PRESENTATION ABSTRACTS

Keynote Presented by ORACLE
ROOM: Exhibit Hall

11:00 a.m. – 11:40 a.m.
Charting Your Course with Oracle Applications: Value, Choices, Roadmap
Jim Kohl, VP of Strategy and Enablement

New inflection points in the current technology landscape are redefining the nature of enterprise applications. Find out how the latest applications releases deliver business value while taking advantage of Oracle's investments in standards-based technology, modern user experience and complete range of adoption models. You'll discover ways to optimize your existing applications and create strategic business value by making smart investments. In addition, you will see the current inflection points in action with Fusion Applications. Understand the many choices you have and how the latest innovations fit into your applications roadmap.

TRACK: Security, Compliance & Controls
ROOM: Crystal 1

8:30 a.m. - 9:10 a.m.
Managing Top Audit Issues: Access Control, Security and Transaction Monitoring
John Nicholson, Greenlight Technologies
Organizations today are increasingly focused on achieving integrated and enterprise wide approach to Risk Management and Compliance. Monitoring risks and controls, addressing Segregation of Duties (SoD) conflicts, and Provisioning in heterogeneous IT landscapes represents a key challenge towards attaining the goal of unified risk management. Greenlight solution components integrated with Oracle GRC enable organizations to detect and prevent enterprise risk via control monitoring across the enterprise. Please join Greenlight and learn how we have helped customers improve business predictability, sustainability, and ultimately protect the organizations brand, reputation and shareholder value.

9:20 a.m. - 10:00 a .m.
Variations of SOD Controls in EBS at Three Companies
Skip Straus, Absolute Technologies

This reviews three customers' variations of SOD controls for their E-Business Suite environments. Each needed to respond to auditor issues and deployed Application Auditor to augment existing policies, procedures, and home-grown reports. Variations: Translate an auditor-supplied matrix; Select from the seeded SOD conflicts; Target specific areas of concern. Topics: How to define SOD conflicts, identify and fix violations. Multi-national Multi-Org context and violations. Roles of the Controller's office, business process owners, and IT's EBS support team. Metrics

for assessing the current state and progress toward zero SOD violations. Software usage. Costs and risks related to SOD compliance. Audit results.

10:10 a.m. - 10:50 a.m.
Identity and Access Management Overview
Deepak Sharma, AST Corp.

Identity management suite by Oracle provides an extensive range of products that serve the identity and access management needs of the industry in a comprehensive way. The presentation will focus on the basis of each of Identity Management suite's products, their integration and how the suite benefits the needs of today's industry.

TRACK: Change Management / Training / HR
ROOM: Crystal 1

12:30 p.m. - 1:10 p.m.
What Does Change Management Mean
Kathy Jacobs, ACT, Inc.

What 'Change Management' means depend on a person's job, where they learned about it. It can vary on a person's perspective on life. The presentation examines what does it mean, most importantly for OAUG members?

1:20 p.m. - 2:00 p.m.
Tips and Tricks for UPK Content Development
Ernie Domingo and Dennis Harrison, AST Corporation

A major transit agency upgraded their Revenue Accounting System and implemented a new Point of Sale System. Change Management identified the types of training material needed to support the implementation rollout and training needs going forward. However, the transit agency uses a training methodology with existing document formats. UPK easily handled the multiple training requirements. The key to UPK's power and flexibility is its ability to rapidly produce multiple customized documents from a single recording session using templates and bookmarks. In this session, the attendee will learn how to record topics, access and customize templates and bookmarks, publish documents and identify recording and publishing options.

2:10 p.m. - 2:50 p.m.
Training Best Practices-Roundtable Discussion
Greg Weichhand & Dale Richardson, Amway Corp.

This would be a roundtable discussion around best practices and lessons learned relative to training Oracle users for new deployments and post deployment. Discussion would center around how users are classified, delivery methodologies, tools used and

follow up and post-deployment training needs.

3:00 p.m. - 3:40 p.m.
Effective Usage of Time Entry Rules & Approval Styles in OTL (Oracle Time and Labor)
Arul Senapathi, The Adeza Group

Time Entry Rules are used to do business process and application level validations. Approval Styles are used to get right level of approvals for all the time entered. Proper Configuration of these two key components of OTL will result in accurate results going into the recipient application(s). Various key aspects of the configuration (of these two components) will be discussed in detail to use them effectively.

