

PRESENTATION ABSTRACTS

Keynote Presented by ORACLE
ROOM: Exhibit Hall

11:00 a.m. – 11:40 a.m.

**Maximize Shareholder Value
with Appropriate Risk
Management (GRC)**

TBD, TBD

Recent economic volatility and the demise of mega corporations are giving risk management a new focus and eminence. Starting in 2009, Standard & Poor's is including risk management analysis in its credit rating evaluation of non-financial corporations.

Unsurprisingly, companies small and large are wondering if they have a good enough handle on potential risks. We will explore the key considerations to implement a holistic, predictive and relevant risk management program, the upside of managing risk with improved strategic and operational planning and results, and the impact on shareholder value.

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

8:30 a.m. – 9:10 a.m.

**"Sustaining Change" Beyond
Go-Live**

*Michelle Davis, The Revere
Group*

"Managing change" has been a buzz phrase and focus for the last 15+ years with technology improvement initiatives, such as Oracle implementations and upgrades. However, it generally doesn't take into account the longer term post go-live needs of those impacted by the change. It also doesn't focus on how to reinforce and institutionalize the change into the organization's culture. In this session, we will explore life after "managing change" (meaning after go-live) – such as the continued, though changing, role of communications, sponsorship and training, as well as the importance of business & IT support structures and organization & job realignment. The end result is an organization that effectively anchors and sustains the change long-term, which, in turn, maximizes the Oracle financial investment and paves the way for other successful change initiatives.

9:20 a.m. – 10:00 a.m.

**Pushing Oracle UPK to the Limit:
Getting the Most Out of Your
Investment**

Brian Immel, AAR Corporation

If you are an Oracle User Productivity Kit (UPK) content developer with a beginning to moderate understanding of the developer tool, then this is the session for you. UPK is a great tool that can be used to train new employees on your applications as well as introduce changes or new functionality after upgrades or patch application. It can also be used to retain the company's intellectual knowledge and process procedures during change management events. From changing the screen shot editor to adding sound, UPK developers will be introduced to editing tips that can save them valuable time during content creation.

10:10 a.m. – 10:50 a.m.

**UPK for Oracle and Non Oracle
Applications**

Sivaram Kuppachi, Calsoft

The User Productivity Kit (UPK) is a comprehensive, cost-effective, customizable solution that helps your organization quickly create the critical documentation, training, and support materials needed to drive project team and user productivity throughout the life-cycle of your software. We shall demonstrate how to maximize the UPK investment to use it for

both Oracle and Non Oracle Applications.

**TRACK: Demand
Management/ Logistics**

ROOM: Crystal 2

8:30 a.m. – 9:10 a.m.

**Demantra Demand
Management Implementation
at USG**

Amy David, USG

This presentation will be an overview of the Demantra Demand Management implementation at USG. The objectives of this presentation are:

- 1) Show how the USG Demantra project provides quantifiable business benefits
- 2) Describe some of the challenges encountered in the project and how they have been overcome
- 3) Share key elements of the project management that enable success

9:20 a.m. – 10:00 a.m.

VENDOR: Achieving “Time-to-Value” Objectives with Demantra Demand Management

Jim Breslin, Laurus Technologies

Join Jim Breslin of Laurus Technologies as he provides a post-implementation review of a 90 Day Demantra Demand Management project. Topics covered include: Key accelerators employed at various states of the project, client key work activities before project start date, managing expectations, tools/templates used by Laurus to drive key client decisions needed within first two weeks of the project, managing phases, key functionalities to scope for later phases in a 90 day project, insuring your client core team members are successful internally, & success working with Oracle On Demand team.

10:10 a.m. – 10:50 a.m.

VENDOR: Operations Planning with ASCP/Demantra

Dean Steiger, Signum Group

This presentation deals with the creation and use of an operation plan within a steel company. The operation plan was created for the company to balance the demand plan from Demantra with the capacity capabilities of the plant to form a loaded and balanced supply plan within ASCP/GOP. The operation plan cycle will be discussed. The definition of the key measurements that are

required to answer the operation scenarios for the month will be reviewed.

TRACK: Strategy/Project Management
ROOM: Crystal 3

8:30 a.m. – 9:10 a.m.

Oracle E-Business Suite Release 12 – Architecture and Tools Overview

Sandra Vucinic, VLAD Group

This presentation will review Oracle E-Business Suite Release 12 Architecture and Tools. Attendees will learn about the latest and greatest Technology Stack components in version 12 including 11g database. Further, this presentation will outline new or changed functionality in release 12 within Applications Object Library, Oracle Applications Manager, OA framework, AD utilities and Workflow. Finally, discussion will be held on how to benefit from the new features and functions of Oracle 11g database in the release 12 environment.

