

PRESENTATION ABSTRACTS

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

**11:15 a.m. – 12:00 p.m.
The Modern Cloud for Modern
Business**

*Deborah Hamilton, Sr. Director
Cloud Product Marketing*

Today, every business faces a digital challenge. They are expected to live up to the consumer experience of digital giants like Amazon and Apple. Business leaders want innovation – and they want it now. How can you implement modern technology while maintaining your core systems? How can you deliver immediate business value without disregard for information and process integrity?

Join this session to hear how Oracle offers a practical path to the cloud, allowing you to achieve both speed and standardization necessary to scale innovation. With Oracle's cloud applications, you get modern business practices for every function in your enterprise and a modern cloud that is personalized, connected and secure.

**TRACK: Business Intelligence
/Hyperion
ROOM: Crystal 1**

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

**Oracle E-Business Suite
Extensions for Endeca**

*Ravi Madabhushanam, Apps
Associates*

Empowering Oracle E-Business suite with advanced analytical capabilities has never been easy. Oracle Endeca is the new addition to Oracle Business Intelligence family. Learn more about this product and how it integrates with Oracle E-Business Suite and Oracle Business Intelligence from an Applications DBA perspective. The session offers important technical and practical guidance, including how to deploy and maintain Oracle E-Business Suite Extensions for Endeca.

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

**Business Intelligence KPIs &
Benchmarking: Identification,
Quantification & Integration**

Catherine Forster, Terillium

Oracle BI Applications deliver a powerful tool for identifying and tracking key performance indicators within a company. Benchmarking against industry standards pinpoints possible areas of weakness and potential opportunities. Our review will focus on the quantification of the gaps between company metrics and industry averages, the prioritization of performance improvement initiatives, and the integration of new performance objectives and

metrics to assess levels of achievement.

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

Best Practices in BI: Let Your Business Processes Drive Successful Analytics

Kevin O'Rourke, TriCore Solutions

There is no single organizational initiative which warrants preparation, planning and strategy more than its decision to invest in a Business Intelligence Program.

Fundamental to all Business Intelligence Programs is the core principle that BI platforms must be performance-driven. Key Performance Indicators must be role-based, Specific, Measurable, Achievable, Realistic and Time Relevant. An organization's information strategy needs to be optimized to solve a business problem or create business opportunity.

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

Introduction to FDMEE - What Is Changing in FDM

Greg Barrett, Finit Solutions

Have you heard that beginning with Hyperion EPM Release 11.1.2.4 FDM, as you know it, is going away! But don't be alarmed FDMEE (Financial Data Quality Management Enterprise Edition), which was initially released with version 11.1.2.3, is the replacement product and FDM's core functionality has been built in to FDMEE. You can rest easy that locations, import formats, mapping rules, check reports, intersection validation reports and even the gold fish are still there – whew!

migration may not be in your immediate future but please join us this month to get an introduction to FDMEE, what is the same and what things have changed in this new version to help you think through a migration plan in your not too distant future.

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

The Health System Planning Solution: An Accelerator for Health System Client Implementations of Oracle

Brad Kwiatek, Grant Thornton

The Health System Planning Solution is an accelerator for Health System client implementations of Oracle Hyperion Planning that provides best practice design and prototyping capabilities that are highly leverage-able for specific client configuration. The Health System Planning Solution enables organizations to:

- Empower management to make strategic decisions about its cost structure and overall financial health, improving the value of each patient encounter
- Deliver modeling, budgeting and forecasting, monitoring, and analysis capabilities for these key healthcare business processes:
 - Revenue Cycle and Reimbursement Performance Management
 - Operations and Administrative Expense Performance Management

**TRACK: Business Intelligence
/Hyperion**
ROOM: Crystal 1 (Continued)

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

**Western Union's Global
Implementation of Oracle
Hyperion Workforce Planning**

*Deanna Sunde, The Hackett
Group*

See how Western Union implemented Workforce Planning globally for 10,000 employees. The out-of-the-box module was configured to meet their business needs. This presentation will discuss integration with Workday and Taleo whereby data is loaded into Workforce Planning in local currency and translated into USD. Configuration changes covered include adding a location dimension to assist with space planning, calculating benefit run-rates, calculating capitalized salaries and inflation for high inflation-rate countries, creating forms for administrators to enter drivers at global level or by country and forms for user to override at either the cost center or employee level.

