

PRESENTATION ABSTRACTS

Keynote Presented by ORACLE **ROOM: Exhibit Hall**

11:00 a.m. – 11:40 a.m.

Smart Strategies: Your Roadmap to the Future

*John Burke, Group VP of
Oracle's Applications Global
Business Unit*

The world has changed, impacting the way organizations plan, operate, execute and work. The New Normal of today's economic and competitive landscape is one of change, uncertainty—and opportunity. This session sets the stage for understanding how business today is different. Learn how leading organizations are adapting, which trends to watch for and understand what smart strategies and roadmaps will work for you—from strategic planning and building customer relationships to risk strategies, workforce dynamics and product innovation. Register today and build the foundation of your roadmap to the future.

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

8:30 a.m. – 9:10 a.m.

UPK for Oracle and Non Oracle Applications

Sivaram Kuppachi, CSWL Inc

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 lifecycle of your software. We shall present to showcase how to leverage UPK for Oracle and Non Oracle Applications

9:20 a.m. – 10:00 a.m.

How to Manage Customizations Using Application Change Management Pack for Oracle E-Business Suite

Milton Estrada, Rolta TUSC

This presentation will show how Oracle Applications Change Management Pack 3.0 can be used to package and deploy customizations as part of Oracle E-Business Suite R12 implementations. It will include details of new features and limitations of ACP 3.0 three main components (Customization Manager, Setup Manager and Patch Manager).

10:10 a.m. – 10:50 a.m.

Making the Most of your OAUG Membership

Melissa Sider, DARC Corp.

Learn how your organization can benefit from your existing OAUG affiliation. There are many diverse resources available to members, including some you've not considered before. What is the real benefit of joining a GEO/SIG group? How can I use my membership to get free education? This presentation will help you identify better ways to realize a return on your OAUG investment.

**TRACK: Integration /
Middleware / SOA
ROOM: Crystal 2**

8:30 a.m. – 9:10 a.m.

**Customer Driven Order Change
Control Using Fusion
Middleware SOA Suite**

*Jason Bletz, New Generation
Consultants*

Manufacturers today are faced with growing individualization of customer demand coupled with the pressure to maintain costs of mass production. Complicating Engineer to Order processes are customer changes to configurations after it is released to production. Impact of downstream activities, total cost to manufacture, and restructuring the data elements throughout the process are some of the challenges of controlling change throughout the organization. This presentation will show how BPEL from Oracle Fusion Middleware is used to orchestrate business processes across various Oracle Ebusiness Modules, and how customer driven change to product can be captured and communicated to various downstream entities.

9:20 a.m. – 10:00 a.m.

**Oracle SOA Integration for E-
Commerce and Training
Application**

*Dheeraj Bhushan, ACCO
Brands Corporation*

A case study of Integration between E-commerce site based on Oracle iStore and .NET and a Training site based on SUN AJAX/JSF application is

presented. The Integration approach progression is discussed in detail with Pros and Cons of each Phase from using Oracle Workflow to Oracle SOA suite BPEL process wherein the BPEL process performs multiple roles of Integration and Business Logic component (registration and notification)

10:10 a.m. – 10:50 a.m.

**VENDOR: Validate and Load
Data into Oracle E-Business
Suite through Excel!**

John O'Keeffe, More4Apps

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

TRACK: Projects / HR/ Payroll
ROOM: Crystal 3

8:30 a.m. – 9:10 a.m.

The Value of Integrated Talent Management with Oracle E Business Suite HRMS 12.1

Latriece Danley, Oracle Corp.

HCM organizations today are faced with an ever-increasing challenge to win the war for talent while still cutting costs and improving HR service. In this session you will discover how Oracle's HCM talent management solutions can help you maximize the value of your workforce while slashing back-office costs, providing good service to employees, and complying with HR regulations.

9:20 a.m. – 10:00 a.m.

Oracle Project Suite – Why Do I Need It?

Suzana Ferrari, DARC Corp.

Is your business project oriented? Are you interested in learning what functionalities are available in each application of the Oracle Project Suite? This paper will provide an introduction and overview of the Oracle Projects applications, its key features and how the Project Suite can help your company manage your projects. Each application of Oracle Projects family will be introduced. In addition, Oracle Time and Labor as it relates to Project related transactions will be covered.

10:10 a.m. – 10:50 a.m.

VENDOR: Impact on Oracle Time and Labor – Upgrade from 11.5.9 to R12

Sasikanth Samudrala, Sierra Atlantic, Inc.

Organizations on E Business Suite 11.5.9 version and Human Oracle Time and Labor implemented have to upgrade to R12 for continuity of support from Oracle. In wake of such a situation, it is difficult for consultants to attain confidence on the changes in R12 with regards to functionality and other technical enhancements. This paper highlights some of the features in Oracle Time and Labor which have been changed in versions post 11.5.9 and not covered in Release Content Documents

**TRACK: Supply Chain
Management
ROOM: Crystal 4**

8:30 a.m. – 9:10 a.m.