9:20 a.m. – 10:00 a.m.

Best Practices for Implementing SSO on EBS R12

Milton Estrada, TUSC, a Rolta Company

This presentation will cover the most common issues related to integrating EBS R12 with an Oracle OID Server using SSO. Attendees will be provided with best practices recommendations on how to deploy SSO for EBS R12.

10:10 a.m. – 10:50 a.m.

Using PLSQL Data Objects with Oracle E-Business Suite

James Hanon, O2Works, LLC

Certain business objects can present difficulties for development and maintenance. They can be produced in numerous different forms, from paper reports, to EDI and XML transactions. For the most part, these different formats require the same data. As there are now many tools to take a simple datastream, format and present it (such as Oracle BI Publisher) we need simple methods to extract and format the data. Using Object Oriented Programming techniques makes that possible. By consolidating the data collection and formatting methods into a single user defined datatype, we can manage development and maintenance much more closely and simply.

TRACK: Project Accounting/PRM
ROOM: Crystal 4

8:30 a.m. – 9:10 a.m.

Maximize Asset Productive Capacity with Oracle EAM

Susan Hrib, Signum Group

In a tough economy the ability of a firm to maximize the useful life, reliability and productive capacity of their most critical business assets is paramount. Oracle Enterprise Asset Management focuses on productive plant and equipment to extend the useful

life of existing assets, minimize production outages and manage external compliance. Asset intensive manufacturers, utilities, mining operations and fleet managers will learn how Oracle EAM can be utilized to lower maintenance costs and extend the useful life of those critical business assets. Sue Hrib a highly recognized expert in the Oracle EAM product area will show attendees why this product is one of the fastest selling applications in the Oracle suite.

9:20 a.m. – 10:00 a.m.

Cutting Costs Using an Integrated Shared Services Center

Kent Wetzel, DARC Corporation

Companies are looking for ways to strengthen their bottom lines in these tough economic times, and leveraging the efficiencies of a Shared Services Center (SSC) is a proven way to lower costs, improve controls and provide a competitive advantage. To realize these benefits, SSCs are often faced with the challenges of integrating their internal customer's systems to enable better reporting and leverage automation like the cost-saving benefits provided in Oracle's ERS (Evaluated Receipt Settlement) functionality. This presentation will describe the approach, methodology and many of the tools available to speed integration and automation at a financial SSC.

10:10 a.m. – 10:50 a.m.

What Does R12 of OPM Mean to My Organization?

Roger Kuhn, Signum Group

R12 is Oracle's first fully integrated process manufacturing solution. This presentation will discuss the key architecture differences between 11i and R12 and the proposed upgrade benefits. Areas that will be reviewed included Inventory and Planning Integration, Costing / Accounting, MES, Least Cost Formulation and Reporting.

TRACK: Financials
ROOM: Venetian 1

8:30 a.m. – 9:10 a.m.

Release 12 Financials Best Practices

Alyssa Johnson, Solution Beacon

Grab a front row seat for a look at the Best Practices when structuring your R12 Financials application. Find out how to utilize the new Multi-Org Access Control (MOAC) functionality to improve processing efficiencies. Also discover how your organization can best leverage new functionality in the subledgers, in the new Subledger Accounting Engine and in GL to streamline financial processes, to expedite data entry and to secure your financial data.

9:20 a.m. – 10:00 a.m.

VENDOR: Replace your FSG's/ADI with InsightSoftware.com

Andrew Deeley, InsightSoftware.com

FSG's can be a true thorn in accountants' sides. Their rigid structure and overly technical interface make it difficult for accountants to easily change the look of their financial reports, let alone ensure their accuracy. InsightSoftware.com has developed an easy to use alternative to FSG and ADI. It enables the user to import existing FSG row sets, & then use drag-and-drop technology to create or change reporting lines. High quality formatting can easily be applied and a pack of reports deployed at the click of a button. Insight also enables managers to analyze their reports using an interactive console which provides full transaction drill-down.

10:10 a.m. – 10:50 a.m.

Oracle Report Manager: Tips, Tricks and Traps

Prithis Das, TUSC, a Rolta Co.

Provide useful information for R12 implementation teams for implementation of Oracle General Ledger, Financial Statement Generator and Report Manager. Indirectly "educate" users about new R12 Report Manager features. Help avoid potential pitfalls using actual experience from implementing Report Manager.

