

PRESENTATION ABSTRACTS

Keynote Presented by ORACLE
ROOM: Exhibit Hall

11:00 a.m. – 11:40 a.m.

Best Practices for Upgrading Your Applications

With the recent releases Oracle has made across, application upgrade projects will be a major part of many organizations IT strategies in 2011 and beyond. If you are planning an upgrade of one or more of your Oracle applications, then there are numerous best practices to ensure more cost effective and efficient upgrade projects. Hear from Oracle about all of the great upgrade tools and resources Oracle can provide you. In this session, you will learn how to work more efficiently, upgrade more easily, and effectively manage risk.

Objective 1: Walk away with fresh ideas

Objective 2: Take home easy-to-implement next steps.

TRACK: Order Management / Transportation
ROOM: Crystal 1

8:30 a.m. - 9:10 a.m. **VENDOR:**
5 Proven Methods for Reducing Your Freight Spend with Oracle Transportation Management
Brian Hamrock, Terillum

Learn how best-in-class companies have reduced freight spend by utilizing different tools from Oracle Transportation Management.

9:20 a.m. - 10:00 a.m.

Closed Loop Quality with EBS and Agile

Laurence Talbot, KBACE

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.

Measuring Warehouse Performance in Oracle WMS

Vishal Choudhari, Inyxa

As the old adage goes, you can improve performance only if you can measure performance. This presentation will look at common Key Performance Indicators (KPIs) and tools to measure Performance in Oracle WMS. We will take an in-depth look at Oracle Daily Business Intelligence dashboards for WMS, Oracle WMS Control Board as well as Solutions for Digital Warehouse Signage and real-time leader boards driven

by data that Oracle WMS may already be capturing in your organization. This presentation should be valuable to both Business and IT decision makers interested in measuring and improving Warehouse Performance.

12:30 p.m. - 1:10 p.m.

VENDOR: How to Use Barcode and RFID Technology to Manage Inventory and Assets

Dean Jackson & Xavier Villareal, Miles Technologies

Learn how to leverage one consistent and repeatable solution to integrate, design, deploy and manage barcode printing from Oracle eBusiness suites showing positive returns on your investment.

1:20 p.m. - 2:00 p.m.

iStore implementation

Ravindranath Sagaram, Motorola Solutions

The presentation will discuss on the features available in iStore out of box. This would help organizations that are planning to implement iStore what they can expect from the iStore implementation. The latest R12.1.3 will be used for discussion.

2:10 p.m. - 2:50 p.m.

Product Configuration

Todd Magnuson, Zanett Commercial Solutions

In this session we will discuss product configuration, and how effective product configuration can benefit your company. In addition we will contrast simple option selection

product configuration against rules based product configuration, present an overview of Oracle Product Configurator, provide some use examples, tips & tricks, and release 12 Fusion highlights. Finally we will close with a question and answer session

3:00 p.m. - 3:40 p.m.

Advantages of Using Barcode and RFID Technology

Raul Garcia, Miles Technologies

Presentation will focus on how companies can leverage barcode and RFID technology to track inventory and assets throughout their enterprise. It will also focus on how barcode and RFID technology can seamlessly integrate with your Oracle ERP system.

TRACK: TECH / DBA

ROOM: Crystal 2

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

A Pain in the EBS

Paul Berman, Amway

Oracle EBS apps are tremendous productivity tools for end users, but for those responsible for the administration of these apps it is often a laborious, repetitive and time consuming task. This presentation will address three of the many "pains" associated with maintaining Oracle EBS (Printer Management, Code Migrations and Securing non-production data) and best practices for addressing them.

9:20 a.m. - 10:00 a.m.

