

PRESENTATION ABSTRACTS

Keynote Presented by ORACLE ROOM: Exhibit Hall

11:15 a.m. – 12:00 p.m.

The Future of Value Chain Management

*Gerald O'Sullivan, Regional
Sales Manager VCP
Applications*

Arguably, no area of business has changed in the last 20 years more than Supply Chain - and the pace of change is not slowing. To remain competitive businesses must be able to transform and continuously adapt their value chains. Attend this keynote session to hear the latest on industry trends, the implications, and how Oracle solutions, now and in the future can help you meet this challenge.

TRACK: Business Intelligence ROOM: Crystal 1

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

Enable Real Time Reporting Using Active Data Guard

Adnan Siddiqui, ACCENTURE

Business has been demanding for a real time reporting infrastructure. With the help of Active Data Guard it is now possible to allow business connect their Business Intelligence tools with a real time reporting system without compromising the performance on your production system. Oracle 11g Active Data Guard provides the capability to achieve that by opening the standby database in a READ ONLY mode and all the

business intelligence tool can read real time data from that database.

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

OBIEE Tips and Techniques

*Dan Hotka,
www.DanHotka.com, LLC*

This presentation is a must-see for anyone using Oracle's OBIEE (answers/analytics)! Dan will do a live demo of the tool showing many features including:

- See how to Drill to detailed data
- Adhoc queries
- Building Reports
- Exporting Data
- A variety of new features in OBIEE 11
- Interfacing with BI Publisher

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

OBIA - Advance Supply Chain Analytics (ASCP) Solution

Hafeez Shaik, Apps Associates

Advance Supply Chain for Oracle EBS does not have any prepackaged BI Analytics from Oracle. This session helps you to understand key features of the solution which was built to fill the gap.

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

Get More of ROI - Achieve High Performance OBIEE

Arun Chaturvedi, AST Corp.

My BI dashboard is so slow... Why can't I see my latest changes in report's data? Have you heard this from your users? BI dashboards are powerful because, if created well, they pull together different views of information in a single place, providing one of the

most impactful ways to visualize data. To many, the idea of creating high performance dashboard is a dream. Follow best practices, tips and tricks to tune your OBIEE implementation and achieve high performance. Let's get started – How to achieve high performance OBIEE and get more of ROI.

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

VENDOR: EBS Reporting in R12

Sue Maloney, EiS Technologies

Still not sure how to get that SLA data in a report? Having some trouble working with R12? Listen and see what has changed in R12 in terms of reporting and how you can easily get your SLA data along with everything else into an easy to use report.

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

Implementing BI Apps with Multiple Oracle Applications

Manav Purohit, Zebra Technologies

Implementing BI Apps in an environment containing Siebel, Oracle R12/11i & Agile PLM integrated with SOA presents its own set of unique challenges. Presentation describes challenges and lessons learnt in following areas:

- 1) BI Apps influence on design decisions in transactional applications
- 2) Dimensional Model of BI Applications
- 3) Integration issues
- 4) Application Maintenance

TRACK: Financials

ROOM: Crystal 2

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

Getting the Most From Your FSG's

Sue Maloney, EiS Technologies

Using FSG's in EBS have been commonplace, even though they are often challenging to build and use. See how you can easily create and use your existing FSG's in Excel all with subledger drilldown, eliminating the need for complicated development to take place.

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

Getting the Most for Financials in R12 with Subledger Accounting

Shannon Kreps, InsightSoftware.com

Upgrading to R12? You can't miss this information-packed session. The new Subledger Accounting layer in R12 can streamline the accounting processes and speed up your month-end. Many companies have invested in R12, but are unsure how to benefit from the rich source of financial data in this release. In this session, you will learn how to maximize the functionality of the Subledger Accounting layer to better answer the needs of the business, while getting a complete return from your upgrade investment.

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

VENDOR: Achieve Speed-of-thought Analytics with Oracle Exalytics

Dave Pooley, Peloton

Oracle's Exalytics platform was designed to enable organizations to quickly access and leverage information in real-time, from data discovery to visual and mobile analytics, through to enterprise planning and reporting, providing the intelligence you need

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

Understanding the Beast We Call Subledger Accounting (SLA)

Robert Smith, KPMG, LLP

With the release of R12, Oracle has introduced Subledger Accounting (SLA). This new functionality is very powerful and is often considered a complicated, unruly monster. Although it is powerful, breaking it down to its simplest form will allow users to better understand when and how it will benefit their organization. This presentation will assist the user in breaking down the myths about SLA.