12:30 p.m. – 1:10 p.m.

VENDOR: Form Creation & Document Management in Oracle R12

Robert Kragen, Evergreen Data Systems

Oracle R12 provides multiple methods for creating forms and reports. For many organizations the question remains - should I use Oracle BI Publisher (XMLP) or should I use Oracle XML output and form creation software? The correct answer for you and your organization is dependent upon a variety of factors and conditions. This presentation will explore the advantages and disadvantages of both methods as well as review strategic factors to be considered prior to making the decision as to which method to deploy.

1:20 p.m. – 2:00 p.m.

E-Business Tax in R12 – A Complete Perspective

Ashish Nagarkar, AST Corp.

E-Business tax is a new product in the release 12 of Oracle e-business suite. E-Business tax is a single point solution for managing transaction based tax. E-Business tax uniformly delivers tax services, to all e-business suite business flows through one application interface. This central module holds the key for successful implementation of E-Business Suite involving tax. This presentation explains e-business tax architecture and also talks about various tax components.

This presentation demonstrates the fundamental steps required for e-business tax implementation.

2:10 p.m. – 2:50 p.m.

VENDOR: Excel to Oracle: Validate and Load Data into Oracle EBS via Excel!

John O'Keeffe, More4Apps

More4Apps ADI solution fills the data loading gap Oracle customers experience. Users will learn how to load data into Oracle Applications quickly and accurately through an Excel interface. We will demonstrate using Wizards to provide data validation and any errors will be returned to the spreadsheet for the user to resolve before loading into Oracle. We will demonstrate how to load AP or AR invoices seamlessly, update Projects and Budgets data easily and quickly. Data loading Wizards are available for Financials, Project Accounting, Manufacturing, Supply Chain, Fixed Assets, HR and more.

3:00 p.m. – 3:40 p.m.

Oracle Internet Expenses- an Implementation Case Study

Becky Reeve, Komori America Corporation

This presentation will review the implementation of Oracle Internet Expenses at Komori America Corporation.

TRACK: R12 Upgrade/New Features
ROOM: Venetian 2

8:30 a.m. – 9:10 a.m.
R12 Upgrade Best Practices
Dave Trch, TUSC, a Rolta Company

This presentation will discuss a successful approach to R12 upgrade projects and help you avoid potential pitfalls based on real-world experience. It will also provide useful information for R12 upgrade teams for planning and staffing purposes.

9:20 a.m. – 10:00 a.m.
Managing a Successful R12 eBusiness Suite Upgrade – a Repeatable Methodology to Help Ensure Success
Art Dowd, O2Works, LLC

Are you ready to take the R12 upgrade plunge? We'll take you through what you need know to succeed. From planning to process to resources and management, we'll give you the full picture of how it happens, when, and how it comes together. Whether it's a quick technical migration or an extensive functional upgrade, we'll share the secrets of what you need to do, and where to find the answers. R12 is different. This presentation is for anyone who needs to plan, manage, or be part of an upgrade.

10:10 a.m. – 10:50 a.m.
VENDOR: Build an R12i E-Business Suite Prototype Development Model in Ten Weeks, presented at Collaborate
Alex Somers, e:solutions Group

Why, How, When and Can we move to R12? This presentation addresses Global entities with: Rapid international growth; Decentralized reporting platforms; Customizations and diverse business practices and reporting systems; Decision making inefficiencies and lack of effectiveness in financial operations. A risk avoidance approach.

12:30 p.m. – 1:10 p.m.
Release 12.1.1 – What is New in Projects?
Suzana Ferrari, DARC Corp.
This paper focus is on new and changed functionalities introduced in Project Suite Release 12.1.1. The paper will outline all of the Project Suite R12.1.1 features, while identifying which features were originally released prior to R12.1.1. Following modules will be covered: Project Foundation, Projects Billing, Project Costing, Project Management, Project Resource Management, Oracle Subledger and Oracle Time and Labor. The new R12.1.1 features will be covered in more details.

1:20 p.m. – 2:00 p.m.

Proving the ROI of Project Portfolio Management

Kimberly Baker, Project Partners LLC

Project Portfolio Management systems empower organizations with enhanced, automated and integrated capabilities to manage, control and report on their projects. Several studies find 15-21% improvement in project execution and delivery costs by improving project management maturity one level. Learn how to measure your firm's project management maturity, build a business case with specific targets and ROI measures, and utilize Oracle key performance indicators to evaluate your business. This presentation includes real-world case study 'before and after' ROI measurements.