TRACK: Integration / Middleware / SOA
ROOM: Crystal 2

8:30 a.m. - 9:10 a.m.
Handling Errors in ODI and New Features
Phani Kottapalli, AST Corp.

This presentation will discuss the new features of ODI 11g, mapping and flow of data from source to target. The send mail notification function will be presented that sends an email to a specific group when there are interface errors. Troubleshooting and debugging of ODI related issues will also be discussed.

9:20 a.m. - 10:00 a.m.
Small Projects Enterprise Solution Using Oracle Enterprise Glassfish & NetBeans
Daniel Yu, ACCO Brands

The presentation presents Oracle Enterprise Glassfish Application Server v 2.1 and NetBeans 6.7 as a FAST programming platform for a Proof of Concept and Small Projects within an Enterprise Environment.

10:10 a.m. - 10:50 a.m.
Master Data Management (MDM) Primer and Oracle's MDM Foot Print
Mani Manda, Rhapsody Technologies

What exactly is Master Data? How does it differ from Transactional and Analytical Data? There seems to be some confusion around this. Well not anymore! This session begins with the definition of Master Data and where it fits in the data continuum. This is followed by a discussion about the Master Data Domains that are important for an Enterprise and why Organizations need to manage Master Data at an Enterprise level. A key lesson one must learn is to understand the challenges of Master Data and the drivers for implementing Master Data Management (MDM) solutions and how these solutions benefit the organization. With that the focus shifts to the discussion of Oracle's foot print in MDM space and all of their MDM product offerings and basic information about them.

12:30 p.m. - 1:10 p.m.
VENDOR: Excel to Oracle: Validate & Upload Data into Oracle E-Business Suite Through Excel!
Sarah Conzemius, More4Apps

Users will learn how to validate and upload data into Oracle E-Business Suite quickly and accurately through an Excel interface using More4Apps Wizards. We will demonstrate using Wizards to provide data validation before the data is loaded into the Applications, and any errors will be returned to the spreadsheet for the user to resolve before loading into Oracle. We will demonstrate how to load AP or AR invoices seamlessly and other data easily and quickly. Data loading Wizards are available for Financials, Project Accounting, Manufacturing, Supply Chain, Order Mgmt, Fixed Assets and HR.

1:20 p.m. - 2:00 p.m.
Oracle ECM Cornucopia
Daniel Kozlowski, Xumulus, Inc.

An overview of all the products that are included in oracle ECM suite and what they can do for you. Since many folks are familiar with Oracle apps but what about Oracle's content management, should you be considering it? What is it? Attendees will learn about the product set and how it integrates with Oracle technology stack.

An overview of Enterprise Content Management including:
• UCM Universal Content Management
• IPM Image Processing Management
• IRM Information Rights Management
• URM Universal Records Management
• Adapters for People-soft, Sieble and E-Business Suite

2:10 p.m. - 2:50 p.m.
R12.1.2 and R12.1.3 New Features
Ravindranath Sagaram, Motorola Solutions

The presentation focuses on the new features in R12.1.2 and R12.1.3 releases.

3:00 p.m. - 3:40 p.m.
SOA Integration the Right Way - 2.0
Dheeraj Bhushan, ACCO Brands

This presentation discussed the SOA Integration from EBS to OTM to other Systems from implementation perspective it then goes on to discuss the lessons learned and improvements made to stabilize the system and quantifying the net improvements.

TRACK: CRM / Configurator /
Project Accounting
ROOM: Crystal 3

8:30 a.m. - 9:10 a.m.
Accelerate Oracle Configurator Data Migration for E-Business Suite Release 12
Austin Davis, Chain-Sys Corp.

This presentation will address the unique challenges of data migration for Oracle E-Business Suite Configurator. Interface creation and data loading using Oracle's Application Programming Interface will be covered.

9:20 a.m. - 10:00 a.m.
To be announced.

10:10 a.m. - 10:50 a.m.
VENDOR: Removing Risk from Migration to Oracle e-Business Suite R12
Grant Chen, UC4 Software

Learn how one UC4 customer removed risk and accelerated the process of migrating to OEBS r12 by using UC4 to automate the test environment. Their SLAs required weekly testing cycles to promote changes into production with six weekly test schedules, testing processes such as Pick Order, Ship Confirm, Revenue Recognition and Auto invoicing. This company used UC4 to reduce testing cycle duration from 3 days to 1 day and improved resource management and coordination across departments – including Developers, Business Analysts and End Users. UC4 improved visibility and control of testing

processes and results; defined times for the test cycles every day, so users know the schedule to complete test preparation; resulting in a more efficient standardized test process. With the ability to produce true end to end integration tests before migration to production, the numbers of errors in the production system were reduced.