Required Technologies of Highly Available Database and Data Center Redundancy

Chad Dimatulac, United Airlines

Physical, Virtual & Cloud increased demands on IT architect for enterprise applications. The DBA & architect is expected to take into account the following factors and design requirements: Application must be highly reliable and available, Scalable, migrations with ZeroImpact, Application and Ad hoc reporting requirements, prepared for a disaster, Backups and database cloning without impact to production, Able to migrate, upgrade and perform maintenance on the hardware, operating system and database with reduced downtime windows. Architects are faced with the decision of solving many of these common problems, but need to focus on understanding and solving the major business initiatives. There are many solutions and options in most cases to solving each of these, but each has pros, cons and cost associated. The purpose of this is to introduce how we addressed in several different ways to solve many of the common problems associated with the requirements of corporation's critical enterprise applications.

10:10 a.m. - 10:50 a.m.

Build Real-Time Analytical Solutions Using Oracle BAM (Business Activity Monitoring)

Shyam Kumar, AST Corporation

A real-time business intelligence solution provides immense business advantage to an enterprise. Oracle Business Activity Monitoring (Oracle BAM) gives business users the ability to monitor their business services and processes in the enterprise, to correlate KPIs down to the actual business process themselves, and most important, to change business processes quickly or to take corrective action if the business environment changes. In this presentation, we will discuss the details of building a real-time monitoring and analytical solutions on Oracle SOA Suite and Oracle E-Business Suite by leveraging integration between the Business Event System and Oracle BAM to provide enterprise wide operations, KPIs, and SLA visibility. We will also share our case-study of Oracle BAM implementations at Greater Orlando Aviation Authority, FL.

12:30 p.m. - 1:10 p.m.

Advanced Queuing (AQ) as Systems Integration Tool: Exchanging XML Data with Oracle Streams AQ

Natalia Kalita, Zanett Commercial Solutions

Oracle Workflow Business Event System uses it. BPEL uses it. You can use it too! The best part is: no installation or customizations necessary as AQ is a part of Oracle database. Did I mention

there is almost no learning curve? Learn about our solution to interface financial data from proprietary Purchasing system into EBS R12 utilizing XML messaging and Oracle Advanced Queuing.

1:20 p.m. - 2:00 p.m.

Reduce/Eliminate Downtime During Migrations & Upgrades

Susan Wong, Quest Software

Although they reap long-term business benefits, migrations are a major availability challenge that companies face today. How to migrate or upgrade your Oracle database with minimal risk and almost no downtime. With so many drivers for change, how exactly do you lower the risk of an upgrade and perform it with minimal downtime - an essential requirement for highly important applications?

Attend this meeting and discover:

- How to lower risk of migrations by always having a fail-back route if things go wrong
- How to achieve minimal downtime, even when upgrading hardware or moving to a new operating system or version of the operating system
- How to architect a solution for repeated, rolling upgrades of database or hardware
- How the same architecture can improve the performance of the application

2:10 p.m. - 2:50 p.m.

Oracle 11g Advanced Compression for E-Business Suite Database: A Comparative Analysis

Dilip Palakaladonna, AST Corp.

Oracle 11g Advance Compression Option can be used to compress tables, Indexes, Data Pump Data Compression, RMAN Backups, and Data Guard Redo Transport Compression. The benefits include reduced storage requirement and costs and improved performance for que.

3:00 p.m. - 3:40 p.m.

OA Framework Extensions in the E-Business Suite: Tips and Techniques

Bolton Carroll, Rolta TUSC

This presentation will discuss how JDeveloper can be used to create customizations in the E-Business web pages. OA Framework extensions are fully supported by Oracle to allow users to modify web pages. Topics covered will include how to know if an extension is required, how to add extra fields to a page, how to default values in fields, and how to perform custom validation on fields. In addition, some basic tips and techniques will be given on best practices related to OA Framework Extensions.

TRACK: General
ROOM: Crystal 3

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

Alleviating Chaos During Open Enrollment Using Change Management, Training and User Productivity Kit

Fatima Beach, Applications Software Technology Corp.

Pinellas County had a big challenge rolling out open enrollment for 3,500+ end-users. Users ranged from beginners (no computer experience) to advanced users. Users located in various County locations may not have access to a computer or computer terminals, let alone a central location to check e-mail. The change from the "old system" kept many users on the fence. These challenges during the Oracle Self-Service Open Enrollment Benefits implementation were alleviated by rolling out a complete & effective change management and training plan utilizing UPK. The session will discuss how they approached the challenges and the lessons learned.