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

Save Consulting Dollars: How to Efficiently Plan for and Support Your Hyperion EPM Products

Greg Barrett, Finit Solutions

Forecasting is a difficult process, especially in today's environment. Improvements to forecasting processes and software tools have helped, but many companies still struggle to produce accurate forecasts

even one quarter into the future. Leading organizations are beginning to look to new data sources – specifically, unstructured data such as notes in an application – to help improve forecast accuracy. In this workshop, we'll define the key elements of a technology-enabled driver based forecast model that functions as the foundation of a sound forecast. We then define unstructured data and describe how it can be used to augment structured data typically used in the forecasting. In addition, we'll review a case study where a Fortune 500 company utilized unstructured data to improve their cash-flow forecast.

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

The EBS Release 12 Payment Engine: The Centralization of Payment Processing

Alyssa Johnson, Rolta

This presentation will highlight the Oracle Release 12 Payments module. This new module supports both funds disbursement and funds capture. The discussion will focus not only on the benefits of centralization, but will illustrate the new payment factory model and the out-of-the-box support for funds capture. Several new user dashboards that will facilitate more efficient processing will be shown and discussed, as will the new setup form.

TRACK: Hyperion & Financials
ROOM: Crystal 3

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

Why Implement Oracle's OFMA with HFM?

Dave Abatangelo, ClearLine Group

Long gone are the days when closing the books was simply consolidating the financials and generating management and statutory reporting. Now the entire organization is asking for access to this information via visual interactive dashboards, on mobile devices, integrated with other data sources and with the ability to create their own ad-hoc reports. Learn how Oracle's® Financial Management Analytics™ (OFMA), when implemented with Hyperion Financial Management™ (HFM), addresses these issues and provides the platform to deliver business critical information to the CFO suite and the entire enterprise.

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

Planning Automation and Position Control at College of DuPage

Lynn Sapyta, College of DuPage and Chuck Perksy, Performance Architects

Come see how College of DuPage lessened the 'planning' burden on their operating staff by utilizing Hyperion Planning to automate all facets of their planning process including the target, the budget, the monthly forecast, and the five-year outlook. In addition, learn how

DuPage utilized Hyperion Planning in a unique way by capturing new hires and terminations on a daily basis, allowing the finance team to track and manage vacant positions in relation to the annual budget. This session outlines the methods used to create this functionality and explores the associated application design and analytics of their enterprise solution.

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

Making the Move From Essbase to Hyperion Planning at US Foods

Len Romano, Emtec

This presentation will provide the value that US Foods gained by moving from a planning process leveraging Essbase to a processed focused application, Hyperion Planning.

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

VENDOR: Do Your Oracle Reporting Live in Excel

Brian Grossweiler, Excel4apps

For Oracle e-Business Suite (EBS) users, the process to maintain and report on financial data can be often inefficient, time consuming, cumbersome, and technically challenging. Oracle® Validated Integration Solutions available today, such as GL Wand by Excel4apps, remove these barriers to simple Oracle EBS reporting by delivering real-time Oracle Financial data using the familiarity and ease of Microsoft Excel, all without middleware or data warehouse requirements.

The capabilities of GL Wand solution will cover:

- Create, refresh, and drill to sub ledger with real time data
- Mass distribution of reports and FSG conversion
- Alternative to Client ADI & Oracle Report Manager
- Follows existing Oracle security roles
- One - hour installation

Learn how to manage highly efficient and secure financial reporting, shorter month ends, and faster refreshes with GL Wand for Oracle.

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

Slices of Business Insight: E-Business Suite Visualization and Data Kiosk on a Budget

Jay Langhurst, ExactTarget, Inc

The pace of business change is rapidly increasing. Oracle E-Business Suite contains valuable insight for everyday users, cost center managers, and leadership but isn't always the most friendly or convenient option. In an effort to serve users quickly with the most critical information simple visualizations and discrete information delivery can be very helpful. A low-cost kiosk to display information and interact with users via security badges is an option to empower users with timely data.