2:10 p.m. – 2:50 p.m.

Tips and Tricks to Implementing Oracle HCM Paid Time Off Plans

Gene Jannece, AST Corp.

There is a lot of confusion as what features to use and which pitfalls to avoid when using Oracle Paid Time Off (PTO) plans. This session will provide an overview of historical and common PTO plans, using the seeded Oracle plan types, common misconceptions, interesting setup possibilities and customizations.

3:00 p.m. – 3:40 p.m.

Talent Management Enhancements to Release 12.1

Pritam Dutta, KBACE

Learn what's new in the Oracle E-Business Suite Talent Management modules. In addition to sporting an enhanced user interface, Release 12.1 provides advanced functionality related to Global Transfers, Checklists, and Talent Profiles. During this session, attendees will view a live demo showing the new features and functions that have been added to Performance Management, Learning Management, Recruitment, Compensation, and Succession Planning. Find out how Oracle Release 12.1 can help to streamline your organization's Talent Management initiatives.

TRACK: ORACLE Presenters

ROOM: Oak 1

8:30 a.m. – 9:10 a.m.

ORACLE: Strategic Sourcing Using Sourcing On Demand

TBD, TBD

Strategic sourcing programs can yield dramatic, bottom-line results almost immediately. Yet, many organizations are prevented from launching these much-needed sourcing programs due to a lack of capital funds and/or IT resources. Oracle Sourcing On Demand is a software-as-a-service solution that enables you to optimize strategic sourcing programs. This session

will cover customer business challenges and how Sourcing On Demand increases negotiation effectiveness and efficiency, accelerates time to value, and eliminates IT inhibitors.

9:20 a.m. – 10:00 a.m.

ORACLE: Oracle Master Data Management

TBD, TBD

Get an overview of Oracle's master data management footprint and vision. Learn how some of the world's leading organizations are creating a clean source of master data for their enterprise spanning multiple domains by using Oracle's MDM solutions. Discover why more than 800 customers have selected Oracle MDM solutions to help generate tangible benefits such as delivering smarter, fact-based decision-making; increasing customer satisfaction levels; and achieving faster new product introductions while reducing data management costs and meeting increasingly stringent privacy and regulatory requirements.

10:10 a.m. – 10:50 a.m.

ORACLE: What's New in EBS 12.1: Financials

TBD, TBD

Attend this session to get an overview of the latest 12.1 features for Oracle Financials. The session will cover workflow capabilities, centralized accounting through subledger accounting, centralized tax configuration, and flexible

payments processing capabilities using different formats and gateway capabilities.

12:30 p.m. – 1:10 p.m.

ORACLE: What's New in EBS

12.1: Sourcing and Procurement

TBD, TBD

This session will introduce the improvements in Oracle Purchasing and Oracle Services Procurement available in Release 12.1. These improvements build on major enhancements offered in Release 12.0 and set the stage for future innovation. The presentation reviews functional enhancements that promise to simplify procurement operations, support global approaches to procurement, and simplify management of complex categories

1:20 p.m. – 2:00 p.m.

ORACLE: What's New in EBS

12.1: Manufacturing

TBD, TBD

Manufacturers are searching for ways to leverage their existing software investments to help them produce more for less. This translates to improving performance from today's plant operations and removing non-value-added activities to streamline their extended supply chain and leapfrog competition in the economic upturn. In this session, hear how the latest Oracle E-Business Suite Release 12.1 business solutions can improve compliance and collaboration on the shop floor as well as

provide real-time access to information from the plants.

2:10 p.m. – 2:50 p.m.

ORACLE: Transportation Management and Warehouse Management

TBD, TBD

Come to this session to learn about the latest and greatest in Oracle Transportation Management (OTM) and Warehouse Management (WMS) products. Oracle Transportation Management delivers innovative capabilities that enable your organization to take transportation management to the next level. Oracle Warehouse Management 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. Learn about the latest advances to the products and what future innovations are planned.

3:00 p.m. – 3:40 p.m.

ORACLE: Enterprise Project Portfolio Management and Risk Analysis

TBD, TBD

For over 25 years, Primavera products have helped project intensive companies effectively plan, manage, control and deliver projects on time and on budget. In this session, you will see the core capabilities in Primavera P6 Enterprise Project Portfolio Management and Risk Analysis, and learn how they

can help you align business strategy with execution and results, more accurately forecast costs, schedules and resource requirements, and effectively manage projects through execution.