9:20 a.m. - 10:00 a.m.

Check Printing in Oracle R12
Robert Kragen, Evergreen Data Systems

Evergreen Data System is the preferred partner for secure checking printing and Output Management for Oracle R11/12. Talk to Evergreen about LaserForms.Enterprise, when 'out of the box' reports can't satisfy your business requirements. We can assist you with all your Oracle R12

business documents such as AP & Payroll Checks, Purchase Orders, Invoices, Pick Lists, Pack Slips etc.

10:10 a.m. - 10:50 a.m.

Fusion Applications Primer Mani Kumar Manda, Rhapsody Technologies

Oracle has been working hard for several years in building Oracle Fusion Applications which are slated to be in General Availability (GA) around Q1 of 2011. The session will focus on key concepts of Fusion Applications, Fusion Architecture, and the user friendly UI Shell and features that enhances User Experience, and many other features and functionality of Fusion Applications.

12:30 p.m. - 1:10 p.m.

Are You Doing All the Right Things Around SOA and ADF Development?

Krishna Reddy, Sunera Technologies

The Sunera's Fusion Readiness Index (FRI) measures the propensity for company to exploit the opportunities offered by Fusion technology. It is published at the end of FRI Assessment. The FRI seeks to better comprehend the impact of Fusion Technologies on the agility and competitiveness of the company. The FRI is a composite of six components: the architecture adopted by the company, the readiness and capabilities of the key stakeholders (developers, analysts, and IT managers) to

use Fusion Technologies, the development standards adopted, the security architecture, the performance expectations and finally the overall scalability expectations for the future. The index is developed by the Sunera Fusion Technology Architects, who worked at Oracle Fusion Development, WFS, Emerson, Motorola, Sun and other companies

1:20 p.m. - 2:00 p.m.

Why Your Oracle E-Business Suite is NOT Secure

Stephen Kost, Integrigy Corp.

Oracle E-Business Suite is usually an organization's most important application and the consequences of having it compromised or damaged by malicious employees, hackers, or even cyber terrorists could be catastrophic. However, often little effort is spent to properly secure the Oracle E-Business Suite from real-world threats and common types of attacks due to implementation time constraints, lack of documented best practices, limited IT budgets, and a lack of understanding of critical security issues. Major security risks and issues commonly found in most Oracle E-Business Suite environments will be reviewed and the critical steps to secure the application, database, and application server will be discussed. From IT executives to system administrators to database administrators, understanding what needs to be secured and a cost effective method for doing it will help to protect your

organization's investment in the Oracle E-Business Suite.

2:10 p.m. - 2:50 p.m.

SmartMove Solution - Smarter Way to Migrate Setups, Changes and Releases

Ravi Reddy, Sunera Technologies

Advantage of SmartMove Solution:

- 1) Automate the release management
- 2) Reduced Manual errors as data is filled into pre-defined datasheets
- 3) Significantly Reduce BA and Developers time in Manual Documentation
- 4) No chance for Manual errors
- 5) Complete Audit Trail , especially for SOX Compliance
- 6) Significant reduce System Downtime during migrating releases.

3:00 p.m. - 3:40 p.m.

Using Oracle MSCA for Express Inventory Transactions

Abhinav Raina, AST Corporation

Oracle standard functionality doesn't support serial number ranges for Alias Issues or Sub Inventory transfer. It only supports one serial number at a time. This presentation would discuss in detail how to enable both these screens to transact any range of Serial Numbers that are pre-defined in Oracle Inventory application. Unlike standard feature, the quantity column will be auto-filled based on the range of serial numbers available and hence saving a lot of time on data entry.

TRACK: Release 12
ROOM: Crystal 4

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

A Practical Approach to Data Maintenance for PLM in Oracle E-Business Suite

Serena Neubacher, Chain-Sys Corporation

This discussion explores a publishing house's struggle with ongoing data loading and data maintenance. Faced with aggressive time line needs and a dynamically changing product structure in their PLM, an under-resourced team required a pre-built Oracle E-Business Suite solution suitable for business users. A practical approach to data cleansing and maintenance based on proven strategies and best practices will be presented along with a case study highlighting a successful deployment.