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

Hyperion Public Sector Planning and Budgeting: a Successful Case Study

Abhinav Raina, AST Corp.

Port of Los Angeles (POLA), one of the biggest ports in America, was running its planning

process using an antiquated application and an Excel-based system causing slower cycle time for changes and updates. Attend this session and learn how POLA is leveraging the power of Oracle Hyperion Planning for a truly Integrated Planning solution for enhanced information collaboration and analysis to drive growth and improve margins. This includes: Authorized and Actual level position and employee budgeting, Budgeting for a long term purchasing contract and figuring out the remaining commitment, Managing Custom Appropriations and Annotation , Budgeting Tab-based Composite forms, Flow Chart based Calculation Manager Business Rules enabling business user maintenance, Bottom-Up Planning Unit Hierarchies to defined plan ownership and Administer workflow/Approvals, and much more.

**TRACK: Manufacturing
ROOM: Crystal 4**

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

Leverage Strength of Production Scheduling to Maximize Productivity

Naresh Kumar, DolluTech Inc

How production scheduling provides cutting edge technology and process efficiency to overcome scheduling challenges. Integration of production with EBS modules and third party tools. Advantages of PS in manufacturing environment.

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

Achieve Mobile Manufacturing with Oracle MSCA & MWA Framework

Vishal Choudhari, Inyxa

This presentation is targeted at users of Oracle Work in Process (WIP) & Oracle Process Manufacturing (OPM), that want to optimize capture of resource & machine time, component issue & assembly completion. We will look at two customer case studies - one for Discrete Manufacturing and one for Process Manufacturing - where by leveraging out-of-the-box MSCA functionality, along with building special purpose forms on Oracle's Mobile Warehouse Applications framework, very significant productivity gains were achieved instantly. The presentation will explore specific transactions, how value was derived & explore ways to structure such projects at your organization.

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

Oracle Process Manufacturing R12 Inventory Transactions 101

Robert Smith, KPMG, LLP

With the release of R12, Oracle has combined Oracle Process Manufacturing and Oracle Inventory into one. Through this presentation users will discover the basics of R12 inventory transactions like organization structure, inventory adjustments and item master setup and transaction flow through the application.

TRACK: Demand Planning, EAM & PIM

ROOM: Crystal 4

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

Demantra - Pain Points, Pain Relievers, & Maximum Performance

Allan Barnard, Symmetry Resource Group

Oracle's Demantra product for demand management (forecasting) is well-established and performs some tasks well. However, most users will often experience certain "pain points" and performance issues related to design and functionality. We will note a handful of the most common complaints and demonstrate how they can be avoided initially or resolved quickly and economically.

Topics include:

- Demand History Chaining (interface improvement and automation)
- Member Management (interface improvement and automation)
- Chaining and Member Management mass action and automation (prepare once, act on DEV/TEST/PROD)
- Excel importing... especially when excel files come from customers and might vary in undesired manner
- Forms for company disaster recovery that can affect Demantra (e.g., DC outage)
- Tips for improved implementation and operation.

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

Effective Management of Enterprise Assets with Oracle Eam Solution

Rajesh Telikicherla, Infosys Limited

Optimizing and effectively utilizing the assets over the asset life cycle has become increasingly challenging for high asset-sensitive Industries. With Oracle's Enterprise Asset Management solution, Enterprise assets can be effectively managed right from planning, designing, maintaining to decommissioning & replacing. Let us examine how features like Asset Management, Preventive and Condition based Maintenance can be leveraged to maximize the value of asset in its life cycle.

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

PLM, PDM and PIM - What Are They? Why They Are Needed?

Balaji Kandasamy, Freudenberg Household Products

This presentation focuses on the basic concepts of Product Life Cycle Management (PLM), Product Data Management (PDM) and Product Information Management (Oracle PIM). Often times the key question that gets asked is what are the differences between PLM, PDM and PIM and the role they play in any Organization. There is also a question of why one may need one over other applications for these concepts. In this presentation you have an opportunity to understand the basics and interact with industry thought

leaders who work in the space of day to day product management, and master data management disciplines.