TRACK: Business Intelligence

ROOM: Oak 2

8:30 a.m. – 9:10 a.m.

Dimensional Modeling Best Practices

AI Kannan, Cozent, LLC

Custom built Data warehouses should adhere to standard goals such as, Information is easy to understand, easily accessible, consistent, adaptive and resilient to change. In this presentation I will go over some of the Ralph Kimbell's suggested best practices such as four step data mart design process, Date dimension techniques, degenerate dimensions, snowflaking, Fact table types, conformed dimensions, data warehouse bus architecture, how to handle slowly changing dimensions, and when to create factless fact table.

9:20 a.m. – 10:00 a.m.

VENDOR: Easy Operational Reporting for R12 with OBI EE, Cognos, and Business Objects

Mike Hoover, Noetix Corp.

Learn the critical components needed to set up a successful reporting solution with Release 12, regardless of the platform or business intelligence tool being used to access Oracle E-Business Suite data. This session covers strategies for migrating custom reporting solutions to Oracle E-Business Suite Release 12 and how to simplify operational reporting for R12 with OBI EE, IBM Cognos, and SAP Business Objects.

10:10 a.m. – 10:50 a.m.

OBIEE – Intelligent Design Still Requires Evolution

Stan Korwin, DARC Corporation

This presentation will describe a systematic approach to planning for, preparing for and implementing Oracle Business Intelligence Enterprise Edition (OBIEE), in order to optimize its capabilities for an organization. Topics will include defining user needs, evaluating data sources and data readiness, identifying limitations and defining a rational implementation progression. And it will offer a suggested readiness checklist to assist in assessing your overall readiness for OBIEE.

12:30 p.m. – 1:10 p.m.

VENDOR: GL Wand - Do Your Oracle Finance Reporting in Excel

Scott Stollwerk, Excel4Apps

GL Wand offers an easy Excel interface to Oracle GL enabling highly efficient finance reporting, shorter month ends and fast refreshes. By joining this presentation you will learn more about how 1000's of Oracle users have adopted this easy to use solution to solve their Oracle financial reporting needs. Key features and benefits of GL Wand include:

It's fast

It's easy

No recapturing.

No import/export

No data replication

No implementation

Oracle Apps sign-on

Centralized management

No ODBC and no SQL Net

Fast HTTP(s) connections

Fully integrated into 11i/R12

Multi-book, Mass Distribution

Drill to full journal and AP, AR,

FA, PO, INV and PA subledgers

1:20 p.m. – 2:00 p.m.

**Trade In Your Discoverer F-150
Pickup on an Obiee Lexus**

*Eugene Plagge, IT
Convergence*

We all know the feeling: driving our pickup truck down to the loading dock, and filling it up with boxes and boxes of data from your warehouse. It gets the job done, and is strong enough to lug a ton of just about anything! But, when you need a nimble, quick ride thorough your warehouse of data, the old pickup truck just isn't quite up to the task. You need the agility and speed of that shiny new Lexus sports sedan to get you where you need to go, faster than those other guys in their muscle cars.

2:10 p.m. – 2:50 p.m.

**OBIEE & Project Analytics:
Delivering Cross-Functional
Project Information for Better
Decision Making**

*Todd Randolph, Optimum
Solutions*

Our industry-leading practitioners will discuss and demonstrate the features and functionality of this new application and will examine the benefits and challenges of implementing Oracle BI Suite Enterprise Edition Plus with the Oracle Project Analytics Applications. You'll discover how organizations can benefit from insight into project-based data throughout the project lifecycle that enables them to better manage projects, enhance performance and

improve profitability with this comprehensive solution. Project Managers, Executives, and Accountants will be armed with the information needed to take steps to help improve cash flow, enhance revenue and profitability, control spend and maximize efficiencies across the enterprise.

3:00 p.m. – 3:40 p.m.

**Choosing the Right BI and ETL
Tool for Your Applications
Environment**

*Reddy Ramasani, New
Generation Consultants*

Oracle BI and ETL product mix used to be fairly simple. There were tools such as Oracle Discoverer, Oracle Express and Oracle Warehouse Builder. There were applications such as OFA, OSA, EDW, BIS etc. In the last few years, Oracle has acquired a no. of BI and reporting environments such as Siebel Analytics, Hyperion etc. Each of the acquisitions added different applications, reporting tools and ETL tools to the Oracle offering. This presentation which is based on a customer case study walks the audience through the pros and cons of each of the BI and reporting environments and identifies the factors that should be considered in selecting the right combination of applications, reporting and ETL tools.