TRACK: Process Innovation
ROOM: Crystal 3

12:30 p.m. - 1:10 p.m.
Unlock More Value from Your EBS Investment
Mark Clark, O2Works

Countless Oracle EBS customers have hidden unused features and functions in their installations that can be unlocked and leveraged to improve efficiency and business performance. In a time of tight budgets, downsizing, and being forced to do more with less, these techniques employed by expert consultants will help organizations squeeze more out of their applications.

1:20 p.m. - 2:00 p.m.
Managing Internal and External Fixed Assets
Roger Kuhn, Signum Group

Which Oracle Product is Applicable to Your Specific Requirements? Oracle offers a broad array of products designed to manage internal or customer fixed assets. These products include Oracle Fixed Assets, eAM, Service / Depot

Repair, Projects, Asset Tracking and Property Manager. This session will review and highlight the business requirements and fit for these various products.

2:10 p.m. - 2:50 p.m.
Tax Intelligence
Chris Novoa, KPMG LLP

A US-based energy holding company engaged KPMG to design and implement a cost-effective planning model that would help improve planning processes and controls. One specific area of focus for this implementation was the tax function. Through tax technology and process redesign, KPMG was able to help the client automate and integrate tax planning and provision functions with corporate accounting and planning. The end result was a reduction in tax processing cycles, an integrated planning model that reduced work hour dependencies between tax and corporate planning personnel, and dynamic tax calculation and reporting capability across tax provision, planning, and compliance work streams.

3:00 p.m. - 3:40 p.m.
Oracle EBS in the EC2: Impact on Data Loading and Data Migration
Raymond Ray, Chain-Sys Corporation

Now that Oracle Applications on the Cloud is a reality, Customers need the easy to deploy and use enterprise quality tools that are needed to interact with the Applications apart from the GUI provided. Mass Data Loading, Interfacing with other systems, migrating older data after cleansing are many of the jobs frequently encountered. Customers need elegant point and load solutions. You do not want Customers to worry about loading programs, where to deploy, how connectivity is etc. Elegant deployments need equally elegant tools and web services to connect with. This presentation would cover accessing Oracle EBS through web services for transaction processing, bulk data loading, interfacing thereby minimizing the need for porting custom programs into target environments.

TRACK: Supply Chain Management
ROOM: Crystal 4

8:30 a.m. - 9:10 a.m.
Thinking Beyond the Barcode Label
Dean Jackson,
Zebra Technologies

Oracle WMS/MSCA Label Printing Strategy should include all EBS Modules. How customers can leverage on consistent and repeatable barcode printing and RFID solution from Oracle eBusiness Suites.

9:20 a.m. - 10:00 a.m.
Integrating Barcoding with Oracle's Mobile Supply Chain Application
Gary Wojda, Rolta TUSC

Before implementing the Oracle Mobile Supply Chain Application and purchasing barcode hardware, you need to analyze your warehouse layout and various item and location naming conventions. This presentation will outline the basic requirements for integrating barcode labeling and hardware with the Oracle Mobile Supply Chain Application. We will discuss the various types of bar codes and their impact on the Mobile Supply Chain configuration.

10:10 a.m. - 10:50 a.m.
Implementing Primavera Enterprise Project Management in Discrete Manufacturing Environment
Ryan Reese, Terillium

Learn how to leverage Oracle Primavera PPM solution for Discrete Manufacturing. A solution for everything:

- Schedule Management, Earned Value Management Lite, job analysis and executive dashboards.
- Learn more about forecasting by roles, calendars and equipment capacity planning.
- See first hand job and cash flow analysis.
- Be amazed by executive dash boards.

12:30 p.m. - 1:10 p.m.
Oracle Process Manufacturing: Tootsie Roll Success Story
Walter Reinoehl, Optimum Solutions

Tootsie Roll Industries, an early implementer of Oracle E-Business Suite Release 12, teamed up with Optimum Solutions to successfully account for its international supply chain and inventory operations. This presentation will provide an in-depth look at how the Sub ledger Accounting (SLA) can be used to easily account for, and reveal, the value material transactions. Through the use of a streamlined design and custom sources, you can achieve improved financial visibility into company operations.

