

PRESENTATION ABSTRACTS

Keynote Presented by ORACLE ROOM: Exhibit Hall

11:15 a.m. - 12:00 p.m.

Deployment and System Administration of Oracle E- Business Suite 12.2

*Max Arderius, Manager,
Product Management,
Applications Technology Group*

This Oracle Development session covers the latest technology stack for Oracle E-Business Suite, including the use of Oracle WebLogic Server (Oracle Fusion Middleware 11g) and Oracle Database 11g Release 2 (11.2). Topics include an architectural overview of the latest updates, installation and upgrade options, new configuration options, and new tools for hot cloning and automated "lights-out" cloning. Come learn how online patching (based on the Oracle Database 11g Release 2 Edition-Based Redefinition feature) will reduce your database patching down times.

**TRACK: Fusion Applications /
Middleware
ROOM: Crystal 1**

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

How to Leverage Fusion Accounting Hub (New Implementation vs. Coexistence)

*Ben Berlangieri, Apps
Associates LLC*

What is Fusion? Briefly discuss the architecture and framework so that non

technical user can understand. How can I migrate to Fusion.

Deployment Strategy

- Options
 - Public cloud SaaS
 - Private Cloud - On Premise
 - Business process outsourcing
 - Hybrid

Adoption Strategy:

- Discuss consideration & scenarios for:
 - Re-implement
 - Upgrade and
 - Co-exist adoption strategy
- #### Fusion Accounting Hub (FAH)
- What is it
 - Why implement a Coexistence Strategy
 - Discuss what is included with the FAH
 - Accounting Integration Platform – review the sub components
 - General Ledger
 - Sub-Ledger Accounting data repository (SLA)
 - Financials Allocation Engine
 - Reporting and Analysis Platform - review the sub components
 - Master Data Management Solution
 - Hierarchy Manager- Hyperion DRM
 - Financial and analytical reporting application
 - Integration with Enterprise Performance Management application
- #### Conclusion
- The path to Oracle Fusion Applications depends on the customer requirements and the Oracle EBS solution that is in place. An initial co-existence scenario with a phased implementation approach can provide key benefits and reduced risk and cost.

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

**Life in a Day of a Manager -
Fusion HCM's Manager
Resources**

*Sridhar Krishnamurthy, Apps
Associates LLC*

Fusion HCM delivers a Manager Dashboard that drives productivity and consistency when managing an integrated workforce. The presentation will portray some of the productivity tools built within Fusion HCM, and how Managers are provided, in a single location, with a comprehensive view of key data for their organization. An interactive visual organizational chart and a hierarchical grid view includes Contact, Employment, Salary, Availability, Compensation, and Performance information for direct reports. The key functionalities of Fusion HCM Manager Resources will also be demonstrated, in a live Fusion Instance, during the second half of the presentation.

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

**Oracle Policy Automation -
Making Policies Work for You**

*Anil Nandakumar, AST
Corporation*

Managing legislation, laws and policies using Oracle's innovative, high-performance and complexity-busting enterprise policy automation platform is Oracle's way of laying a magic carpet on the cloud ? smooth sailing, regal and highly adaptable. Extremely flexible, with mobile, on-premise and cloud deployment options for a wide

variety of technologies and integration styles, policy automation has never been so easy to adopt. This presentation will provide a sneak peek into Oracle's latest policy automation tool that uses natural language for modeling, visualizing, and analyzing complex rules represented in legislation and policy documents and translating these directly into operating functionality. We'll show you this powerful foundation for delivering business agility.

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

**Fusion Applications: Redefining
the Technology Stack**

Chris Ostrowski, Avout

Oracle's Fusion Applications completely redefines the technology stack used to power your enterprise business applications. This presentation will outline, in detail, the technological differences between e-Business Suite R11/R12 and Fusion Applications, the benefits realized by this new technology stack and the skills needed by your organization to effectively implement and exploit these new technologies for your competitive advantage.

**TRACK: Fusion Applications /
Middleware**
ROOM: Crystal 1 (Continued)

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

**Oracle Middleware Clustering -
Tips and Tricks**

*Scott Brinker, College of
American Pathologists*

This presentation would provide the tips and tricks required to configure and set-up clustered environment for Oracle Middleware technologies such as SOA, WebCenter, Identity and Access Management.