TRACK: Order Management / Supply Chain

ROOM: Venetian 1

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

A Case Study of Grouping Items to Purchasing Commodity Code in R12 Implementation

Arghajit Kumar, GENPACT LLC

In the Oracle R12 implementation the strategy taken to Group the Purchased items of the Organization into Purchasing Category (Commodity Code) using the UNSPSC code as reference and how the Organization is benefiting from the design and approach.

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

Oracle Value Chain Execution: Discover the Game Changing Levers to Profitability

Bharat Belavadi, Infosys Limited

With stiff competition chipping away the profit, companies are seeking solutions to improve the bottom line. Logistics spend is one such fertile prospect to address suboptimal shipping procedures, costly shipping methods and modes. With an introduction to Oracle Value Chain Execution, let's understand how its unified functional capabilities from streamlining transport networks and global trade management, to optimizing everyday warehouse operations and landed cost can help companies realize

improved flexibility, visibility and efficiency. This session also talks about the integration aspects and simplified deployment options.

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

Changing the Rules – Achieving What You Never Thought Possible with Oracle Warehouse Management

Vishal Choudhari, Inyxa

This presentation will look at the Warehouse Management implementation for a very high volume parcel shipper. We will look at the impossibility of implementing vanilla, and why a completely out-of-the-box approach worked in achieving an upgradable system, that still met the very high transaction volume needs. The presentation will look at specific transactions like Receiving, Putaway, Pick, Pack & Ship. This presentation would be useful for both existing users of Oracle Mobile Supply Chain and Warehouse Management, as well as organizations considering new implementations.

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

Integrated Sales and Operations Planning Implementation Using a Pre-defined Implementation Framework

Sushant Sawant, KPIT

Sales and Operations Planning is being deployed rapidly across various enterprises to address multiple business objectives with the mindset to achieve a holistic view of the company. The current business

challenges to understand growing business complexity, make faster decisions and improve customer experience while ensuring profitability have fostered the need to move from a Tactical S&OP to Holistic S&OP. A predefined S&OP Implementation framework addresses common scenarios, best practices, metrics and provides an accelerated approach to drive leaner implementations that can be extended further based on specific business needs. In this presentation, you will learn about KPIT's P2P2C (Predict to Plan to Consensus) S&OP Implementation framework that has been used to deploy Oracle Value Chain Planning Suite (including Demantra Sales & Operations Planning) at various engagements in the manufacturing industry.

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

Tips to implement a B2B eCommerce Site

Ravindranath Sagaram, Motorola Solutions

The Presentation focuses on implementing an eCommerce B2B web site based on the experience gained from a recent successful global implementation of a B2B site at Motorola Solutions. The presentation will cover several areas starting from high level strategy to various details to implement the project.

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

Oracle Warehouse Management: A Robust Warehouse Solution provided in Oracle R12 Ebusiness Suite

Sumeet Ganhi, Saturn Infotech

Oracle Warehouse Management (WMS) enables companies to maximize their utilization of labor, space and equipment investments by coordinating and optimizing resource usage and material flows across a global supply chain on a single platform. A case study of How WMS is effectively used in logistic industry is covered In presentation.

Objective 1: Key Features of WMS module

Objective 2: Best Practices

Objective 3: Case Study

TRACK: R12

ROOM: Venetian 2

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

Maximize Your Up-Time When Upgrading to R12

Carlos Salgado, Symmetry Resource Group

Symmetry Resource Group will provide a breakdown of the E-Business Suite R12 technical upgrade process and will highlight tips, best-practices and recommendations based on our experience over years of R12 implementation and upgrade projects. Tips and recommendations include techniques to minimize your upgrade downtime, advise on preparation and post-upgrade phases, discussion on opportunity for other system changes to be considered as

part of the upgrade, among others. Symmetry will also provide attendees "must-have" documentation references and a brief review of the upcoming 12.2 release.