1:20 p.m. - 2:00 p.m.
Anatomy of an Effective Supplier Collaboration with Oracle iSupplier Portal
Sushil Srivastava, Accenture

Based on current economic trends with customer demand variability, global geographic outreach, Just In Time, Lean Manufacturing, and supply uncertainty, collaboration with suppliers can be a daunting task. In addition, the ongoing trend to outsource nonstrategic activities to suppliers has led to a higher dependency upon closed and i-enabled partnerships with suppliers. This paper talks about a success story of a big floor care manufacturing company and walks through a step-by-step detailed analysis of how key procure-to-pay information can

be shared with suppliers based on single source of truth using iSupplier Portal.

2:10 p.m. - 2:50 p.m.
Change Management in Internal Requisition/Internal Sales Order in 12.1.1
Sundeep Sharma, DDSB

This presentation will detail the enhancements that have been made to the Internal Requisition/Internal Sales Order change management. This session will go over changes made in 12.1.1 in regard to quantity update, date changes and cancellations.

3:00 p.m. - 3:40 p.m.
Achieve Transportation Best Practices & Continuous Improvement with Oracle Transportation Management
Brian Hamrock, Terillium

Increasing supply chain complexity and a strong pressure to reduce transportation costs are motivating companies to re-evaluate their traditional logistics management practices and look at TMS solutions such as Oracle's Transportation Management (OTM). During this information-packed session, you will learn how OTM is enabling companies to achieve best-in-class capabilities while reducing their freight spend by 5-25%.

8:30 a.m. - 9:10 a.m.
Optimize AP Processing in Oracle E-Business Suite for Lean, Efficient Operations
Cliff Autin, ReadSoft

Your company has made a substantial investment in the Oracle environment, so it is important to leverage your investment. Join this session to explore practical solutions for automating accounts payable transactions within Oracle E-Business Suite. ReadSoft will relate how Graco, a leading multi-national manufacturer was able to minimize invoice processing times from 24 to 9 days and simultaneously take advantage of early payment discounts and cut down on vendor complaints. Gain unique insight into this manufacturer's invoice processing investment to discover a potential roadmap to lean, efficient processing within your Oracle E-Business Suite Environment.

Topics will include:
• The challenges of efficiently processing invoices
• Integrating document and data capture with structured workflows
• Implementing process automation and an R12 upgrade concurrently.

9:20 a.m. - 10:00 a.m.
VENDOR: Quick and Easy Adjustments to Oracle Financials Lead to Big Savings
Scott Howard, SmartDog Services

Often clients must make decisions during their original Oracle implementation before they fully understand the software or the impact of those decisions. Further, a company's growth coupled with Oracle's continuous product advancement makes the client's value-based objectives a moving target. Users frequently find themselves playing defense more than offense, but it is imperative for a company to revisit their decisions and evaluate the need to change as their business changes. This presentation encourages Oracle clients to maximize their Oracle investment by continuously reevaluating their plan according to the company's current needs, specifically referring to Oracle Financials.

10:10 a.m. - 10:50 a.m.
Release 12 Advanced Global Intercompany System: What's in it for You?
Alyssa Johnson, Solution Beacon

Join us as we explore the new functionality found in the Advances Global Intercompany System and how you can leverage it within your organization.

12:30 p.m. - 1:10 p.m.
Chart of Accounts Design Basics
Michael Butler, Rolta TUSC

Many organizations are addressing the challenge of designing a new Chart of Accounts as part of a new implementation of the Oracle E-Business Suite. This presentation will introduce attendees to Chart of Accounts (COA) design best practices and other design considerations to ensure that the COA can effectively meet current and future requirements.

1:20 p.m. - 2:00 p.m.
VENDOR: Do Your Oracle Finance Reporting in Excel
Chris Meyer, Excel4apps

Are you frustrated trying to access your Oracle Data? Do you need IT even for minor report changes? Finding it a major effort to develop and maintain FSG & Discoverer reports? Need a replacement for desktop ADI? If these are some of your frustrations attend to learn how GL & Reports Wand can change the way you work improving the speed, accuracy and quality of data you are able to retrieve. GL Wand creates the connection between Oracle EBS & Microsoft Excel enabling live reporting and immediate refreshes of your ERP data directly within Excel.