10:10 a.m. - 10:50 a.m.

E-Business Tax - Lessons Learned from R12 Upgrade

Ashish Nagarkar, AST Corporation

USG Corporation has upgraded its E-business suite from 11i to R12. E-Business tax is a single point solution for managing transaction based tax in Release 12 of Oracle E-business suite. This module gets implemented as a part of upgrade process. Some functionality like tax groups is obsolete in R12 but it is being used by USG currently. This Presentation talks about the challenges faced for e-business tax module upgrade. All the

lessons learned in this implementation are common problems that will be faced by any organization upgrading from 11i to R12.

12:30 p.m. - 1:10 p.m.

Power of R12 Order Management

Kamlesh Meshram, Deloitte

Following this session, you will be able to do the following:

Understand and use powerful features available with Oracle Order Management R12 and beyond (R12.1.3)

Understand the business benefits and effective usage of these features

1:20 p.m. - 2:00 p.m.

R12 and Sub-ledger Reconciliation – Using Reporting Effectively to Make Month End Less Complicated

Sue Maloney, EIS Technologies

Just when you thought you had sub-ledger reconciliations figured out, R12 comes along. See the changes in R12 that will impact your reconciliations and how you can use a few reports to make the transition much easier.

2:10 p.m. - 2:50 p.m.

R12 Upgrade: Efficient Approach

Arun Senapathi, Senryo Technologies

This presentation covers the topics involved in efficiently upgrading to R12 from 11i. This covers all tech stack upgrades, architecture and new features.

This presentation provides a clear and efficient road map to a successful and complete upgrade to R12. Also provides guidelines to minimize the downtime during R12 upgrade.

3:00 p.m. - 3:40 p.m.

Introduction to BI Publisher in R12: Getting Started

Brent Lowe, STR Software

Many Oracle EBS customers moving to R12 are adopting Oracle's BI Publisher (BIP) as their formatting engine for EBS reports. This is a natural migration given the evolution of BIP, yet some uncertainty remains about how to use the application in an R12 environment. Join us as we introduce the concepts of BIP in R12 including an overview of how you create data, layout templates, output and a review of available options for report delivery. As part of this presentation we will also explore the nuances of BIP functionality within a few popular EBS modules.

TRACK: Release 12 (continued)
ROOM: Venetian 1

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

VENDOR: R12 - Is it OMG or LOL?

Sue Maloney, EiS Technologies

Social networking has taught us all to understand what these acronyms mean but what has it got to do with R12?

Organizations have experienced both extremes, from the OMG moment (if only it was a moment!) to the LOL (oh that was SO easy!). In a fun

and interactive way, you will come to strategically understand why the extremes exist, how to avoid the OMG moments and move more towards the LOL times. OMG moments of moving to R12, as improbable as it sounds, can be avoided.

9:20 a.m. - 10:00 a.m.

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

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.

10:10 a.m. - 10:50 a.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.

12:30 p.m. - 1:10 p.m.

VENDOR: The Survival Guide to EBS R12 Upgrade: Manage the Change Simply & Successfully

Tracie Stamm & Fernando Volonte, Quest Software

Oracle is driving E-Business Suite users to upgrade to R12.

Although R12 offers many great benefits, any major upgrade can be a scary proposition when you consider potential disruptions of business-critical applications. But you can turn that scary proposition into a successful upgrade with some of the insights offered in a webcast from Quest Software.

- Discover the ins and outs of the upgrade
- Explore what's driving the upgrade
- Identify the keys to a successful upgrade

1:20 p.m. - 2:00 p.m.