TRACK: Supply Chain Management
ROOM: English

8:30 a.m. – 9:10 a.m.

Size Doesn't Matter: Hyperion Planning for Smaller Firms

Mark Cawi, Bakerfield Solutions

Hyperion Planning is not just for large Fortune 500 firms and does not always require a large implementation effort. This presentation reviews the two month implementation (with just one part-time consultant) of Hyperion Planning, Workforce Planning, and CapEx Planning for HSS, Inc., a leading provider of security services for hospitals and airports. The session will include the business case for selecting Hyperion, success factors, project team make-up, review of the project including lessons learned and future plans.

9:20 a.m. – 10:00 a.m.

Hyatt Utilizes Hyperion Strategic Finance for Improved Financial Forecasting & Strategic Planning

Jay Laabs, Blue Stone International

Hyatt uses Hyperion Strategic Finance for global financial forecasting and consolidation of 300+ entities, cutting the forecasting process from 5 months to 6 weeks. Hyperion also assists with improved data accuracy and covenant compliance.

10:10 a.m. – 10:50 a.m.

Pulling it Together: Lessons from Implementing & Integrating Sys 9 FM, Planning, Essbase, FDM at CBI

Jason Logman, Archstone Consulting

Chicago Bridge and Iron's rapid growth and acquisition strategy demanded strong performance from their analytic applications. A long-time Enterprise and Planning user, the time had come where a more integrated, flexible environment was necessary for quicker, more fluid financial analysis around their hundreds of projects across six continents. The answer: Fully Integrated System 9 FM, Planning, Essbase and FDM. Specific topics will include critical architecture, application, interface and security design decisions that simplified the consolidation, planning and analysis processes while providing everyone from Senior Management through Financial Analysts with the tools and information to better manage the business.

12:30 p.m. – 1:10 p.m.

Hyperion 101 for Oracle DBA's
Amarendra Nettem, New Generation Consultants

This paper covers different components of Hyperion product, installation and configuration details for Oracle DBA's

1:20 p.m. – 2:00 p.m.

Rapid Deployment of Hyperion Planning

Biren Singh, Wirtz Beverage

Wirtz Beverage Illinois was encountering several challenges with their planning process. The process in place was an Excel based budgeting solution. Budgeting took place at a summary level. The consolidation process was cumbersome with virtually no opportunity for speed of thought analytics. Partnering with Oracle and Key Performance Ideas, Wirtz Beverage Illinois agreed to transform the current process leveraging Hyperion Planning. The proposed solution creates a new Hyperion Planning application which will allow users to budget Cases, Sales and Gross Profit performance with an intuitive user interface. Reports and ad hoc analysis will leverage the underlying Essbase database. The system was built on Hyperion System 9 (version 9.3.1), which provides an integrated solution that leverages web and MS Office technology. The user interface will be through a single sign-on portal called Workspace, or through the MS Office add-in called Smart View

2:10 p.m. – 2:50 p.m.

Financial Master Data Management Using Hyperion FDM

Daniel Poon, Key Performance Ideas

Abstract to be provided.

3:00 p.m. – 3:40 p.m.

Migration to System 11 - What You Need to Know

Tammy Norton, Emerging Solutions

Join us for a presentation of how many companies have implemented and migrated to Oracle Hyperion Fusion System 11. We will review the new features and the best practices on how your company can be successful. We will also discuss the technical and functional things to “watch out” for during your move to the most recent version.

TRACK: Security, Compliance & Controls

ROOM: Crystal 1

12:30 p.m. – 1:10 p.m.

Oracle GRC Value Proposition on Segregation of Duties Challenges

Kirshore Anjur, KPMG LLP

Segregation of Duties (SoD) has become an increasingly important risk-management requirement for today's CEO's and CFO's. Separating financial functions across individuals has always been good business practice for reducing the risk of fraud and checking the accuracy of financial transactions. However, as an enterprise's user base grows, its financial systems become more complex and the enterprise is forced to create an increasing number of manual controls, maintaining effective SoD efficiently and at a reasonable cost is becoming significantly more challenging. This presentation first provides an overview of the typical challenges organizations face in maintaining effective SoD control. The presentation then highlights some of the typical SoD conflicts and risks found when reviewing Oracle and PeopleSoft application environments. Lastly, the presentation discusses how Oracle's Governance, Risk and Compliance suite can be used for efficient, cost effective and robust SoD management and control.

1:20 p.m. – 2:00 p.m.