2:10 p.m. - 2:50 p.m.
Oracle R12 E-Business Tax: Impacts & Alternatives
Dave Homiak, Vertex

With E-Business Suite R12, Oracle introduced a new module called E-Business Tax. This session will provide attendees with an overview of what impact this new tax module will have during client's R12 implementation and the differences from 11i. We will also review what EBTax does and doesn't provide and discuss the benefits of using EBTax in conjunction with Vertex O Series to handle complex sales tax scenarios and compliance activities.

3:00 p.m. - 3:40 p.m.
Configuring Complex Rules in Oracle E-Business Tax R-12
Ashish Nagarkar, AST Corp.

E-Business tax is a single point solution for managing transaction based tax in Release 12 of Oracle E-business suite and it holds the key for successful implementation of E-Business Suite. The success of E-business tax implementation is dependent on the efficient development of tax rules. This presentation talks about the various components required for developing tax rules in e-business tax and demonstrates the fundamental steps required for designing and building complex rules for E-business tax implementation.

TRACK: R12 Upgrade
ROOM: Venetian 2

8:30 a.m. - 9:10 a.m.
Upgrade Security in Your Oracle R12 Upgrade
Stephen Kost, Integrigy Corp.

The upgrade from Oracle E-Business Suite (EBS) 11i to R12 is a unique opportunity to improve the security of your implementation by resolving existing security issues, configuring R12 securely, and taking advantage of new security features in R12. This session will highlight R12 security changes and discuss a framework for a security focused R12 upgrade project.

9:20 a.m. - 10:00 a.m.
Path to R12: Technical Upgrade vs. Reimplementation
Sundu Rathinam, Chain-Sys Corporation

The paper introduces the technical upgrade path and the reimplementation path. The migration readiness and items to consider are check listed. The considerations such as instances consolidation, data volumes and harmonization, existing custom objects and interfaces, taking advantage of new features of R12 are all discussed with respect to both approaches. A decision calculator is introduced. Various difficulties (translated to expenses) in data migration and how to mitigate the same are analyzed. Automation tools are compared. The pros and cons of Data cleansing at the source side or at the target side are enumerated.

10:10 a.m. - 10:50 a.m.
VENDOR: Upgrade Your Uptime When Moving to Oracle R12
Carlos Salgado, Symmetry Resource Group

Join Carlos Salgado of Symmetry Resource Group as he provides a review of the E-Business R12 upgrade step-by-step process. Carlos will demonstrate how to optimize the procedures to minimize the amount of downtime of your upgrade project. Topics include: preparing for an E-Business R12 upgrade, operating system setup, best practice step-by-step technical procedures, must-have documentation references and the inclusion of a two step process to mitigate project risk.

12:30 p.m. - 1:10 p.m.
Oracle E-Business Suite 12 Upgrades: Have You Thought About These Details?
Susan Behn, Solution Beacon

There are over 1,200 new features in release 12. Which ones must be configured during the upgrade? Is a purely technical upgrade feasible? This presentation covers the key topics that absolutely must be considered as part of an upgrade to Release 12 in the areas of financials, procure to pay, supply chain, manufacturing, database, development and training. What do you really need to know?

1:20 p.m. - 2:00 p.m.
VENDOR: "So You Have Decided to Upgrade Your Oracle Applications to Release 12 – Now What?"
John Vaughan, Zanett

Upgrading to E-Business Suite R12 protects your investment and increases productivity. Through an upgrade, your organization can also take advantage of several significant new features and the benefits of improved performance, integration, scalability and manageability. However, an upgrade is a complex endeavor involving many experts from different tracks of your IT department. This presentation discusses a step-by-step process of upgrading your Oracle Applications to Release 12, identifies best practices for a seamless upgrade process, and offers tips and tricks for reducing downtime and risks.

2:10 p.m. - 2:50 p.m.
Approaching Your R12 Upgrade Strategically
Gayle Brim, Accenture

When approached strategically, upgrades can improve process capability, strategic business effectiveness and ultimately, high performance. In addition to technical and functional benefits, upgrades provide the opportunity for you to reinvent your business, simplify and modernize IT, and lay the foundation for Oracle Fusion Applications. During this session, we'll share Accenture's approach to upgrades which

emphasizes the importance of an up-front assessment that helps you define your approach and scope, engage executive stakeholders, and ensure return on investment. Once a solid plan is in place, our industrialized approach to delivering upgrades emphasizes quality, speed and cost efficiency. Learn how to jumpstart your upgrade and ensure your success.