How to Manage a Successful R12 Upgrade – Useful Tips & Methodology

Art Dowd, O2Works LLC

Are you ready for your R12 upgrade yet? It's different than the 11i dot-release, technical upgrades. The technical tools are better, but it requires a

larger change management effort. Because of changes to the look and feel, functionality of key modules, and reporting tools, the impact to users is significant. We'll take you through key changes and provide tips and methodology to help you deliver a successful R12 upgrade. Our experience with R12 projects has shown that those organizations who manage the end user change effectively will succeed. Those who "throw it in" expect users to "get it" will fail.

2:10 p.m. - 2:50 p.m.

VENDOR: Right-Size your R12 Architecture

Steve Susina, Symmetry Resource Group

Join Symmetry Resource Group and Alliance Technology as we co-present on how to "right size" your Oracle EBS R12 architecture. A recent study indicated that only 40% of Oracle's EBS customers utilize some form of hosting. Although the trend is shifting upwards, the remaining 60% that host their own systems will be thinking about a server refresh or platform migration. Early planning is vital. Teams need to take into consideration the advancements in hardware/OS platforms and how they are best optimized to work and scale with Oracle business applications. Buying the biggest and fastest hardware isn't always a feasible strategy

3:00 p.m. - 3:40 p.m.

A Pragmatic Approach to Testing Your Upgrade to R12

John Miner, Original Software

Upgrades of ERP systems, especially functional upgrades, are resource hungry, take months of planning and require business users to take time out of their daily workloads to check the new system. This is no exception to those upgrading to Oracle E-Business Suite release 12.1. This session will explore the best practices needed for an efficient testing process during your Oracle upgrade. A process that delivers the promised business value and one that doesn't tie up your business users unnecessarily.

TRACK: Financials/HR/Strategy

ROOM: Venetian 2

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

Integrating Process Transformation with a Global Oracle EBS Implementation or Upgrade

Roger Kuhn, Perseca

This session will review how a leading global organization is driving true business transformation as an integral part of its global Oracle EBS implementation. The discussion will compare and contrast a transformation initiative against a standard software upgrade or replacement.

9:20 a.m. - 10:00 a.m.

What's in Your Accounts Receivable?

Pavan Vallabhaneni,
Application Software
Techonology Corporation

Processing credit cards should be as tricky as dealing with those Credit Card Vikings on TV! Even more so if the authorization and settlement occurs in multiple systems. This session will unleash various options of processing such transactions in Accounts Receivables. We will explore the different models of Auth-2-Settle data flows that Oracle EBS can accommodate with real time examples and in specific what we did for the largest Transit Agency the in Mid West. A sneak peek of the necessary extensions for different flows will also be revealed. We will extend this discussion a little bit further to include reconciliation of Cash using Cash Management.

10:10 a.m. - 10:50 a.m.

Can Oracle R12 Answer the Call for IFRS?

Christian Hambach, KPMG LLP

As IFRS reporting requirements are expanding to include US operations, multi-national companies look towards their financial systems for the answers. But not all ERP systems or processes are designed to handle the changes these requirements bring. KPMG's Advisory Practice has a breadth of Oracle R12 Implementation and Business Transformation experience, and has been at the forefront of

thought leadership around IFRS Convergence specializing in industry-specific solutions. KPMG will present key materials and a case study around current IFRS issues in international business today, as well as its' impact on the new release of Oracle R12.

12:30 p.m. - 1:10 p.m.

VENDOR: What You Need to Know: The Impact of Oracle R12 on Your GL Reporting

Brian Grossweiler, Excel4apps

For Oracle ERP users upgrading or contemplating the upgrade to Release 12, it is important to understand the impact that such an upgrade will have on your General Ledger (GL) reporting process. This presentation will discuss in detail the effects of the R12 upgrade on your GL reporting, as well as the solutions available to address the gaps in meeting your requirements in the new environment. Don't miss this opportunity to learn how your GL reporting process can stay ahead of the curve during an R12 upgrade.

1:20 p.m. - 2:00 p.m.