TRACK: FINANCIALS
ROOM: Crystal 2

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

**VENDOR: Discover the Power of
Oracle Subledger Accounting
(SLA)**

Brian Grossweiler, Excel4apps

Join Excel4apps, a leading provider of real-time, Excel-based reporting tools for Oracle E-Business Suite in a

presentation that will help finance teams understand and leverage Oracle Subledger Accounting. You'll learn how to get key transactional information to your General Ledger using standard, Oracle supported, Subledger Accounting Methods Builder. You'll also see how you can use it to help streamline and expedite your GL reporting. Finance teams upgrading or currently using Oracle R12 are encouraged to attend and will learn:

- Accounting changes in E-Business Suite 11i to R12
- What is SLA & why modify it
- Modifying Journal Line Descriptions
- How to use supporting references
- How to boost reporting using GL Wand 5 and SLA

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

**Maximizing Your EBS
Collections Capability with
Oracle Advanced Collections**

Dave Sweas, Grant Thornton

In today's challenging economic environment, for many entities receivables collection has taken on increased focus and significance. Oracle Advanced Collections is an R12 EBS application tightly integrated with the Receivables module, providing exception- and rules-based tracking, management, and execution capability around the collection of delinquent receivables. This presentation will highlight the Advanced Collections configuration options, as well as providing practical advice for

how to employ the Work Queue in your daily collection duties.

Key presentation objectives:

- Basic understanding of Oracle Advanced Collections configuration options
- Practical ways to utilize Oracle Advanced Collections in a collector's "day in the life"
- A deeper look: Understanding Collection Strategies, Scoring, and Dunning Letters

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

R12 Payables Upgrade: Like for Like and Then Some

*Karen Brownfield,
Infosemantic, Inc.*

Faced with Extended Support deadlines, E-Business Suite 11i users are seeking a quick Release 12 upgrade. Many companies are choosing a "like for like" approach wherein uptake of new functionality is postponed until after the upgrade. However R12 introduces new functionality for payments, taxes, Invoice entry, and supplier management that must be incorporated. This presentation addresses this required new functionality with hints on configuration thus meeting the upgrade objectives.

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

VENDOR: Four Secrets to Gaining Rapid Visibility into Your EBS Data

*Danny Nguyen,
InsightSoftware.com*

Unlocking the information within Oracle E-Business Suite can prove to be a difficult task. How can you generate meaningful reports over all your Oracle tables without burdening your IT department and incurring countless consulting hours? The answer is within your reach.

Attend this helpful session and learn how to:

1. Gain access to data formerly locked in your ERP
2. Empower your team with accurate, real-time information
3. Reduce IT strain – learn to create what you need without IT resources
4. View your data in one place – combine data in ways you never thought were possible

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

The ABC's of FSG's

Jan Cooper, Niveus Consulting

Oracle's Financial Statement Generator (FSG) can create powerful financial statements. We'll cover the basics of FSG's as well as advanced features. A must see for beginners and a great refresher for power users.

TRACK: FINANCIALS
ROOM: Crystal 2 (Continued)

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

Got Royalties? Get Channel Revenue

Tomlyn Mathews, Tribus Point

More and more companies are realizing that there has to be a better solution to track royalty accruals and payments. See how multiple companies handle royalties by utilizing Oracle's Channel Revenue module. From durable goods to high tech, companies can benefit from tracking and paying royalties via Channel Revenue. They are able to accrue royalties, setup pre payments, issue payments and report on the royalties. Thus adding an important data point to their profitability reports.

TRACK: Fusion Applications
ROOM: Crystal 3

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

Fusion Financials: How to Leverage Fusion Financials (New Implementation vs. Coexistence)

Eric Deering, Apps Associates

The presentation will discuss how to Leverage Fusion Financials and the options of whether to do a New Implementation vs. a Coexistence strategy.

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

Install and Configure Fusion Applications - DBA Perspective

Masthan Babu Darisi, AST Corporation

This presentation will discuss the detailed steps for installation of Fusion Applications 11.1.7 on Linux environment. It will also cover the technical configurations required to set up the instance. It will demonstrate how to create users and other DBA/System Administration functions.

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

Fusion HCM Co-Existence as Part of a PeopleSoft HCM Upgrade

Stephen Bentz, Fujitsu America

Just because an organization decides to upgrade to PeopleSoft HCM v9.2 doesn't mean that you can't get into the Talent Cloud and reap the benefits of a Fusion Co-Existence "flight plan"! Whether your organization outsources existing functionality for Talent, Performance or Compensation Management doesn't mean that you need to continue with that Third Party solution. Oracle's Fusion HCM provides a set of offerings within the Cloud that allow companies to align their systems within the Oracle stack of products while providing rich content all within a single user interface.