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

Oracle Patch Wizard: An Essential Tool for Upgrading and Maintaining EBS Applications

John Stouffer, Independent Consultant

The quantity of patches available for EBS customers can seem overwhelming. There are CPUs/PSUs, RUPs, Family Packs, Mini-Packs and one-off patches. Oracle provides patchset.sh to show customers their high level patch situation, including family packs and mini-packs. But there are still more patches available that customers may not see if they don't dig deep enough. The EBS Patch Wizard helps customers decide which patches to apply and what data the patch will change. It compares the list of applied patches to available patches (by downloading the Patch Information Bundle) and makes recommendations. Learn how to take all this information and plan out which patches to test and apply next, with examples for both R11i and R12.

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

VENDOR: 11i to R12 – Got a Report Migration Strategy?

Barry Markovic and George Chechopoulos, Noetix

Upgrading to Release 12 wreaks havoc on your existing reports. Significant application

changes introduced in Oracle E-Business Suite Release 12 are breaking reports critical to daily operations. If you think your end users are struggling now, just wait until their key reports aren't ready when you go live. This presentation will cover how to mitigate the risk of broken reports and lower the cost of maintenance. This session compares the R11i and R12 structures and covers strategies for migrating custom reporting solutions to Oracle E-Business Suite 12. We'll also explore the pros and cons of different approaches: wait and see, deal with it now (do it yourself or outsource), or deal with it later.

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

Oracle Subledger Accounting (SLA) Make Easy

William Chen, O2works, LLC

Oracle Subledger Accounting (SLA) is an integral part of Oracle Applications R12 but its functionality can be complex. This presentation aims to demystify the intricate functionality of Subledger Accounting. In addition to providing an introduction to SLA concepts, capabilities and terminologies, the presentation will showcase examples of how to modify the Subledger Accounting engine to meet specific business requirement needs. Steps to define Custom Sources, Account Derivation Rules, Journal Line Definition, Application Account Definition, and etc will be discussed in these examples.

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

VENDOR: Your Guide to an On-time, On-budget EBS R12 Upgrade

Nissim Ohayon, Panaya

What factors contribute to a successful E-Business Suite R12.1 upgrade? How can you simplify the journey and ensure a smooth go-live? Join Rolta, Panaya and a mutual client as we discuss best practices your organization can employ throughout the R12 upgrade lifecycle. Find out how Rolta leverages Panaya's automated upgrade impact analysis to identify which of your customizations will break, and provides fixes and tests for each one, in just 48 hours. You'll also hear the client detail how they employed these tools and best practices throughout their R12 upgrade project.

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

Upgrading to Oracle E-Business Suite Release 12.1 Panel

Sandra Vucinic, VLAD Group

In this panel discussion, our panelists will answer your questions about the upgrade effort, issues, and problems being faced by users and customers. Hear directly from the experts and find out how to apply their lessons learned to your organization. Why do you need to upgrade? What role should Extended Support for Release 11.5.10.2 play in your plans? Have you found a problem that our panelists might help with? Come to this session to get your R12.1 upgrade questions answered.

TRACK: ORACLE
ROOM: Oak 1

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

**Oracle E-Business Suite
Technology - Latest Features
and Roadmap**

*Elke Phelps, Senior Principle
Product Manager*

Oracle E-Business continues to deliver exciting technical integrations and new features and releases. Join us to learn about Oracle E-Business Suite technology strategy, the capabilities and business benefits of the latest releases, as well as a review of the certification roadmap for the E-Business Suite technology stack. Find out about the latest usability enhancements, systems administration and configuration management tools, security-related updates, and tools and options for extending, customizing, and integrating the Oracle E-Business Suite with other applications.

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

**Advanced Controls Along with
Environmental Accounting and
Reporting & Watchlist Screening**

*Dean Weede, GRC
Applications Sales Executive*

This session will focus on how Oracle's advanced controls can help to automate and enhance many of the manual internal controls that are in place at many organizations today. Organizations have elements of risk in the business that are difficult to address with standard ERP capabilities or other third party tools – and

many organizations resort to customizations that are expensive and difficult to maintain in the long term. This session will focus on ways to enhance controls while also streamlining the business process flow so as not to impede the speed of the business. The discussion will likely also cover environmental accounting challenges as well as automated screening for denied parties.