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

**Rapid Prototype and Adoption:
An Application Developer
Framework Winning Approach**

Austin Davis, Chain-Sys

For many organizations, the challenge to rapidly deploy a new application or to integrate existing enterprise applications, Oracle Fusion applications or e-business suite (eBS) Release 12 into the current business applications footprint can be a deterrent to achieving organizational enterprise streamlining. Leveraging Oracle's Application Developer Framework (ADF) technology platforms can be a successful pathway for organizations looking to gain a scalable and cloud-technology framework. Proven to be rapidly adoptable by technologists and readily integrated with existing enterprise applications, ADF can serve as a future-proof solution.

This session will showcase a proven methodology for rapid adoption and deployment of ADF applications in your enterprise; strategies and project plan for rapid adoption of ADF for both Fusion, eBS and cloud applications.

TRACK: Financials
ROOM: Crystal 2

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

**VENDOR: The Support for
Oracle Discoverer is Ending
Soon. Are You Prepared?**

BJ Lee, Excel4apps

Are you prepared for the loss of support for Oracle Discoverer? It's important to understand the impact on your IT and end-users as you address future reporting needs within your organization. Join Excel4apps in an informal discussion as we examine alternatives to help you through the transition as support for Discoverer ends. BJ Lee, Solution Specialist, and previous Discoverer end-user, will discuss how reporting gaps can be filled with Excel4apps' Wands solutions that integrate Oracle EBS with Excel.

This interactive session will cover:

- Experience with Discoverer
- Month end challenges
- End-user requirements
- Seamless Discoverer replacement
- Real time data in Excel

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

VENDOR: Oracle Reporting - Simplified

*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. InsightUnlimited? provides Excel-like usability without the limitations of spreadsheets.

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 and combine data in ways you never thought were possible

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

eB-Tax-Don't Need the Max? A Simple Approach to Configuring P2P Sales and Use Tax

Jan Cooper, Niveus Consulting

eB-Tax is a powerful tool for intricate tax needs. But what if your tax requirements aren't so complex? We'll discuss Oracle tax terminology and show a simple approach to configuring manual sSales and Use Tax for P2P.

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

How NTE Repurposed Their Chart of Accounts

Brian Bouchard, Northern Tier Energy

This presentation will discuss how NTE repurposed the COA for their refinery. The repurposing will allow for better financial reporting and management of department costs.

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

VENDOR: Speed, Visibility and Control? Best Practice Accounts Payable Processing in Oracle E-Business Suite

Cliff Autin, ReadSoft

Leaders in AP, Finance or IT who seek to reduce costs by increasing efficiencies in their Oracle E-Business Suite organization can benefit from targeting their paper-intensive AP operation. By implementing best practices in AP, top tier companies are realizing 80% cost savings and greater, more strategic rewards. This session covers proven improvement measures from invoice receipt to payment processes.

- Gain a strong understanding of the inefficiencies, risks and costs of manual AP

- Learn about the control, visibility and speed gained by best practice AP processing

- Get a clear picture of best practice processes and application of technology

TRACK: Financials
ROOM: Crystal 2 (Continued)

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

Streamline Payments via Technology

Mayda Barsumyan, StarPoint Solutions

In this presentation we will discuss tips and tricks on how to setup your PeopleSoft Oracle system to hold onto YOUR Cash longer and improving efficiency in your Accounts Payable processes. We will discuss on how to uncover hidden sources of cash flow so you can improve your cash balance. If you are struggling with your cash processes and the integration between your sales, your accounts receivable, accounts payables and your treasury systems and processes this session is for you.

TRACK: Hyperion
ROOM: Crystal 3

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

Hyperion 11.1.2.3 ASO Implementation Along with PSPB

Tejas Patel, AST Corporation

With the release of new version of Hyperion 11.1.2.3, ASO cube can be created along with the planning applications. It is very important to know the power of ASO cube along with Hyperion planning application plan types. For a successful implementation of a PSPB or other planning application the ASO cube has to build in a right way. This session will highlight how to create the ASO cube and what are the important

design consideration decision must be made for successful ASO cube implementation along with the Hyperion planning application. Topics such as maintaining metadata, loading data, improving the process of ASO cube build through automation will be covered. In more detail we will see how we are creating metadata along with planning plan types, how we can push data through MRA (Map Reporting Application) and with the help of scripting how we can create a package that will run the whole ASO cube build process in one time.