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

Oracle Cloud ERP - What We Need to Know

Sachin Utage, Hexaware Technologies

The Presentation will provide insight on offerings from oracle Cloud ERP and discuss some of important features and factors which will be change the face of ERP solution and offerings.

Key Objective:

- Understanding of Oracle Cloud ERP
- Discuss Features & offerings
- Discuss Advantages moving to cloud for existing EBS / PeopleSoft customer
- Security and Compliance issues
- Important how to deal with Customizations

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

Oracle Forms Recognition – Learn Sets to the Rescue!

James Ross, National Express Corporation & Ankur Patel, AST Corporation

When your organization does business with nearly 5,000 suppliers, the invoice process can be chaotic. Invoices arrive in many ways with different formats, such as standard invoices, PO invoices, Utility invoices, and Check Requests. Learn Sets can improve and automate the OFR verification process. National Express, the second largest School Bus company in the nation, used Learn Sets to enhance their Oracle WebCenter AP Automation Solution.

This presentation will outline their struggles, successes and the benefits derived from this solution.

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

Hands on Demo of Building a BPEL Process to Call an Oracle EBS API

Thomas Korbecki, oAppsNET Partners, LLC

This will be a presentation which demonstrates how easy it is to create simple BPEL services which can be used to provide self services applications to internal or external clients.

<p>TRACK: Manufacturing / EAM ROOM: Crystal 4</p>

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

Oracle EAM Panel Discussion (PACE Bus and National Express Corporation)

Rajinder Sachdeva, PACE Suburban Bus Service & Doris Wilson, National Express Corporation

PACE Bus and National Express will give a short overview their Oracle EAM (R12) environments, challenges and benefits of this product. Following overview, session will be open for questions and open discussion.

TRACK: Manufacturing / EAM
ROOM: Crystal 4 (Continued)

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

**Lessons Learned from
integrating Oracle E-Business
Suite with Oracle WAM**

*Jennifer Aldrich, AST
Corporation*

Northeast Ohio Regional Sewer District successfully implemented first ever Oracle E-Business Suite (EBS) to Oracle Utilities Work and Asset Management (WAM) integration using Oracle Accelerators. This presentation will cover the implementation challenges faced for the integration between Oracle WAM and Oracle EBS application using the customized Integration Pack for Oracle E-Business Suite. This customized integration product enables Oracle WAM to work with Oracle EBS to capture supply chain, asset and cost information in real time as users work in either systems. This integration pack uses Business Process Execution Language (BPEL) processes to integrate the two applications and uses standard data mapping between source and target system.

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

**Oracle Advanced Supply Chain
Planning: Understand Pegging
Logic**

Anujay Gupta, Fujitsu America

Oracle ASCP module has a very detailed logic for pegging the demand to the supply and vice versa. This presentation and demo takes the user from the ASCP workbench pegging display (explaining the navigation in the pegging tree), and then to the details of the pegging logic (Including Priority pegging and FIFO pegging options). The presentation also explains how the pegging can be controlled using the Profile options for Demand and Supply window sizes, and more.

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

**VENDOR: Item Cost
Maintenance Headaches?
Excel and More4Apps Relieve
Your Pain!**

David Ruttenberg, More4Apps

Find out how using Excel with a More4apps Item Cost Wizard makes item costs maintenance easy. In this presentation you will see how simple it is to download, create and update Item Costs when you want to and in a timely fashion. Customers who have moved to using More4apps have taken the cost updates from a monthly or quarterly headache to just another simple task for cost managers. We're inviting you to find out how you can do the same. Scenarios presented will include both Standard and Average Costing.

1:55 p.m. - 2:35 p.m.
**Inventory Management Using
Business Intelligence**

*Jim Morrione & Catherine
Forester, Terillium*

Will demonstrate the value BI Applications provides a company in evaluating business issues and opportunities with in depth analysis of an inventory management issue. Will use Terillium's Guided Pathway Process to identify the issue using BI seeded reports. The goal is to ensure that the root cause of the issue is identified and the proper corrective actions initiated and strategic goals assessed.

2:50 p.m. - 3:30 p.m.
**Oracle eAM (Fleet
maintenance) Implementation
at Pace**

*Rajinder Sachdeva, PACE
Suburban Bus Service*

Fleet Management with eAM on Exadata, OBIA and OBIEE.