3:00 p.m. - 3:40 p.m.
Managing Your Oracle EBS R 12 Upgrade Using Oracle GRC Controls
Adil Khan, FulcrumWay

Many organizations have made it a top priority to upgrade, to the E-Business Suite R12.1. Organizations that choose to invest in the upgrade project can take advantage of the latest functionality in financial, human resource, customer relationship management, procurement and supply chain management areas. GRC Controls can help organizations gain rapid, reliable and easy access to the new functionality in Oracle R12.1 by reducing the upgrade risks, time and costs. In this session we will share case studies, tips and techniques for Improving the Segregation of Duty Security Controls, Managing Configuration Changes, and Enforcing Detective, Preventive and Monitoring controls.

TRACK: Oracle
ROOM: Oak 1

8:30 a.m. - 9:10 a.m.
New Features and Benefits of Hyperion/EPM
Scott Costello, Oracle Corp.

Come learn about the latest release of EPM and all the new functionality introduced in 11.1.2. See the new enhanced interface, data connectivity to ERP and new modules to accelerate the close process.

9:20 a.m. - 10:00 a.m.
Charting Your Course with Oracle Human Capital Management
Latriece Danley, Oracle Corp.

How can you benefit from staying current and moving to the latest release of your Oracle HCM applications? Where does Fusion HCM fit in and what do they mean to your existing investments? What does Oracle offer in terms of SaaS for HCM? What is Oracle doing to maintain excellence in your current applications portfolio while innovating in new and creative ways? Join us for this session where you will have the opportunity to hear about what the latest EBS HCM releases mean to you and learn how organizations like yours are successfully moving forward.

10:10 a.m. - 10:50 a.m.
Oracle BI Applications Roadmap
Adam Luff, Oracle Corporation

Oracle Business Intelligence Applications, Oracle's prebuilt suite of analytic applications,

has recently been broadened and expanded to add new applications and significant enhancements. This session profiles the suite of applications, reviews the new products and enhancements, and discusses the strategy and roadmap. We will cover the new BI offerings in Financial, Procurement & Spend, SCM, Project, Procurement, Sales etc.

12:30 p.m. - 1:10 p.m.
Connect Sales & Marketing, Drive Revenue, Reduce Costs
Brandon McGirr, Oracle Corp.

In a rapidly shifting and hyper-competitive market, sales and marketing teams face tough challenges. Do they have the right tools to do their job effectively? To deliver consistent results companies need to generate more high-quality leads. They need easy-to-use planning tools to help respond quickly to market conditions. Sales teams need to spend more time selling and less time cold calling. Additionally, whether you have a global marketing organization or a lean, 'do-it-yourself' marketing team, you're probably being asked to do more with less—while justifying every dollar you spend. Yet inefficient infrastructures and disconnected sales and marketing processes result in wasted time for the sales team and a lower ROI for marketing efforts. In this session, you'll learn how we can provide unsurpassed levels of insight, productivity, and value for sales and marketing organizations.

1:20 p.m. - 2:00 p.m.
Product Value Chain - Unlock the Potential in Your Product Development, Introduction, and Management Processes
Oracle Corporation

Get to know Oracle's Product Value Chain solution, the best way to manage the lifecycle of your products and their associated information throughout your enterprise. Product Value Chain brings together the disciplines of mastering products (PIM), improving and controlling product information quality (PDQ), and managing the lifecycle of your products (PLM) into an integrated solution. Many companies already use Oracle Supply Chain to manage the flow of their products, Oracle CRM to sell their products to their customers or Oracle Financials (ERP) to account for product sales and are now ready to optimize how products are designed and introduced to their sales and supply functions to improve sales as well as customer and organizational acceptance. Come see if you are ready for the next step in creating a leaner, more efficient, and more compliant organization with the Oracle Product Value Chain.

2:10 p.m. - 2:50 p.m.
Revisiting the Oracle Value Chain Planning (APS) Suite
Bernie, Bolte, Oracle Corp.