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

Enterprise Planning-What Are the Products and What Do They Do

Len Romano, Emtec

This session is meant to bring clarity to exactly what Enterprise Planning is. There are a myriad of products and most do not seem to know what the products are and what do they do. This session is designed to clearly define what each does, how they interact and the value that each brings to the users organization.

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

Introduction to Account Reconciliation Manager

Jennifer Bellis, Finit Solutions

Financial Close Manager is a centralized, web-based management tool including two main modules: Close Manager + Account Reconciliation Manager. The Close Manager module centralizes tasks and activities related to the entire financial close cycle. The Account Reconciliation Manager module focuses on enhancing the General Ledger Account Reconciliation process and was released in the 11.1.2.2 version. In this session learn the ease of implementation of ARM and FCM, the full audit trail and risk management that it provides, how these tools operate, how they help provide organizational insight, increased controls, and risk mitigation.

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

Advanced Automation Techniques for Essbase Administration

Dave Collins, Grant Thornton

One of the biggest gaps in existing EPM platforms is the inability for the packaged workflow capabilities to dovetail easily into the existing business processes of an organization. What business wants is technology to enable them to perform their jobs easier and to allow them to control the process. What IT often wants is the technology to provide access to a broad array of capabilities without

requiring expansive security access rights. This session shows how to leverage the capabilities of the Oracle Hyperion Workspace to bridge this gap. Attendees will learn how to enable focused, custom workflows EPM deployments.

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

Using Project Financial Planning (PFP) to Streamline Budgeting at Biogen Idec

Carl Kammermeier, Peloton Group

As project portfolios grew, Biogen Idec was challenged with finding a transparent, efficient solution to simplify Capital Project planning. To help increase data visibility and user efficiency, Biogen Idec elected to implement Oracle's Project Financial Planning application (PFP) to help streamline project planning. This case study will cover the technical design of creating the Project Financial Planning application, which features & functionalities were used & maximized, and the benefits & challenges of implementing the Project Financial Planning application. Additionally, this session will discuss the application customization, including the adding of two custom dimensions and integrating the application with another Planning application.

TRACK: Hyperion
ROOM: Crystal 3 (Continued)

2:50 p.m. - 3:30 p.m.
**Hyperion Planning Approvals -
"Out-of-the-Box" and Other
Custom-Built Methods**
*Deanna Sunde, The Hackett
Group*

The Hyperion Planning Approval Process will be demonstrated in this session and its functionality will be compared and contrasted to the previous Workflow functionality. The use of tasks list functionality will also be shown, as well as other custom-built methods to more easily track approvals using Hyperion Planning forms. Examples of using Hyperion Financial Reporting to report on entities/departments that are complete/incomplete will also be demonstrated.

TRACK: Manufacturing / Supply Chain
ROOM: Crystal 4

8:30 a.m. - 9:10 a.m.
**Integrating Sales Transactions
from Oracle Point of Sales to
Oracle E-Business Suite**
Satish Reddy, AST Corporation

This presentation covers a complex solution for one of the major transit agency where Oracle Point of Sales solution is used at over hundred terminals on multiple stations and is integrated with Oracle E-Business Suite. When it comes to reconciliation of sales to their payments transportation industry is similar to a retail industry. The solution provided

to the client accounts every ticket sold to their cash, check or credit card payment and eventually to the bank statements. The challenges in designing a solution include performance of programs that have to account for tens of thousands of transactions per day. It also involved creating multiple interfaces with different payment processing vendors on different platforms for different sales channels.