TRACK: SYSADMIN / DBA / Technical ROOM: English
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8:30 a.m. - 9:10 a.m.

**VENDOR: All the Leaves Aren't
Brown – Many Ways to Profile
Your Application Code**

*Chuck Ezell, Datavail
Corporation*

Finding improvements in your Client Side JavaScript, Java or .Net code is often easier said than done. Managing application performance problems due to memory leaks, poor coding habits, superfluous library usage, detecting deadlocks, measuring memory usage, and garbage collection frequency are activities often left to the DBA and System Administrators. Do we concern ourselves with the stability of the JVM on a user's computer or just the application server? Does it really make a difference what web browser the user chose to use that day? How do we know how the difference between a locked thread and a locked database object even though they seem to look the same from the users perspective? Attendees should expect to leave this presentation with an overview and introduction to several different methods of profiling application code. Chuck will cover free utilities and off-the-shelf products that are easily implemented as well as demonstrate the pros and cons of each. The session will end with a discussion and Q/A on best approaches that work for different tools in different environments.

**TRACK: SYSADMIN / DBA /
Technical
ROOM: English (Continued)**

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

**Workflow Troubleshooting in
Release 12**

*Karen Brownfield,
Infosemantics, Inc.*

Oracle provides multiple ways to troubleshoot workflow errors in Release 12 including Oracle Applications Manager, Workflow Administration and Diagnostic Reports. Yet in many cases, these tools still aren't enough. Learn how you can use some simple configurations and SQL scripts to enhance your troubleshooting effectiveness. This presentation covers both 12.1.3 and 12.2.3 (although many of the techniques can be used in 11i).

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

**VENDOR: Effective Controls for
Oracle E-Business**

*Steve Spencer, Q Software
Global Ltd*

This presentation shows focused solutions that are rapidly implemented in your Oracle E-Business Environment to:

- Manage you Segregation of Duty Controls
- Ensure Accountability through an Effective Audit Trail
- Automate the User Provisioning Process
- Use a SaaS to keep auditors off your back

The integrated solutions prove to be far more effective in improving controls and far

lower in their Total Cost of Ownership. Companies across the globe are benefiting from these solutions and you are encouraged to hear their stories of success.

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

**Streamlining Customer Loyalty
Workflow Through OSB and
Webcenter Portal**

*Manasa Dornala, Apps
Associates*

This session will describe how one of the world's largest franchise companies optimized their Customer Service workflow by integrating 4 disparate back-end applications into a single Loyalty Program portal. Integration of an internal web application with third-party Rewards, banking and payment processing systems dramatically improved CSR(Customer Service Representative) efficiency. Join in and learn how to:

- Implement the business logic within each system to allow extensibility to new applications in future
- Maintain data integrity in multiple systems which updating information in any one of the systems
- Handle exceptions and synchronize across all applications
- Build security within the integrated portal
- Build performance tuning to simultaneously retrieve data from multiple source systems
- Make service reusable within the portal application and to external applications

This session is a must for any company that wants to understand how to tackle breaking the barrier on web-based application integration to achieve efficiency.

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

SQL Secrets / Boost Your Productivity as a Developer

Rylan Fernandes, Master Lock Company LLC

- Get more with less code using lesser known but powerful SQL features including
 - PIVOT and UNPIVOT
 - Analytic and Windowing functions
 - Regular expressions
- Productivity Tricks
 - Indexing your computer
 - Digital note taking
 - Using email more effectively
 - Regular expression searches and replacements in Textpad, PLSQL Developer, JDeveloper, etc.
 - Powerful searches in Windows

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

E-Business Suite Big Data Purge - An Approach to Purge Financial Accounting Hub Data

George Somogyi, Newedge

This session will provide an overview and deep dive into our project to reduce our Oracle EBS R12 storage footprint by 15 terabytes. The presentation will cover the development of a reusable process for the Oracle E-Business Suite Financial Accounting Hub to archive and

purge historical accounting data. It resulted in the archive and purge of over 13 million records, and provided a 5 terabytes reduction in our production database.

Finally, we will review our global business requirements, present an overview of our data archive architecture, review the technical designs, methodology, deployment plan, and areas of risk mitigation.

TRACK: Oracle ROOM: Oak 1
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8:30 a.m. - 9:10 a.m.