Global Tax Solutions for Indirect Taxation using EB Tax-Implementation Challenges and Approach

Venkat Radhakrishnan, Tata Consultancy Services

Implementing a Global Indirect tax solution using Oracle EB Tax in the R12 world can be both challenging and a show stopper. Though Tax Vendors present their taxware/ intelligence as an integrated

solution with EB tax, it is easier said than done as a solution. Should a solution approach be tax vendor solution 100% or completely using EB tax or Oracle localization or a combination of all of them? There is no one size fits-all solution for this. The presentation will look at sharing solution approaches, lessons learnt and case studies using projects implemented by TCS

2:10 p.m. - 2:50 p.m.

VENDOR: What Every Company Needs to Know about the Benefits of Hosting Oracle Applications

Dawn Gershinzon, Core Services

An interactive presentation, with co-presenter and Core Services client, Levy Restaurants from Chicago. Objectives include helping companies identify the advantages of Hosting its Oracle Applications, including: Lowering the Total Cost of Ownership of Oracle Applications, Improved Issue Resolution Times, Faster Upgrades and Technology Roll-outs and Proactive Application Management.

3:00 p.m. - 3:40 p.m.

Expediting Payroll Year End with Polaris Reporting Workbench

Kiran Kakarlapudi, Polaris Associates

Does your anxiety level go up during the Payroll Year End time? Well, you are not alone. You are invited to this session to learn how Polaris Reporting Workbench software has a specific solution to expedite

Payroll Year End. We will show you how Reporting Workbench reports help with the overall system checks and balances, tax issues, balancing Gross to Net reports, Federal and State tax remittance reports, SQWL reports, 941's and W-2 reports. As you know the patches are released in a rapid succession during the Year End, Reporting Workbench significantly helps to speed up Payroll Year End patch testing by showing the variances of payroll and tax balances before and after the patches are applied. You will learn the power of delivered Payroll reports and an easy way to produce new reports in minutes.

TRACK: Oracle
ROOM: Oak 1

8:30 a.m. - 9:10 a.m.
Managing Risk in your R12 Upgrade (GRC)

In this presentation you will learn why building compliance into your R12 upgrade will reduce costs and design risk directly into the R12 upgrade process. Learn how Oracle's Governance Risk and Compliance Controls solutions can enforce controls directly into the E Business Suite in real-time to manage segregation of duties conflicts and prevent future conflicts at the point of provisioning. Likewise, learn how Oracle can track key configuration changes in real time and track these settings in multiple instances to verify consistency across the development, test and production environments.

9:20 a.m. - 10:00 a.m.

CRM OD

Get Smarter, Get More Productive and Get the Best CRM Value. Period. Attend this session to learn how customers are gaining rapid ROI with Oracle CRM On Demand, and hear how the latest release can deliver even more value for your organization.

10:10 a.m. - 10:50 a.m.

HR In the Cloud

Organizations face a number of challenges when moving their HR applications into the cloud. Companies seeking solutions like talent management and compensation must ensure that Software-as-a-Service (SaaS) offerings in these areas can integrate seamlessly and cost-effectively with their existing infrastructures, and provide a unified view into employee data and the workforce lifecycle. With the arrival of Oracle Fusion Human Capital Management (HCM), Oracle is redefining the Total Cloud Ownership experience, with a full suite of enterprise-grade, SaaS HCM applications that can be deployed easily and securely across any environment, from private and public clouds, to hybrid, on-demand, or on-premise environments. Oracle Fusion HCM is also redefining the business of HR, with applications that deliver a next-generation user experience, built-in business intelligence, networking and collaboration capabilities, and embassy-grade security.

12:30 p.m. - 1:10 p.m.

Oracle User Productivity Kit Strategy and Roadmap a Key to User Adoption

Deb Brown

Discover what is new, innovative and great about Oracle User Productivity Kit. With new enhancements, you can "expand your use of UPK". Learn the strategic direction of Oracle User Productivity Kit, hear customer success stories and interesting use cases. See some pre-release features as well as new features of v3.6.1, including the use of sound and presentations to increase user adoption. Effective users are key to the success of your software ensure user adoption with Oracle User Productivity Kit.

1:20 p.m. - 2:00 p.m.