9:25 a.m. - 10:05 a.m.
**Web Based Demand
Management Workbench for
High-Tech Industry**
*Amey Korgaonkar, Cisco
Systems Inc*

For High Tech industry a close knit collaboration between trading partners and OEM's is the key to success. A web based workbench integrated with Oracle order management can play pivotal role in integrating entire supply chain. Trading partners can make request to expedite delivery and central planners can pass-on these signals to OEMs. Similarly OEM's can provide real time updates on supply commits and request re-schedules. This workbench along with B2B signal processing reduces nervousness and manages wide spread distribution network. This session presents use case on web based workbench integrated with Oracle Order Management for real time demand management.

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

Get Superior Operational Visibility Using Oracle Outsourced Manufacturing for Discrete Industries

Bharat Belavadi and Ajay Hasyagar, Infosys Limited

Globalization inevitably results in supply chain complexity. With most pieces of the chain outsourced, collaboration with partners becomes imperative to remain effective. This requires seamless visibility to real-time data to make decision that confer competitive advantages. Let us examine how Oracle Outsourced Manufacturing for Discrete Industries model industry standard business flows and provides full visibility into the overall health of the outsourced manufacturing business right from inventory levels to production bottlenecks using Endeca presentation layer.

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

Oracle Warehouse Management in a Highly Automated Pick-Pack-Ship Environment

Vishal Choudhari, Inyxa

This session will look at an implementation for a high volume cataloguer that ships over 5 million packages a year from just 2 warehouses. We will look at how Oracle WMS was leveraged to take advantage of an extensive conveyer system for package routing, as well as integration with Packing, Transportation & labeling systems. This was an implementation unlike any

other attempted with Oracle WMS, and should provide some very valuable insights into the flexibility of the underlying technology that WMS is built on. The session will be valuable for existing WMS customers, as well as EBS customers that are considering WMS or Mobile Supply Chain (MSCA).

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

VENDOR: Excel Data Upload into Oracle EBS

Sarah Conzemius, More4Apps

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

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

Achieving Global Visibility and Control of Your Supply Chain

Jeff Johnson, RedGalaxy Consulting

Oracle Value Chain applications provide the underlying technology platform to manage your global supply chain. However, to realize the full benefits of real-time visibility of goods traversing the supply chain, integration is required with 3rd party logistics providers, suppliers, distributors, retailers, and in some cases end customers and product users. RedGalaxy will review case studies for companies who have achieved this level of visibility and discuss the benefits achieved and continuous improvement opportunities.

TRACK: Oracle
ROOM: Oak 1

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

Instantis EnterpriseTrack – Project Management for IT, NPD and Process Improvement

Angela Sims, Sales Manager, Mid Market Primavera IBU

Oracle's Instantis EnterpriseTrack is the leading cloud provider of enterprise project portfolio management solutions for improving strategy execution and financial performance through better work and resource management. In this session, you will learn how this easy-to-use solution can be used for the full project lifecycle, from ideation to portfolio prioritization and project delivery.

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

Oracle's Layered Approach to Enterprise Systems (Pace Layering)

Phillip McGlauchlin, Principal Sales Consultant, FMW

This presentation will explore Oracle's view of pace layering as a framework through which Fusion Middleware can be leveraged to extend and enhance the business value of Enterprise Applications. It will cover this subject from four perspectives: (1) An overview of pace layering and its benefits, (2) A layered view of Fusion Middleware's products and technologies, (3) Business Entry Points, organized by layer, indicating ways that customers can get started, and (4) The Customer View, detailing opportunities for customers in adopting this approach and those business models with the most potential gain.

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

Oracle Cloud Applications: Cloud Operations and Technology

Matt Meredith, 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. This includes the technical aspects of the Software (mobility, security, extensibility, integration, business intelligence, etc), the Service (data centers, SLAs, operational security, etc), and the Partner (innovation, investment, viability, commitment, etc).

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

Introduction to Sales and Operations Planning

Jim Culliton, Value Chain Planning Specialist and Stephanie Ho, Staff Sales Consultant

This session will provide an introduction to Sales and Operations Planning (S&OP), which is a set of decision making processes to balance demand and supply, to integrate financial and operational planning, and to link high level strategic plans with day to day operations. Also included in this session will be a discussion of how Oracle's Value Chain Planning (VCP) solutions support the S&OP process.