Oracle introduced four new Value Chain Planning applications for Release 12.1. In this session, we will explain how two of these products - Oracle Advanced Planning Command Center (APCC) and Oracle Manufacturing Operations Center (MOC) can help your company maximize value by connecting and optimizing your supply, demand and design chains. We will discuss how organizations can leverage real-time information to predict market requirements such as demand as well as risks, adapt to dynamic business conditions, and align operations globally across the extended value chain.

3:00 p.m. - 3:40 p.m.
Oracle EBS Diagnostics & Health Checks
Lynn Pionkowski, Oracle Corporation

Join us as we discuss best practices using Oracle's EBS Diagnostic tools and the Health Checks within My Oracle Support to simplify error detection and troubleshooting information. Find out how these proactive, automated tools can quickly identify and diagnose problems before they become mission-critical, providing improved quality and supportability of your systems.

TRACK: Business Intelligence
ROOM: Oak 2
8:30 a.m. - 9:10 a.m.

Oracle E-Business Reporting Solution Using OBIEE Without Breaking the Bank
Pramod Ramprasad & Anunay Shrivastava, Booz

Allen Hamilton OBIEE has been used as a data warehousing solution for Oracle E-Business Suite with an ETL server, OLAP database, and SSO integration. In small to medium implementations the cost-benefit rationale of this architecture for reporting solution is not justified. Extending the seeded business layer from Discoverer, using the Hyperion cubes and the DBI sources can maximize return on investment. Our presentation will elucidate methods which will reduce complexity, reduce the moving parts in the equation and will be easily sustainable. Presentation Objectives:
* Provide an alternate and cost effective approach to implement OBIEE with EBS within OLTP database
* Use existing oracle objects to construct the OBIEE solution instead of expensive physical layer
* Provide the solution architecture for Oracle E-Business Reporting using OBIEE
* Outline integration with BI Publisher with the OBIEE solution for formatted reporting
* Provide integration with Oracle EBS with single sign on mechanism

* Provide integration with Oracle EBS roles and responsibilities within OBIEE.

9:20 a.m. - 10:00 a.m.
Got Views? Got OBIEE? Got Discoverer?
Andy Donovan, EiS Technologies

Need to convert from Discoverer to OBIEE? Are your views truly ready for R12 or Fusion? Having performance issues? Is security being enforced or is it simulated? Having to customize your views? In this session learn how to answer all the above questions and even implement OBIEE in seven days.

10:10 a.m. - 10:50 a.m.
VENDOR: Is There a Light at the End of the BI Tunnel?
Mike Hoover, Noetix Corp.

Feeling like you're going down a dark tunnel, never to see light again when thinking of extending or restructuring your Business Intelligence environment? Let us help clarify Oracle BI, Release 12, analytical reporting, secure operational reporting, and other terms that may have your head spinning. We'll discuss BI options that include real-time and strategic reporting for historical trending and analysis, which can be implemented on a lean budget with minimal resources. Learn what to watch out for during your 11i to R12 migration and how you can minimize the risks of your reports breaking while taking advantage of the newest features in EBS.

12:30 p.m. - 1:10 p.m.
Leveraging Oracle HR & Financial Analytics to Influence ResCare Decision-Making
Todd Randolph, Optimum Solutions

Res-Care, Inc. and Optimum Solutions are pleased to present an overview of ResCare's recent Oracle Business Intelligence success story to highlight the key benefits of implementing Oracle Business Intelligence Enterprise Edition (OBIEE), Human Resource Analytics and Financial Analytics for a unified information delivery mechanism in support of strategic decisions based on solid data and analysis. As many companies endeavor to define their BI strategy, the ResCare story is exemplary of how to utilize Oracle BI solutions to drive management excellence.

1:20 p.m. - 2:00 p.m.
Eliminate Business-Blind Spots with Business Intelligence Dashboards
Ramesh Kumar, eAlliance Corp.

Business Intelligence (BI) solutions, when developed properly, can help senior executives to be pro-active about managing the business. BI Dashboards will help identify either trends or areas where it can provide an alert to executives about what their potential blind spots could be. Learn how Master Lock Company is leveraging the BI Dashboards built using Oracle BI Software (OBIEE+) to keep

tabs on the critical business functions.