User Management Essentials

Keith D'Agostino, TUSC, a Rolta Company

This presentation will focus on the basics of employing Oracle User Management functionality within your environment. The core security as well as Administrative features of User Management will be discussed. This includes the usage of function security, data security, role based access which includes role categories and role inheritance hierarchies, and delegated administration.

2:10 pm. – 2:50 p.m.

**Automating Risk Management:
The Value of Continuous
Controls Monitoring**

Adil Khan, FulcrumWay

Adil Khan – Senior Client Director of Oracle's leading GRC solutions partner FulcrumWay - discusses the latest best practices in internal controls automation. Based on actual business cases, discover how to drastically reduce the cost of financial losses, audit expenses, internal fraud and uncontrolled risks with automated controls monitoring. Learn how to use risk assessment to optimize internal controls monitoring and include change management and user access management in your audit trail. Understand how comprehensive controls - rules for financial management, inventory management, supply chain management and human resources management – help you fulfill your organization's cost cutting and risk management mission.

3:00 p.m. – 3:40 p.m.

Avoid Being the Next "Privacy Breach Headline": Protect the Data in Your Test Environments!

Tom Howell, IMB: Optim

Privacy breaches are making headlines, as organizations scramble to protect the confidentiality of their critical customer and business data. While companies are making great strides in protecting data privacy in production application environments, the

idea of implementing similar strategies in their testing environments is often overlooked. This "Privacy Gap" needs to be addressed immediately, because it often represents the most exploited area of an organization's IT infrastructure. Taking a proactive strategy to remove this vulnerability within your enterprise is recognized as a best practice and will help your organization with compliance with many national, international, and industry-specific regulations, while at the same time protecting your company from being the next "Privacy Breach Headline" The participant will learn more about:

1. strategies that can be deployed in the testing environment to support compliance initiatives.
2. understanding ways for de-identifying data in the test environment
3. real examples of how this type of solution has been implemented.
4. compliance with such regulations are PCI DSS, GLBA, and HIPAA
5. implementing a data privacy solution within your IT infrastructure

TRACK: CRM/Order Management/ Configurator
ROOM: Crystal 2

12:30 p.m. – 1:10 p.m.

Price Books New in R12

Michele Whitlock, Terillium

Have you often heard customers ask if they can get a list of their prices for your products? Do you have a way of publishing your customers' net or list prices for distribution on demand? Would you like one? Pricing Books is a new feature in R12. In this session we are going to discuss what Price Books are, how to set them up and how they can be used to improve communications both internally and externally.

1:20 p.m. – 2:00 p.m.

VENDOR: CRM On Demand

Dave McNeil, Zanett

CRM On Demand 16 is out and ready. Hear about the functionality available, the ease of implementation, and the benefits it can immediately bring. ACL is live after an 8 week implementation. Listen to the problems they were having that led to their system selection and implementation and what Oracle is now doing for them.

2:10 p.m. – 2:50 p.m.

From Trade Management to Channel Revenue Management (Rel 12.1)

Tomlyn Mathews, Verities Solutions LLC

Come and understand how Trade Management has changed from its initial release in 11.5.9 to the new Channel Revenue Management application in Rel 12.1. In this presentation we will discuss the major feature enhancements for each point release (11.5.9 to 12.1); and how the application is now divided into the four areas of Channel Rebate and POS, AR Deduction Management, Price Protection and Supplier Ship and Debit. Come to understand the benefits and limitations of the application.

3:00 p.m. – 3:40 p.m.

Integrating Multiple Organization Configurator, Order Management, Advanced Pricing and CRM – Made Easy

Ilango Marag, Latis Technologies

Ocean Optics a diversified photonics technology firm and Latis Technologies an Oracle SI partner specialized in Configure to Order Implementations, together, share an experience of a rapid Configure-To-Order (CTO) implementation using Oracle Configurator with Order Management, Advanced Pricing, and Telesales. The Latis Process specially designed for CTO and the matured Oracle Configure-To-Order flow made possible a smooth and rapid implementation experience with attribute based pricing and CRM integration. We will share with you the dos' and don'ts' of a rapid implementation.