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

Delivering Great Customer Experience with Oracle Service Automation

Ben Shuey, Staff Solution Consultant

In an increasingly connected world, positive and negative consumer experiences spread faster than ever before. Find out how to deliver great service at the point of need to drive customer loyalty and happiness.

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

Desktop Automation

Erika Cappart, Principal Sales Consultant

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

TRACK: Business Intelligence
ROOM: Oak 2

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

**VENDOR: Is Discoverer Dead?
What Are Your Choices?**

Sue Maloney, EIS Technologies

Oracle's stated direction is OBIEE and Discoverer is going away! What do you do now and what tools are out there for you to use? Is it OBIEE, Excel, or another solution worth exploring?

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

VENDOR: Release 12 Subledger Accounting and Financial Reporting

Barry Markovic, Noetix Corp.

People are still adjusting to the changes introduced by subledger accounting (SLA) in Release 12 (R12). The common SLA engine can capture the details needed for most reporting needs. However, just like in 11i, the subledger applications in R12 still have transaction details that are hard to access. This presentation covers how using any reporting tool you can securely "follow the data" from the GL all the way through SLA to the source transactions such as accruals, invoices, material, and receiving transactions.

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

Building Interactive Financial Statements Using OBIEE

Dave Herrington, RhinoSource

Oracle Financial Analytics is delivered with many pre-seeded dashboards; however, most companies require custom reports to be developed to replace their spreadsheet-based financial statements. This presentation will show how a major transportation company created drillable interactive financial statements for their field managers using OBIEE.

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

Supporting Shopper Driven Innovation using Predictive Analytics and Mobile Devices

Eugene Breger, Symphony Analytics

The new interactive age has brought about a vast increase in consumer power that is leading retailers towards being not just "on", but "on-demand". Consumers judge businesses by their ability to deliver interactive experiences which are easy to access, customized to their tastes and available anywhere and anytime. Social Media encourages sharing, comparing and rating of experiences with specific brands while mobile and connected devices have enabled the digital environment to be a "wherever" occurrence.

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

**VENDOR: Salesforce or Oracle
Sales Cloud: Which is Right for
You?**

Mike Schultz, WhiteLight Group

Oracle Sales Cloud (used to be called Fusion CRM) has now been available for over 2 years and is showing a serious contender in CRM software selections. WhiteLight Group has used both Salesforce and Oracle Sales Cloud and can speak from both a customer's perspective as well as our perspective as an industry expert. This session will cover the feature/function differences, realities of partner products, solutions strengths, and key considerations to use in your own selection process. Objective 1: Inform Oracle users on the benefits of Oracle Sales Cloud vs. Salesforce. Objective 2: Share implementation story on Oracle Sales cloud and Salesforce: customer and vendor perspective. Objective 3: Provide suggestions for companies implementing Oracle Sales Cloud in the future.

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

**Information Currency - Drive
Decisions with Oracle Endeca**

Jason Bletz, Tribus Point

Learn how to use Oracle Endeca Information Discovery to deliver data to the decision makers so they can quickly identify and react to the questions that confront your organization every day.

TRACK: R12

ROOM: Venetian 1

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

**What Happened to Record
History? And Other R12 OAF
Personalization Tips**

Chris Tyner, AXIA Consulting

The release of Oracle e-Business Suite R12 has brought with it several substantial changes to the user interface and experience. One important feature of previous releases has been the capability to track Record History's. Now in R12, several modules and selected forms are migrating to the new Oracle Application Framework (OAF) form or pages. This paper will focus on the removal of the Record History capabilities on the out-of-the-box OAF pages, and what can be done about this functionality.

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

**A Deep Dive into Supporting
References in R12 SubLedger
Accounting**

Prithis Das, Dynamique Solutions

This session will take an in-depth look into the Supporting References functionality in Subledger Accounting. Using Supporting References store additional transaction information on Subledger Journal Entry at header or line level to be used for analytical purposes. We will discuss in-depth the pre-requisites, functionality, limitations, configurations involved, opening balances, inquiry and reporting and technical aspects of using Supporting

References in Subledger Accounting using examples from past R12 projects.