Master Data Management

Jody Clayton

Organizations who decide to engage in an MDM project face two key challenges: (1) justifying the investment and (2) defining and executing a deployment plan that minimize implementation risk. In this session you will learn some of the key levers Oracle customers have used to demonstrate short-term, tangible business benefits. We will also preview some of the new MDM offerings including Datanomic.

2:10 p.m. - 2:50 p.m.

Oracle BI Applications

Oracle Business Intelligence 11g represents a major industry milestone, and there is more to

come. This session will update the OAUG community on the latest capabilities and future plans for the Oracle Business Intelligence Foundation Suite.

3:00 p.m. - 3:40 p.m.

Oracle On Demand

Customers wanting better return and greater business impact from investment in IT are driving the strong trend toward managed services. IT challenges are limiting returns and Oracle On Demand Cloud Services addresses these IT challenges. Only Oracle provides a superior ownership experience and helps unlock the value of a customer's investment in IT, enabling them to achieve better business results, lower risk and reduce TCO.

TRACK: Business Intelligence
ROOM: Oak 2

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

ODI 11g - New Features and OBIEE Integration

Arun Chaturvedi, AST Corp.

Oracle Data Integrator (ODI) is a best-of-breed data integration platform in DW/BI world. The 11g version of ODI has pushed the state of the art technology in data integration further ahead of the rest of the industry. This presentation will discuss the new features and capabilities in ODI 11g including changes to user interface and architecture. There will be discussion on OBIEE 11g/ODI 11g integration for an ETL-BI implementation within an organization.

9:20 a.m. - 10:00 a.m.

R12 and Sub-ledger Reconciliation – Using Reporting Effectively to Make Month End Less Complicated

Andy Donovan, EIS Technologies

Just when you thought you had sub-ledger reconciliations figured out, R12 comes along. See the changes in R12 that will impact your reconciliations and how you can use a few reports to make the transition much easier.

10:10 a.m. - 10:50 a.m.

Unwrapping OBIEE 11g with BI Apps for R12

Naren Thota, Infosemantics

Discussion on what is pre-delivered out-of-the-box with respect to OBIEE components, configuration, and content for the subject areas. Includes a demo of the Analytics with Oracle EBS Release 12 Vision data. Most Customers won't realize to what percent the pre-delivered content will meet their requirements, the take back from this presentation is a complete understanding of the delivered content, and some of the configuration gaps for Oracle E-Business Customers, and so they are prepared and plan accordingly for their deployments.

12:30 p.m. - 1:10 p.m.

Ever Need Real Time Data in Your Oracle Business Intelligence Answer Queries and Dashboards

Barry Markovic, IT Convergence

Oracle Business Intelligence (OBI) is typically based on a data warehouse that does not include real-time data. OBI's Extract, Transformation and Load (ETL) process updates data warehouse tables periodically. However, organizations may require real-time data in some OBI Dashboards and Answer Queries. Providing this data requires a different method than ETL processes. This presentation provides technical details to include real-time data in OBI along with strategies to optimize query performance. Several options will be presented including incorporating Oracle Standard Views and Discoverer EUL Objects into the OBI Repository and creating Answer Queries based on custom SQL Statements.

1:20 p.m. - 2:00 p.m.

Spanning the Oracle EBS Reporting Spectrum: Operational to Analytics

George Chechopoulos, Noetix

Discover how your company can address both real-time operational reporting and analytical (data warehouse) reporting using technology that is quick to implement as part of a cost effective, pre-built solution. This session will cover packaged reporting solutions for versions 11i and Release 12 of Oracle E-Business Suite that leverage existing investments in your current tools, including OBI EE, IBM Cognos, and SAP Business Objects.

2:10 p.m. - 2:50 p.m.

OLAP, Business Intelligence and Analytics: How Do I Choose Which One to Use?

Suzanne Hoffman, RadRac Industries

Relational Databases and business applications were supposed to store data and be able to answer any questions I needed, right? So why does Oracle have more than 1 OLAP product, purchased a BI product and is creating analytics packages? We will go through the Oracle and other industry offerings and identify where to use which product for maximum business benefit. We will touch on multi-dimensional calculations, pervasive BI, social media/Unstructured data, statistical analysis, data visualization and others.