Going Mobile - Giving your Employees, Customers, and Partners the Tools

Jeff Leach, Senior Sales Consultant, FMW

This presentation will discuss enterprise-grade mobile enablement of existing enterprise applications, services and data using Oracle Mobility Suite as packaged solution with no more pieces and parts. Oracle Mobile Suite is one platform, any app, any data, any device and secure information uniformly across all layers of enterprise and mobile apps. This presentation will include a live demonstration on iOS and Android.

TRACK: Oracle
ROOM: Oak 1 (Continued)

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

Virtualize Oracle E-Business Suite on Oracle Exalogic with Extreme Performance

Srini Chavali, Product Management Director, E-Business Suite on Exalogic

Oracle Exalogic is engineered with optimizations in software and hardware to deliver extreme performance for applications such as Oracle E-Business Suite. Oracle E-Business Suite applications run three to eight times as fast on Oracle Exalogic and Oracle Exadata in standard benchmark tests.

Oracle VM templates for Oracle E-Business Suite on Oracle Exalogic reduce install, configuration, and deployment to hours, from weeks, with almost no loss in performance compared to bare metal. Besides gaining better performance, customers benefit from simplified support, enhanced manageability, and the ability to consolidate many Oracle E-Business Suite instances. This session offers best practices for Oracle E-Business Suite deployment on Oracle Exalogic and Oracle Exadata, with customer case studies.

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

Modern Cloud Operations and Technology

Eric Henderson, Cloud Sales Consultant

While the concepts of the cloud computing are becoming mainstream,

determining how the cloud best fits within your business from both a functional and technical perspective is new to many organizations.

Specifically within IT, their responsibilities have evolved from the ownership and maintenance of on-premise applications to that of cloud advisors and "cloud brokers". When evaluating a cloud solution, you must take into consideration new areas of focus to ensure success. This session will concentrate on three key technical areas of our Oracle Cloud Applications offerings. These three areas include Usability, Adaptability, and Reliability and will cover topics such as mobility, extensibility, integration, business intelligence, data center operations, and operational security.

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

Creating a Maintenance Strategy for Oracle E-Business Suite

Elke Phelps, Senior Principal Product Manager

This session features the best techniques Apps DBAs can use to proactively maintain their Oracle E-Business Suite environment. It starts with a practical approach for defining a preventive maintenance strategy, then moves to detailed descriptions and tips for various tools and approaches for efficiently performing maintenance tasks. Topics include patching shortcuts, distributing worker processes across multiple servers, shared file systems,

avoiding resource bottlenecks, and more. Leave this session with the tools required for creating a plan to keep your environment healthy and up-to-date.

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

Introduction to Supply Chain Planning

Jim Culliton, Value Chain Planning Specialist

Modern, customer-centric demand driven planning approaches allow companies to improve customer service levels while reducing costs and inventory levels, thus positively impacting growth and profitability. This session will focus on demand, inventory and supply planning and provide an overview of how Oracle's Value Chain Planning Solutions support these processes.

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

Ten Things You Can Do Today to Prepare for Oracle E-Business Suite 12.2

Elke Phelps, Senior Principal Product Manager

Whether you are on 11i, 12.0 or 12.1, this is a must session. This development session will help you prepare for future uptake of Oracle E-Business Suite 12.2 by explaining the technology and skills requirements for 12.2, and highlighting what you can do now. It will include a deep dive into the internals of Oracle E-Business Suite 12.2 Online Patching to help you understand how to ensure your custom code will be compatible w/Online Patching.

TRACK: R12

ROOM: Oak 2

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

VENDOR: Ten More Forms and OAF Personalization Examples - Version 3... Updated for R12.2

Susan Behn, Infosemantics, Inc.

This is the third version of this personalization presentation with ten new examples highlighting the newest R12 features. As part of your R12 upgrade, use Form and OAF Personalizations to replace many of your customizations. Also use personalizations to streamline your business processes through improved control of validations, defaults, terminology and other requirements.

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

Subledger Accounting Cookbook - Multi Period Accounting

Prithis Das, Dynamique Solutions

This session will take an in-depth look into the Multi Period Accounting functionality in Subledger Accounting. Multi Period Accounting enables users to create accounting for a single accounting event for more than one GL period. The functionality is primarily used to recognize revenue or a prepaid expense or revenue across multiple GL periods. In this session I will present an overview of the functionality in R12, a step by step guide to configure the Feature and an explanation of MPA configuration for a business transaction.