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

**Minimizing Oracle E-Business
Suite Maintenance Downtimes**

*Elke Phelps, Senior Principle
Product Manager*

Everyone despises production downtimes. This session starts with an architecture review of Oracle E-Business Suite fundamentals and then discusses the best practices, tools, and techniques for minimizing downtimes. Topics include patching shortcuts, merging patches, distributing worker processes across multiple servers, running ADPatch in no-interactive mode, staged APPL_TOPs, shared file systems, deferring system-wide database tasks, and avoiding resource bottlenecks. This session also gives a preview of the revolutionary online patching capabilities coming in Release 12.2.

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

**Security and Compliance in
Oracle Apps**

*Jeff Scheidel, Principal Security
Sales Consultant*

Regulatory compliance requirements and internal audits are costly, time-consuming, and potentially hazardous. Our compliance expert will discuss how to plan for a compliant environment, prepare for audits, satisfy the most common auditor demands, navigate the ins and outs of regulations across various industries (utilities, healthcare, banking etc.), and best of all, how to address these issues relative to Oracle applications. We'll also hear where security and compliance meet and where they diverge.

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

Finding the Value in Value Chain Planning:

Doug Oetinger, VCP Solution Sales Executive

This presentation will focus on where customers are finding value in the value chain. What are the key metrics that you should benchmark and monitor. We will also present key tools, processes and approaches that Oracle can provide to make sure that you are on track and driving significant value with your VCP solutions and processes.

TRACK: Fusion, Security & Tech ROOM: Oak 2

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

Oracle Entitlements Server : A Technical Overview

Samita Sarkar, CAP

Oracle Entitlements Server (OES) as described by Oracle is a standards-based, policy-driven security solution that

provides real time fine-grained authorization in Application, Service-Oriented Architecture (SOA) and Database environments. OES fills the need for granular, flexible, and externalized access control. The solution provides a comprehensive and centralized approach for managing access policies with distributed or centralized enforcement. Authorization policy management and runtime enforcement is provided for sensitive applications, databases, containers (such as Java™, .NET), portals and content management systems (such as WebCenter and SharePoint), development frameworks, object relational mapping technologies, intermediaries (such as XML gateways and ESB's), web services, and SOA infrastructure. This presentation will cover the following topics -
What is fine grained authorization?
What is externalized authorization?
How does OES accomplish fine grained and externalized authorization?
What are the components of OES?

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

Protecting Sensitive Data in the Oracle E-Business Suite

Stephen Kost, Integrigy Corp.

To protect sensitive data, like Social Security numbers, in Oracle E-Business Suite environments, numerous Oracle technologies and third-party products exist that all promise to be your next silver bullet.

However, implementing these technologies is challenging and there are significant limitations and often certification issues. Best practices and client success stories with encryption, scrambling, and auditing will be discussed with solutions ranging from simple SQL scripts to expensive add-on products.

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

How to Fusion? An Introductory Session for learning/adopting Oracle Fusion Applications

Mani Kumar Manda, Rhapsody Technologies

Finally the time has arrived to learn about and identify approaches for the adoption of Fusion Applications for your organization. Oracle Fusion Applications is a 'culmination of' and 'enhancements made to' best concepts from EBS, PeopleSoft, JD Edwards and Siebel applications with latest technologies (SOA, Social Collaboration, etc.) weaved into the product. This session primarily focuses on bringing forward basics and key resources for learning Fusion Applications – both from Oracle and non-Oracle channels.

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

VENDOR: Oracle Fusion CRM: An Implementation Case Study at WhiteLight Group

Trudy Sturino, WhiteLight Group

In this session, we will provide a first hand, real world example of our implementation of Oracle Fusion CRM at WhiteLight Group. Our presentation will provide a high level overview of the

implementation and the benefits that we achieved. Here, you can learn the key elements and gain a great understanding of the functionality of Oracle Fusion CRM.