3:00 p.m. - 3:40 p.m.

Mobile OBIEE Integration

Stan Earnest, SoftMaster

This session will cover an introduction to Mobile OBIEE enterprise architecture, security, and implementation. Attendees should bring their own mobile device: iPad, iPhone, Android, or Blackberry. In-session hands-on instructor-driven exercises will demonstrate OBIEE capabilities on your hand-held device.

TRACK: Hyperion

ROOM: English

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

Integrating a Full Hyperion EPM Suite Including HPCM, HSF, Hyperion Planning and HFM

Amy Cochran, Accenture

Design and Integration recommendations when integrating a full suite of Hyperion Enterprise Performance Management Applications including Hyperion Planning, Hyperion Strategic Finance, Hyperion Financial Management, Hyperion Profitability and Cost Management plus reporting applications (Financial Reporting, Smartview, OBIEE (including dashboarding)).

9:20 a.m. - 10:00 a.m.

Big Bang Theory: HFM/EAL?Essbase deployment

Paul Mack, ClearLine Group

An interactive presentation, with co-presenter and Core Services client, Levy Restaurants from Chicago. Objectives include helping companies identify the advantages of Hosting its Oracle Applications, including: Lowering the Total Cost of Ownership of Oracle Applications, Improved Issue Resolution Times, Faster Upgrades and Technology Roll-outs and Proactive Application Management.

10:10 a.m. - 10:50 a.m.

Essbase and Analytics-Insight to Improving Profitability

Len Romano, Emerging Solutions

Gaining maximum insight into your business is critical to achieving maximum profitability. Achieve this insight by using Essbase and it's analytical capability. Hear a customer success story as to how they gained insight to profitability.

12:30 p.m. - 1:10 p.m.

Forsythe Technology Extends and Leverages the Oracle Platform

Mark Sims, MarketSphere Consulting

Forsythe embarked down a path to define an improved, scalable, and sustainable future state for its Financial and Accounting (F&A) processes to support the company's on-going growth and performance. With the strategic goals to align functions, improve decision making and create one certified version of the truth, Forsythe leveraged their current Oracle technology investment to make it happen. Attend this session and understand how Forsythe used an integrated Oracle technology platform, including Oracle E-Business Suite, Essbase, OBIEE, Oracle BI Applications, OBI Financial Analytics and Smart View to improve efficiency, effectiveness, controls, accuracy, and value-add of their people, processes, and technology.

1:20 p.m. - 2:00 p.m.

Take a Dive into the Deep End of Your Data - Understanding How to Get More Out of Less

Eric Kauffman, Peloton

Understanding how unique intersections can be brought into reports to help refine analysis and understand your data in greater depth. Users do not always have time to step back and see what else can be possible and how they can look at their data in different ways. By working closely with the

client and being able to understand their needs and show them what could potentially be possible in a real-time forum can help to "unlock" areas of analysis that were not previously thought of / thought to be meaningful.

2:10 p.m. - 2:50 p.m.

Integration of Oracle HCM and Oracle Hyperion and OBIEE 11g

Dinkar Karumuri, Senryo Technologies

This presentation will discuss Integration of Oracle HCM (E-Business Suite) data with Oracle Hyperion 11.1.2 Public Sector Planning and budgeting using ODI and ERPi Adapter. The presentation will discuss the approach to integration and help public sector and large corporations to budget and plan with synchronized data from the ERP system. You will also learn about the integration of OBIEE 11g and Essbase.

3:00 p.m. - 3:40 p.m.

HFM Tax Integration

Delphine Badard, The Hackett Group

Learn how to streamline the close process by using leading edge Oracle products and Corptax. During the session we will discuss case studies and an implementation approach for enhanced tax reporting. Corptax has partnered with Oracle and Hackett to deliver a tightly integrated solution that leverages best practices for tax provisioning and the preparation of international tax packages.