TRACK: R12
ROOM: Oak 2 (Continued)

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

Rapidly Reduce Segregation of Duty Violations in Oracle EBS R12 Responsibilities

Bob Enders, FulcrumWay

To address SOD root causes and other access control violations in EBS, you must correctly design and configure Responsibilities that comply with your SOD Policies. This session will share enterprise roles management techniques learned from our experience in assisting clients improve Oracle Responsibility design in EBS R12 to rapidly reduce SOD risks with real-world examples to help you streamline EBS Responsibility design approach based on enterprise roles management best practices. You will learn how to use Responsibility templates from a catalog of pre-configured ERP roles, establish a workflow to update, and review as well as approve role design changes by selecting business activities per role.

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

EBS Endeca Extensions - Changing EBS Perception

Sachin Utage, Hexaware Technologies

Oracle E-Business Suite Extensions for Oracle Endeca (#EEE) enable enterprises to optimize operational decisions and improve process efficiency with real-time access to operational data, driving better cost and revenue decisions. #EEE are integrated

applications that allow enterprises to exploit information -driven navigation to discover and act on most important business challenges. Key Objective:

- Understand the EBS - Endeca Extension - out-of-box solution
- Understand Analysis on structured & unstructured information from Oracle E-Business suite meet How to meet new business requirements through configuration instead of custom coding

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

Getting ROI Out of Your R12 Upgrade

Josh Scheumann, KPMG

Still trying to get off 11i and onto R12 but need to sell it to the business and/or IT? Pick up some tips on how to do just that and hear some success stories.

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

R12.2: It's Not Just a Technical Upgrade; the Business Value for Project-Centric Organizations

David McNeil, Project Partners

Oracle E-Business Suite (EBS) Applications Release 12.2 provides significant enhancements across the integrated suite of business applications spanning enterprise resource planning, project performance management, and supply chain management. Attend this session to understand the various approaches in upgrading to R12.2. Additionally, receive a baseline for measuring the potential

value in driving cost savings and improvements to cash flow with new features specific to project centric industries including, but not limited to project supply chain planning, planning by cost breakdown, subcontractor management, and mobile project management.

TRACK: Order Management / Supply Chain
ROOM: Venetian 1

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

Purchasing Approvals - Functionality and Best Practice

Ed McDonough, Avout Corporation

Oracle EBS Purchasing has many options for approving purchasing documents. In addition to understanding all of the options for configuring, there is also a question of how to use the approvals in a strategic way that maximizes worker productivity and is appropriate for a specific industry. This presentation explores different options for setting up and using Oracle Purchasing Approvals and will also address best practices for using these options across diverse industries.

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

VENDOR: Measuring the "End-user Experience" of Your Enterprise Applications

Danny Carrizosa, OneNeck IT Solutions

Applications increasingly tap heavily into all technology segments, i.e. Oracle's red stack. While this improves software capability, complex technology integrations make it difficult to pinpoint incident root cause, or proactively monitor the infrastructure for bottlenecks. Application Performance Management tools attempt to 'untie this knot' and enhance support capabilities by providing a broad, 'single truth' which reaches into the application to capture the end-user view.

Included, results from an Oracle R12 POC

Objectives:

- Explain the need for APM tools given the growing complexity of technology.
- Qualify 'Application Performance Monitoring' as each vendor applies their unique interpretation.
- Define 'End-User Experience' and discuss what we expect to gain by measuring it.
- Discuss potential APM benefits and ROI; and limitations. Additionally the future of the market.
- POC case study examples: lessons learned and advisement for those investigating the space.

**TRACK: Order Management /
Supply Chain
ROOM: Venetian 1 (Continued)**

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

**Supporting e-Pedigree Track &
Trace Requirements at a
Pharma Distribution Center**

Vishal Choudhari, Inyxa

Upcoming E-Pedigree mandates for pharma require tracking of product serialization data from manufacturing, through distribution & right to the Pharmacy where product is dispensed. This session will look at an Oracle WMS implementation at a Generic Pharma manufacturer & distributor that allows tracking of Carton Level Serialized Shipping Container Codes (SSCC codes) from suppliers, and tracks them through distribution to the end shipment to the customer. The session will be of interest to distribution professionals in pharma and other regulated industries that are facing similar mandates for tracking product at a Serialized Shipping Carton Level.