2:10 p.m. - 2:50 p.m.
MDM and Data Governance: Two sides of a Coin
Dambaru Jena, Hewlett-Packard

Master Data Management and Data Governance are two sides of a coin. One cannot exist without the other. Can you successfully build MDM solutions without a robust Data Governance? Same time many Data Governance policies and procedures focuses on master data, reference data, and data quality as well. If you try to build one, it is bound to fail. In fact, many organizations have done just that and failed to reap the benefits of MDM or Data Governance. This session focuses on providing the overview of Master Data Management and Data Governance. The first half will be focused on understanding what Master Data is, various Master Data Architectures available and best practices on implementing the MDM Solutions. The second half will focus on the understanding of Data Governance and best practices on defining and implementing a Data Governance Solution side by side with MDM initiatives.

3:00 p.m. - 3:40 p.m.
What's New with OBIEE 11g?
Tom McGrath, IT Convergence

Informational presentation covering the new features of OBIEE 11g and how it differs from OBIEE 10g. Topics include

the weblogic server and its administration interface, updated user interface for end users, and helpful new features. Throughout the presentation, demos of OBIEE 11g's powerful new features will be demonstrated.

TRACK: Hyperion
ROOM: English

8:30 a.m. - 9:10 a.m.
Hyperion Use Cases Outside Finance
Matt Geyer, Linium

Overview: No matter how good its products or innovative its services, no organization can perform to its full potential without an adequate planning and modeling structure in place. Transform your IT management, budgeting, resources, or project management with the power of effective EPM through Hyperion applications. Details: Hyperion applications provide those enterprise planning and modeling tools that organizations need to maximize their resources, execute their business strategies and function as a true profit center. In today's fast-paced business environment, planning has to entail more than a once-a-year activity. If managers are to perform the thoughtful analysis and what-if modeling essential to smart decision-making, planning needs to be an ongoing dynamic activity that promotes collaboration across departments and organizational layers, and links

budget allocations to real-world drivers.

9:20 a.m. - 10:00 a.m.
5 Steps to World Class Close: Integrate Financial Close Best Practices & Enabling Technology
Kamron Miller, MarketSphere Consulting

Attend this session and find out how other organizations are leveraging enabling technologies, such as Hyperion Financial Management to improve timeliness and confidence in numbers. Kamron will discuss real-world case studies, leading best practices and key functionality with a focus on the recently released game-changing applications - Hyperion Financial Close Management and Hyperion Disclosure Management.

10:10 a.m. - 10:50 a.m.
VENDOR: Predictive Modeling & Strategic Planning for the New Economic Reality
Ricardo Rasche, Edgewater Ranzal

The new economic reality requires business leaders and finance executives to plan for any economic environment. Come learn how Hyperion Strategic Finance (HSF) can be deployed for Long-Term Planning, Corporate Development and Treasury as an Integrated Financial Modeling application. HSF's flexible, yet powerful capabilities such as creating and executing dynamitic "what-if" scenarios and

simulations "on the fly" is sure to be impactful for finance executives that struggle with current spreadsheet-based models. Join us for a unique perspective into how clients such as Best Buy, BMW, and General Mills leverage this application to improve visibility into their cash flow forecasting.

12:30 p.m. - 1:10 p.m.
Sales and Margin Planning with Oracle IOP
Neal Cawi, Clearline Group

In response to today's volatile economic environment, the latest release of Oracle Integrated Operational Planning (IOP) integrates financial and operational planning with business intelligence to drive timely, fact-based decision-making across manufacturing, sales, and marketing functions. Oracle Integrated Operational Planning Release 4 helps executives and managers respond proactively to myriad challenges, including rapidly shifting demand patterns, highly volatile material and energy costs, and unforgiving capital markets.

1:20 p.m. - 2:00 p.m.
The Williams Companies Hyperion Migration
David James, KPMG LLP

Williams (WMB) sought assistance with the migration of its existing Hyperion applications and environment to Hyperion System 9. WMB's current Hyperion environment was deployed in a decentralized manner, and

existing applications were customized specifically to meet the needs of individual business units. The migration to Hyperion System 9 presented a unique opportunity to review and streamline the current Hyperion product usage to keep in line with changing business needs while offering business unit specific process improvement recommendations.

2:10 p.m. - 2:50 p.m.
To be announced.

3:00 p.m. - 3:40 p.m.
Product Profitability and Analysis Using Hyperion Essbase
Danny Franceschina, Emerging Solutions

Learn how Elkay Manufacturing developing robust product and customer profitability using Hyperion Essbase and source data from their PeopleSoft and operational source data. Process includes complex allocation functionality and data transparency.