TRACK: R12
ROOM: Venetian 1 (Continued)

10:20 a.m. - 11:00 a.m.
R12.2.2: How EBS Has Changed
Sachin Utage, Hexaware Technologies Inc

The presentation will provide insight on new features in R12.2 and discuss some of important key features which will change the face of Oracle EBS application. Key Objective: New Feature Overview Details on some of Key feature

1:00 p.m. - 1:40 p.m.
New Features in Release R12.2
Ravindranath Sagaram, Motorola Solutions

The session will highlight the new features in the recent release R12.2.

1:55 p.m. - 2:35 p.m.
Harnessing the Power of the EBS Release 12 Subledger Accounting Engine
Alyssa Johnson, Rolta

The EBS Release 12 Subledger Accounting Engine represents one of the biggest architectural shifts in this new release. Join us as we explore how your organization can harness the power of this new centralized accounting model and engine. Learn how you can use the new subledger accounting forms and reports to support research and reconciliation, how you can utilize secondary ledgers and reporting currency

to fulfill statutory and management requirements, and how user-defined accounting rules make customizing accounting code a thing of the past.

2:50 p.m. - 3:30 p.m.
A Global R12 E-Business Suite Rollout Case Study - A Combination of Implementing and Upgrading
Josh Scheumann, Zanett

Follow Closure Systems International through the roll out of Oracle E-Business Suite R12 to 25+ global locations. The case study will walk through locations on legacy systems that had to bring up Oracle net-new as well as locations upgrading from prior versions. Glenn Keller, Chief Information Officer of Closure Systems International, will go through benefits of the rollout while Josh Scheumann, Director at Zanett, will walk through lessons learned from the projects (localizations, tax, and others).

**TRACK: Strategy / Compliance
/ Project Management
ROOM: Venetian 2**

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

**Managing Oracle Applications
Using Oracle Enterprise
Manager 12c - Application
Management Suite**

*Ravi Madabhushanam, Apps
Associates LLC*

The cornerstone of Oracle's strategy for managing EBS is Oracle Enterprise Manager (EM) with the Application Management Suite for EBS (AMS4EBS). In this session we will explore various key features of Application Management Suite for EBS and how it helps organizations to manage their R12 and R12.2 environments through System Management, Life Cycle Management, Configuration & Compliance management and User experience Management. Attendees will be able to see key features of EM12c using live demo of the environment.

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

**Strategy for Empowering
Enterprise Apps**

*Hariharan Ganesarethinam,
Aspire Systems Inc*

Globalization and corporate competition are forcing many enterprises to take initiatives around process improvement, data quality, operational efficiency and cost reduction. IT modernization is considered as key tactic of business transformation. However, reports say that more than 80% of such transformational initiatives fail due to lack of

strategy and planning. This is highly applicable to enterprise application implementation as well. Many enterprises adopt enterprise applications but lack on strengthening their investment and operational efficiencies. Without proper strategy and IT architecture, application implementation can act only as silos. There are various key areas which should be considered along with application implementation or upgrade which are integration, data quality and processes collaboration. Aligning all of these to a narrow line will provide empowerment to the application system. This session will cover key strategic initiatives that we should adopt along with Apps implementation. This presentation also covers on how Oracle middleware products will help to realize this strategy.

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

The 3D's of ERP Project Risk

Ed McDonough, Avout

ERP projects are unique and command careful attention to all identifiable project risk factors. However, controlling the 3D's of project risks: Data, Design and Decisions will go a long way toward controlling the overall project risks associated with these enterprise-wide projects. This paper will explore the different facets of each of these risk factors and how they can best be controlled and mitigated over the course of an ERP implementation project.

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

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

**Guide to Auditing and Logging
in the Oracle E-Business Suite**

*Stephen Kost, Integrity
Corporation*

The auditing and logging capabilities within the Oracle E-Business Suite and Oracle Database are sophisticated and able to satisfy most organizations' security and compliance requirements. However, the auditing and logging setup and usage of the data can be complex and error-prone. This presentation outlines the auditing and logging capabilities available at different layers of the application and provides recommendations how to configure auditing and logging to capture critical application and security events.