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

**Corralling the Herd: Integrating
High Volume Multi-Channel
Transactions from ORPOS to EBS**

Jeff Mueller, Metra

The Oracle Point of Sale is used by one of the largest transportation agencies in the country. With over a hundred terminals and eighty stations sending data to Oracle E-Business Suite, a solution was needed to accurately integrate the communication and processing of the two

programs for high volume multi-channel transactions. Our innovative solution models the reconciliation of sales and payments used in the retail industry. This unique application is able to account for and track every ticket sold with any available payment type (cash, check, credit card) and link these to their bank statement. The major design challenge has been organizing multiple interfaces for payment processing vendors using different platforms for each sales channel and sub-channel and optimizing these programs to then efficiently and accurately account for tens of thousands of transactions a day.

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

**Features on Oracle
Subcontracting Module**

*Ravindranath Sagaram,
Motorola Solutions*

The presentation covers features of Oracle sub contracting module -- both the buy sell subcontracting and chargeable subcontracting which are used in High Tech industries. The presentation focuses on the business processes, features in the module to implement the processes.

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

MDM or Not – Product Taxonomy: Making a Business Impact with a Data Management Centric Taxonomy!

Mani Kumar Manda, Rhapsody Technologies, Inc.

Believe your team can do better in making available an accurate and detailed product information to the business users? YES, you can, by focusing on product data content by building a data management centric Product Taxonomy. Not only you can provide better product data, but also can make a positive and measurable impact to the business when you design and build a product taxonomy that is centered on data management. While having MDM would be beneficial, you can make a big difference to the business, regardless of the MDM initiative by implementing the concepts of data management centric taxonomy in your current operational applications. In this session, learn what is a data management centric Product Taxonomy is and how it can help in managing your product data better.

TRACK: Strategy/ Change/ Project Management
ROOM: Venetian 2

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

What Organizations Should Do to Maximize Implementation Success

Donna Sternberg, AST Corporation

Organizations often think they know how to proceed with new software implementation projects, but their team members often make missteps that impact timelines or undermine success. Hear from an experienced project consultant how you can maximize success and minimize misunderstandings, missed milestones, and missed functionality in the delivered solution.

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

Emotional Intelligence for Project Managers

David Fuston, Grant Thornton

One of our key learning objectives is to help project managers understand the importance and balance of SMART with HEART. Both are major components of Emotional Intelligence (EQ). We will discuss where Emotional Intelligence is required in order to manage change effectively, lead others to the vision, and produce the desired results. We will review the history of EQ theory, the evolution of EQ models, measurement techniques to assess your EQ, and how to form a cohesive team using the five basic behaviors. Recognizing and facing the different types/maturity levels in EQ can and will lead to a smoother project.

**TRACK: Strategy/ Change/
Project Management**
ROOM: Venetian 2 (Continued)

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

**VENDOR: AP Automation Return
on Investment - Fact or Fiction?**

*Robert Kragen, Evergreen Data
Systems, Inc.*

Evergreen Data Systems will present an overview of AP Automation results for a variety of clients. Specific attention will be focused on clients AP department issues prior to automating and their results after one year including their return on investment. Materials will be available to all attendees to estimate their own Return on Investment based on their company data.

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

**Implementing Oracle in La
Frontera (Juarez, Mexico)**

*David F. Ramzy, AXIA
Consulting*

This presentation discusses the successful implementation of Oracle E-Business in the USA and Mexico from the Mexican point of view. We'll cover a number of 'good practices' that increased our success in Juarez and discuss some of the unique factors that affect implementations in a Maquiladora (border manufacturing facility).

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

**Cut Down Application Backlog
with Cloud Computing**

*Ramesh Kumar, eAlliance
Corporation*

Business demands faster time-to-market of innovative solutions to address market challenges. Spending bulk of precious IT resources on preparing the development and deployment infrastructure is thing of the past. According to analyst firm IDC 80% of business leaders believe the cloud is a springboard to more agility and innovation. When COTS solutions are not enough, building custom solutions, as an extension to the existing apps, is the way to go. Come and learn how Oracle's WebLogic-as-a-Service (Platform-as-a-Service) enables rapid development and deployment of custom solutions and help you achieve lower costs, higher QoS and faster response.

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

**Digital Transformation with
Oracle Cloud: A Customer
Success Story**

*Mary Lou Jaeger & Paul Demes,
WhiteLight Group*

Attend this session to hear how adopting a digital approach is key to the success of every enterprise today. Specifically, how Oracle Cloud is transforming the way enterprises are doing business. Learn how to leverage the innovation of Oracle products by engaging with customers across the supply chain, employees and partners in social / collaborative ways.

