making and collaborative planning. Learn how social information streams within the value chain can facilitate effective decision making using Big Data, Social Mining and Value Chain Planning, and enable organizations to improve demand forecasting, enhance pricing decisions and reduce supply chain costs.

10:20 a.m. - 11:00 a.m.

**Turning Plans Into Action: Integrating EPM and BI**

*Dave Abatangelo, ClearLine Group*

Companies spend a lot of time developing, distributing and monitoring their annual plan. These plans are pushed down through the organization and cost center managers are measured on performance to plan. Unfortunately, all too often, these managers don't have the information available to make daily decisions that help them achieve their goals. Join us and learn how to:

- Anticipate analytic needs with Analytic Workflows
- Go from plan to action leveraging Oracle's Business Intelligence Foundation Suite

You'll also see a demo of an integrated EPM and BI solution enabling drill-through from plan to operational detail

**TRACK: Business Intelligence**  
**ROOM: Oak 2 (Continued)**

1:00 p.m. - 1:40 p.m.

**Migrating Discoverer to Oracle BIEE: Lessons Learned**

*Naren Thota, Infosemantics, Inc.*

Presentation is on challenges and lessons learned in migrating Oracle Discoverer over to Oracle BIEE solution, which is a logical replacement for the age old Oracle Discoverer. The question many face is how to most efficiently accomplish this migration, the objective of the presentation is to prepare Customers strategize and plan a smooth transition over to Oracle BIEE. Several aspects of the migration process, design challenges, technical challenges, and end-user transition and acceptance are discussed.

1:55 p.m. - 2:35 p.m.

**VENDOR: Traverse the Business Intelligence Capability Maturity Model**

*Craig Hodgkin, Zanett*

Traverse the Business Intelligence Capability Maturity Model starting from understanding, "What happened?" to "What will happen next?" and "What is the best that can happen?" , by putting Business Intelligence in your hands and surrounding, seeing and leveraging structured and unstructured data from your legacy and enterprise systems.

2:50 p.m. - 3:30 p.m.

**VENDOR: A 360 Degree View of Business Intelligence: Operational to Analytics**

*Barry Markovic, Noetix Corp.*

Learn what organizations are doing to meet their BI objectives. We'll cover case studies from a variety of organizations and industries and explain how a comprehensive BI solution can be achieved. Discover what steps you'll need to meet your organization's strategic goals, both functional and technical. Regardless of your data sources (Oracle EBS, custom, legacy) or query tools (Oracle, IBM, Microsoft, SAP, QlikTech), find out what technology, products, and services are available to help you meet those needs.

**TRACK: Order Management / Supply Chain**  
**ROOM: English**

8:30 a.m. - 9:10 a.m.

**Integrate Application Management Pack with Oracle E-Business Suite 12.1**

*Phani Kottapalli, AST Corporation*

This presentation will discuss the intricacies of the Application Management Pack architecture and how to install and integrate the Application Management Pack with Oracle E-Business Suite 12.1. We will walk through cloning and monitoring, discuss the available reporting, and reveal the benefits this tool set can provide to your organization.

9:25 a.m. - 10:05 a.m.

**Sustain Superior Operational Excellence Using Oracle Manufacturing Analytics**

*Bharat Belavadi, Infosys Limited*

Globalization inevitably results in manufacturing complexity. With supply chain networks spread across, integration and synthesis of data across the enterprise has become critical than ever before. Production managers need insight into manufacturing operations to identify and eliminate inefficiencies. Learn how Oracle Manufacturing Analytics provides seamless visibility into Manufacturing execution, Planning, Quality, Performance, cost and Inventory profiles to spot deviation and take corrective actions in both discrete and process manufacturing. This session presents use case to model how various manufacturing executives can make informed and actionable decisions using role based dashboards.

10:20 a.m. - 11:00 a.m.

**Putting Oracle Quality to Work**

*Vishal Choudhari, Inyxa*

This presentation will look at an implementation of Oracle Quality at a Discrete Manufacturer. We look at setup of Collection Plans, Parent-Child plan relationships, Use of History Plans, Mobile entry for Quality Results & using Quality data entry to provide Machine level, department level & user level dashboards of product quality being measured during production. Attendees will get a feel for how Oracle Quality

can be used to record & analyze non-conformance, as well as manage corrective action flows for Manufacturing Organizations.

1:00 p.m. - 1:40 p.m.

**Turbo Charge RFQ with Advanced Sourcing**

*John Hutchinson, Antelope Consulting*

Oracle Sourcing in Release 12 provides advanced functionality to enable buyers to Quickly create Requests for Quotations (RFQ's), and Request for Proposals (RFP). This presentation will show how to setup and convert an RFQ to a Blanket Purchase Order without customizing. Sourcing allows buyers to award and notify winners on the bid through the iSupplier Portal.

1:55 p.m. - 2:35 p.m.

**Hunter Industries – Keeping the Water Flowing Through Better Forecasting and Demand Collaboration**

*Ken Spigarelli, Avata*

Hunter Industries implemented Demantra Demand Management (DM) and Real-Time Sales & Operations Planning (RTSOP) to improve forecasts accuracy while at the same time maximizing operational efficiencies. Our presentation will explain how we changed our business processes within our Irrigation and Lighting divisions to use these new tools, the benefits we have realized, and how the organization has adopted these changes. Learn how we structured our hierarchies, data



**TRACK: Order Management /  
Supply Chain  
ROOM: English (Continued)**

series and workflow to get the most value from the defined business worksheets and reports.

2:50 p.m. - 3:30 p.m.

**Unlocking the Product Record:  
Optimizing Product Value Chain  
Management**

*Rylan Fernandes, Master Lock  
Company*

This session will explore how Master Lock has leveraged its investment in Oracle's Product Value Chain solution, including Agile Product Lifecycle Management, Application Integration Architecture, Design to Release Process Integration Pack and E-Business Suite/Product Hub, to meet ever-changing product data requirements. This session will provide an overview of Master Lock's Product Value Chain solution and will focus on how Master Lock has optimized its use of each of these modules to drive product development efficiencies, reach compliance and government mandates and align and synchronize the product record across the enterprise.