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

Maximizing Oracle Apps Capabilities Using Oracle SOA

Hariharan Ganesarethinam, Aspire Systems Inc

In today's challenging times businesses are demanding that their business processes are optimized to provide maximum customer satisfaction in an agile and efficient manner. Unfortunately, accomplishing this goal is difficult at best and nearly impossible in many cases due to the disjointed business processes caused by the wide variety of enterprise applications. Fortunately, the Oracle SOA Suite platform is designed from the ground up to address these daunting integration requirements. Utilizing a Service Oriented Architecture, Oracle SOA Suite is a mature, comprehensive platform that can be used to gain operational efficiency and business alignment through reusable process services, business services and monitoring. Simply put, Oracle customers have shown that the adoption the Oracle SOA Platform for integration results in better operational efficiency and return on investment. The presentation will cover the following topics:

- Business cases for Oracle Applications and Oracle SOA Suite

- Oracle SOA capabilities
- Unique differentiators of Oracle SOA integrations
- Critical success factors for Oracle Application Integration
- ASRA frameworks for quick adoption of Oracle SOA Suite
- Customer success story and reports

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

Oracle Applications Framework (OAF) Personalization Done Faster, Easier and More Effectively in Release 12

Stephen Rivet, Chain-Sys Corp.

Oracle Application Framework (OAF) is the Oracle Applications self-service and deployment platform used in most Oracle eBS R12 modules. This flexible OA Framework architecture is built with metadata-driven UI components, flows and business logic, which makes these extensible. Using this technology/framework, you will see how to improve the functionality, hence productivity of the new OAF pages in Oracle's eBS R12.

TRACK: Strategy, Training & Management

ROOM: English

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

So What's the Big Deal About Big Data?

Dave Herrington, RhinoSource

This presentation will cover current trends in Big Data, ways to identify valuable Big Data opportunities within your organization, Big Data technology alternatives and a step-by-step method for

conducting cost-effective Big Data a Proof-of-Concept project.

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

VENDOR: Upgrade Strategies - What Happened to the "Return" in ROI?

Michael Wahl, Terillum

This presentation looks to evaluate the opportunities for true return on the IT investment in Oracle as customers look to approach their R12 upgrade. Rather than taking a traditional view of an upgrade as an system maintenance activity focused on cost avoidance and cost savings, this presentation tries to understand the value drivers associated with re-investment in Oracle and how to ensure that the business continues to benefit from the critical areas of new functionality that R12 offers for manufacturing and distribution companies.

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

Oracle User Productivity Kit (UPK) - Best Practices and Lessons Learned

Philip Shontz, AST Corporation

We have all spent considerable sums training end users on how best to use Oracle E-Business Suite. Oracle User Productivity Kit (UPK) helps us dramatically improve the quality of that training and the efficiency by which meaningful training is created. This presentation will describe best practices and lessons learned from a variety of real world projects that will help you leverage UPK and

result in increased value for your training investment.

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

Managed Services, More Than Just Keeping The Lights On

Scott Danesi, Peloton

Organizations who have invested in their Performance Management infrastructure usually struggle with supporting these systems and will look to a managed services partners for added support. It is important to select a managed services provider that can provide more than just "keeping the lights on". This will ensure that the EPM system remains in an evolving state, provides training through exposure to the internal support team, provides external perspective and knowledge, lower cost of future enhancements, and business oriented support resources. Attend this session to learn how to maintain your system while making functionality advances in a cost effective manner.

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

VENDOR: Automate Content Centric ERP Processes with WebCenter Content and SOA/BPM

Timothy Brocker, Avio Consulting

Introduction: Enterprise Content frequently goes hand-in-hand with enterprise processes that involve Finance, Expense Reporting, HR, Call Centers, Claims Processing, and other applications with your ERP system and portals.

A) What is WebCenter Content (Enterprise Content Management?)

B) What is included in Oracle WebCenter Content?

C) How can WebCenter Content and BPM Suite increase productivity throughout the enterprise?

D) Content with HR On-Boarding Demo

Conclusion: Oracle WebCenter Content and BPM Suite can make access to content, managing content, business process productivity, and integrations to ERP Systems and Portals much easier through leveraging the Oracle platform.

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

Optimizing Accounts Payable Processing through Oracle WebCenter Imaging

Robert Duber, Zanett Commercial Solutions

Oracle WebCenter Content for Accounts Payable is a robust and scalable document management solution offering organizations the ability to increase automation in a paper driven Accounts Payable process. This session will acknowledge fundamental problems with the AP process, and how WebCenter Content can solve those problems as well as add value throughout the entire organization. The session focusses on implementation best practices and advanced configurations options to drive adoption and maximize your ROI.