Using our own case study, you will get a glimpse into the power of Oracle Sales Cloud and Oracle Marketing Cloud. They fit together into a defined Digital Marketing Strategy designed to address today's key digital trends. This session includes an overview of our business strategy transformation; how to integrate platforms for optimal collaboration; and how the other features of this Cloud suite fit into our over business plan.

TRACK: SYSADMIN / DBA / Technical
ROOM: English

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

VENDOR: All the Leaves Aren't Brown – Many Ways to Profile Your Application Code

Chuck Ezell, Datavail Corp.

Finding improvements in your Client Side JavaScript, Java or .Net code is often easier said than done. Managing application performance problems due to memory leaks, poor coding habits, superfluous library usage, detecting deadlocks, measuring memory usage, and garbage collection frequency are activities often left to the DBA and System Administrators. Do we concern ourselves with the stability of the JVM on a user's computer or just the application server? Does it really make a difference what web browser the user chose to use that day? How do we know how the difference between a locked thread and a locked database object

even though they seem to look the same from the users perspective? Attendees should expect to leave this presentation with an overview and introduction to several different methods of profiling application code. Chuck will cover free utilities and off-the-shelf products that are easily implemented as well as demonstrate the pros and cons of each. The session will end with a discussion and Q/A on best approaches that work for different tools in different environments.

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

Workflow Troubleshooting in Release 12

Karen Brownfield, Infosemantics, Inc.

Oracle provides multiple ways to troubleshoot workflow errors in Release 12 including Oracle Applications Manager, Workflow Administration and Diagnostic Reports. Yet in many cases, these tools still aren't enough. Learn how you can use some simple configurations and SQL scripts to enhance your troubleshooting effectiveness. This presentation covers both 12.1.3 and 12.2.3 (although many of the techniques can be used in 11i).

**TRACK: SYSADMIN / DBA /
Technical
ROOM: English (Continued)**

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

**VENDOR: Effective Controls for
Oracle E-Business**

*Steve Spencer, Q Software
Global Ltd*

This presentation shows focused solutions that are rapidly implemented in your Oracle E-Business Environment to:

- Manage you Segregation of Duty Controls
- Ensure Accountability through an Effective Audit Trail
- Automate the User Provisioning Process
- Use a SaaS to keep auditors off your back

The integrated solutions prove to be far more effective in improving controls and far lower in their Total Cost of Ownership. Companies across the globe are benefiting from these solutions and you are encouraged to hear their stories of success.

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

**Streamlining Customer Loyalty
Workflow Through OSB and
Webcenter Portal**

*Manasa Dornala, Apps
Associates*

This session will describe how one of the world's largest franchise companies optimized their Customer Service workflow by integrating 4 disparate back-end applications into a single Loyalty Program portal. Integration of an internal web application with third-party Rewards, banking and payment processing systems dramatically improved CSR(Customer Service Representative) efficiency.

Join in and learn how to:

- Implement the business logic within each system to allow extensibility to new applications in future
- Maintain data integrity in multiple systems which updating information in any one of the systems
- Handle exceptions and synchronize across all applications
- Build security within the integrated portal
- Build performance tuning to simultaneously retrieve data from multiple source systems
- Make service reusable within the portal application and to external applications

This session is a must for any company that wants to understand how to tackle breaking the barrier on web-based application integration to achieve efficiency.

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

SQL Secrets / Boost Your Productivity as a Developer

Rylan Fernandes, Master Lock Company LLC

- Get more with less code using lesser known but powerful SQL features including
 - PIVOT and UNPIVOT
 - Analytic and Windowing functions
 - Regular expressions
- Productivity Tricks
 - Indexing your computer
 - Digital note taking
 - Using email more effectively
 - Regular expression searches and replacements in Textpad, PLSQL Developer, JDeveloper, etc.
 - Powerful searches in Windows

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

E-Business Suite Big Data Purge - An Approach to Purge Financial Accounting Hub Data

George Somogyi, Newedge

This session will provide an overview and deep dive into our project to reduce our Oracle EBS R12 storage footprint by 15 terabytes. The presentation will cover the development of a reusable process for the Oracle E-Business Suite Financial Accounting Hub to archive and purge historical accounting data. It resulted in the archive and purge of over 13 million records, and provided a 5 terabytes reduction in our production database. Finally, we will review our global business requirements, present an overview of our data archive architecture, review the technical designs, methodology, deployment plan, and areas of risk mitigation.