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

**A Look at the Results of the
Oracle E-Business Suite R12
Upgrade Survey**

John Miner, Original Software

Embarking on a journey to Oracle E-Business Suite (EBS) Release 12 may be a step you would prefer to avoid. A survey was launched this year to provide the foundations for quantifiable research on this subject, and John Miner, Operations Director, Original Software, will share some of the interesting and surprising results collected from the 179 respondents.

You will learn:

- What is involved with the R12 upgrade process
- Who is involved with the upgrade and when
- How companies underestimate the time impact
- What the biggest challenges are
- A best practice process for managing the upgrade project

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

**Best Practice Approach to
Compliance: Segregation of
Duties and Auditing in Oracle E-
Business Suite**

*Steve Spencer, QSoftware
Global*

This session looks at two key types of internal controls, Segregation of Duties and Auditing, and discusses how to deploy them effectively to reduce the cost and effort of achieving and demonstrating compliance.

It will cover:

- alternative approaches to implementing Segregation of Duties (SoD) In Oracle E-Business Suite
- the pros and cons of Function level SoD controls vs Responsibility level controls
- the importance of preventive SoD controls

Objective 1:

To share knowledge on how to implement robust, manageable solutions and avoid costly mistakes.

Objective 2:

To pass on valuable know-how and 'gotchas' that will help users avoid the need to reinvent the wheel

TRACK: Technical / SYSADMIN / DBA
ROOM: English

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

Mobile and Fusion Developer Experience

Ramesh Kumar, eAlliance Corp

Give your Mobile and Fusion Application development projects a jumpstart! Come and learn real-life Customer Case Study and Application Development Life-Cycle and Best Practices that are not taught during your ADF training.

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

Migrating EBS from RISC to Linux
Saty Desai, EMC

The presentation will talk about how EMC IT migrated its Oracle 11i CRM E-Business Suite from a legacy RISC platform to Linux servers. It highlights the methodology developed by EMC IT to migrate its multi-terabyte databases and application tiers from RISC to Linux and provides a blue-print for others to migrate to open platforms and start the journey to the cloud, while achieving cost savings (both OPEX and CAPEX) in terms of support costs, data center environmental costs, and software & hardware maintenance costs. More details are available here <http://www.emc.com/collateral/hardware/white-papers/h8170-emc-it-on-ramp-cloud-wp.pdf>

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

Utilizing SOA for REST Based Web Services for Mobile Devices: a Case study

Sadia Tahseen, Ennvee Technogroup

This session discusses about the a case study of a project that was implemented at one of the manufacturing company wherein Oracle SOA was used to create REST based webservices for a mobile application returning light weight JSON formatted output. This session discusses about the different approaches that were available for giving output in JSON format utilizing REST services and what made us chose this approach. SOA based REST Based webservices were created and then java proxy for the webservice was created for the same which utilized Jersey Annotations to give the output in JSON format. I would further discuss about the challenges faced during the project and how we overcame them

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

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

Workflow Performance Tuning in Release 12

*Karen Brownfield,
Infosemantics, Inc*

Workflow is similar to other tools in the application technology toolset in that it needs to be monitored and occasionally tuned. It's not just about deleting history and ensuring all workflows are functioning (although this is certainly part of it). This presentation provides several additional methods to increase the performance of the workflow components.

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

VENDOR: Oracle Cloud Infrastructure - The Right Choice for Oracle Applications

Carlos Salgado, Symmetry Resource Group

Join Symmetry Resource Group as we highlight the details around Oracle Enterprise Cloud Infrastructure (ECI) and how this infrastructure coupled with support services can make your company more competitive in the marketplace and provide a significant reduction in overall TCO.

Items covered will include: 1. Oracle ECI architecture, 2. System Performance Benefits, 3. Exceptional Stability and Lower Risk, 4. Ease of System Management, 5. Single Vendor Support, and 6. Best practices approach of moving Oracle Systems into ECI

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

Leveraging Flash Technology to Accelerate your Business

Matthew Morris, Violin Memory

Brief explanation of Flash technology and its expansion in the market place. Then shallow dive into BI/DW, Supply Chain, Transaction and Security showcasing how Flash drives transformation in these areas