TRACK: Hyperion/Excel
ROOM: Crystal 3

12:30 p.m. – 1:10 p.m.
**Oracle XML Gateway – A Key
Message Broker for Oracle EBS**
Shibu Kunneeth, AST Corporation

XML has evolved into one of the most commonly used tool for an integration solution because it standardizes the way in which data is searched, exchanged, and presented thereby enabling interoperability throughout the supply chain. Oracle has leveraged this capability in the form of Oracle XML Gateway which are set of services that assures consistent bidirectional XML messaging implementation when integrating with the Oracle E-Business Suite, thereby enabling seamless collaboration, coordination, and communication of business-critical data. The Oracle E-Business Suite uses the publish and subscribe features of the Oracle Workflow Business Event System and the message propagation feature of Oracle Advanced Queuing to integrate with the Oracle Transport Agent to deliver messages to business partners. In this presentation we will look at what XML Gateway is, why it is so promising, and tools and capabilities Oracle provides in order to leverage XML Gateway.

1:20 p.m. – 2:00 p.m.
**Get Rid of Paper Trail - AP
Invoice Processing Solution with
Oracle Fusion Middleware SOA
Suite**
*Somesh Surapureddi, New
Generation Consultants*

Organization utilize paper trail process to pay their suppliers, which is time consuming, people intensive and error prone. AP Invoice processing solution using SOA suite orchestrates People, Process and Content to achieve strategic success

2:10 p.m. – 2:50 p.m.
Thinking Beyond ETL
*Sri Mridula Matta, Senryo
Technologies*

Thinking beyond ETL is now the solution - Discussions on data movement, data synchronization, data transformation, data services, and changed data capture solutions which will be simplified using Oracle ETL tools will be discussed through this topic. This topic will discuss the current generation of ETL tools from Oracle, their usage, deep dive, tips and techniques, and we will also discuss about the upcoming new products and how they can be utilized.

3:00 p.m. – 3:40 p.m.

Oracle Site Hub - A New Kid in the Oracle's MDM Suite of Applications

Mani Kumar Manda, Rhapsody Technologies, Inc.

Recently Oracle has launched a new MDM Application titled Site Hub. This is an application that facilitates the management of Locations across the enterprise and facilitates the better management of Location information. Any business in any industry that need to keep track of lots of attributes for its sites (site being a building, equipment installation location, a store, etc.), and keep it accurate and make it available when needed for analysis and site driven decision making, would need Site Hub.

In the absence of Site Hub:

- * Site information is spread across multiple disparate applications
- * Custom applications are used to maintain Site information such as Stores for example in Retail Sector
- * Often lot of site information is maintained in excel documents
- * Integration of Site information in a flexible manner across heterogeneous applications is a major challenge

TRACK: HR/Payroll

ROOM: Crystal 4

12:30 p.m. – 1:10 p.m.

How Life Fitness Gained ROI from Lean Warehousing Using Oracle MSCA

Mike Edwards, Life Fitness

Life Fitness manufactures high quality commercial training equipment. Learn how they implemented MSCA in 5 weeks and realized a return on investment in 6 months. MSCA has enabled them to reduce labor cost per piece by 31%, overtime costs by 95%, and eliminate the need for a 3rd shift during their peak season. The session will cover how Life Fitness evaluated warehouse operations to identify areas for rapid ROI. Learn how they improved wireless coverage, how their locator system works, and how they selected scanners to get the functionality required. Life Fitness worked with an Oracle Certified Advantage Partner.

1:20 p.m. – 2:00 p.m.

Bar Code Label Printing from BI Publisher

Leo Lowy, Zebra Technologies

New from Zebra - Now You Can Further Streamline Label Printing from Oracle Systems. The Zebra Enterprise Connector Solution is designed to streamline the printing process for companies using Oracle® BI Publisher. The Zebra Enterprise Connector Solution helps to lower middleware costs, overhead, and pre-printer licensing fees. The Zebra Enterprise Connector Solution delivers faster throughput than systems using traditional middleware solutions, which can be impacted by inefficient graphics-intensive output. Instead, the native bar code, text, and graphic printing capabilities of Zebra printers are used to create efficient throughput - reducing overall wait times.

2:10 p.m. – 2:50 p.m.

iSupplier Portal: Improve Communication and Change Management with the Suppliers, and Reduce Procurement Time

*Ravindranath Sagaram,
UTSTARCOM*

The presentation focuses on the features of iSupplier Portal that can be used to improve communication and change management with the suppliers, and reduce procurement time. The presentation will also focus on the iSupplier module setup.

3:00 p.m. – 3:40 p.m.

Release 12 - Focus on Supply Chain

Steve Schuyler, Solution Beacon

This presentation provides an overview of the Oracle Release 12 features and enhancements in the Supply Chain product family. Each module will be examined, highlighting new functionality. Key topics include inventory convergence and its impact on the entire Supply Chain product family.