**Oracle R12 OPM and SLA
Overview**

*Mike Morabit, Optimum
Solutions*

Oracle continues to mature its E-Business Suite of applications by streamlining and consolidating functions, taking the best practices inherent in one area and combining them with efficiencies in another to develop the most powerful application possible. Anyone who has worked with Subledger generated journal entries in EBS can attest to the variation and disparate sources for accounting. One of the single most significant changes to be introduced in Release 12 is the concept of shared services for accounting. Our industry-leading practitioners will discuss the new features and functionality of Release 12 OPM and SLA accounting, and will examine the benefits and challenges of transitioning from MAC to SLA. The session will cover: Release 12 global model and shared services; New changes to the accounting and inventory models with the Subledger powerful engines; Typical challenges organizations face when migrating from MAC to SLA; Discuss the impacts to period end processing.

9:20 a.m. – 10:00 a.m.

**Oracle Process Manufacturing
R12 Inventory Transactions 101**

*Robert W Smith, ABeam
Consulting, USA*

With the release of R12, Oracle has combined Oracle Process Manufacturing (OPM) Inventory and Oracle Inventory into one common inventory.

This paper will expose the basics of R12 inventory transactions including:

- Advantages of common inventory module (OPM and Discrete attributes)
- Setup considerations (Item Master, Inventory Organizations, Transactions, etc)
- Inventory transaction process (Adjustments, Moves, Creates, Transfers)
- Month end closing process (Prelim and Final Inventory Closings)
- Reports (Inventory Valuation Report)
- Accounting for transactions (SLA replaces OPM Manufacturing Controller (MAC))

10:10 a.m. – 10:50 a.m.

**Features and Functionality of
Procurement Contracts**

Gary Marines, O2Works, LLC.

This session will give users insight to the powerful tool: Oracle Procurement Contracts. With an R12 focus, we will visit the features and functions that make this tool exciting and powerful to use. From its integration with Procurement to the repository aspects, all angles will be reviewed.

12:30 p.m. – 1:10 p.m.

Increase Shipping Velocity with a Smaller Workforce While Improving Accuracy

Vishal Choudhari, Inyxa LLC

Lessons learned from a WMS re-implementation for a large industrial manufacturer that is a regional leader in freight tonnage shipped per day. The session will examine some of the limitations faced when using Oracle WMS for a high throughput warehouse, and examine some of the solutions devised to overcome these limitations. We'll also examine new features and APIs that have been introduced by Oracle in R12.1.1 to streamline pick, pack & ship processes for Parcel carriers and TL / LTL loads. This presentation will be of interest to businesses that want to do more with their existing investment in Oracle SCM & Distribution products or even those considering a new WMS implementation.

1:20 p.m. – 2:00 p.m.

India Localization for Supply Chain

Ravindranath Sagaram, Motorola

The presentation provides Localization details for India Supply Chain including Setups.

2:10 p.m. – 2:50 p.m.

Oracle Rapid Planning and Command Center Changes Everything

Michael Pearson and Kevin Creel, Inspirage, LLC

The new Oracle Rapid Planning and Advanced Planning

Command Center applications have changed the landscape for Oracle's Value Chain Planning solution. Learn how to leverage Rapid Planning to replan your supply chain for real time events. This product can leverage the new dashboards, KPIs, and reports of the Command Center to help planners understand the impact of their changes. We will also explain how these products integrate into the overall Value Chain Planning solution.

3:00 p.m. – 3:40 p.m.

ASCP - 103

Sandeep Gandhi, Omkar Technologies Inc.

I have presented ASCP-101 and ASCP-102 so far. Those two presentations explained basic setups as well as some very important concepts. ASCP-103 will take this further. It will cover the following:

1. Hub and spoke planning
2. Subset plans
3. Production plans (automated releases)
4. Performance issues & solutions
5. Using the Queries functionality in planner's workbench to speed up Planner's daily tasks and if time permits
6. Modeling suppliers in ASCP (most likely I will cover this in a later presentation)

TRACK: Financials / EAM
ROOM: Venetian 1

8:30 a.m. – 9:10 a.m.
Release 12 E-Business Tax Engine

*Goetz Schmitz, Solution
Beacon, LLC*

While peeling away the fluff, this presentation reviews the Release 12 E-Business Tax Engine's new centralized model. The tax engine integrates global control of foreign jurisdictions and specific requirements in an easy to configure application while still retaining localized/domestic controls. See examples of the E-Business Tax Engine at work, module integration, and integration to existing third party tax applications via a user-friendly, self-service interface.

9:20 a.m. – 10:00 a.m.
VENDOR: Financial Reporting – An FSG Alternative

*Jeff Eggert and Tracey Lewis,
InsightSoftware.com*

OPTIMIZED FSG replacement reporting reduces report production time and costs, allowing for increased productivity and time savings. With INSIGHT, simplify the report creation process and deliver visibility to key financial data.

10:10 a.m. – 10:50 a.m.

Everything You Always Wanted to Know About RXi Reports (But Were Afraid to Ask)

Prithis Das, Rolta TUSC

RXi Reports are user-customizable reports that do not require any knowledge of programming. These are included within Financials, yet most customers do not take advantage of these. Take a close look under the covers of Oracle R12 Rxi Reports functionality. Customize Financial Reports using Attribute Sets. RXi lets you tailor your reports to meet statutory and other reporting requirements, and to create reports for your own internal use.

12:30 p.m. – 1:10 p.m.

**VENDOR: Best-in-Class
Companies Report 91% Lower
Invoice Processing Costs... Are
You One of Them?**

*Cliff Autin & David Ulin,
ReadSoft*

According to Gartner, AP invoice automation solutions can represent significant opportunities for organizations that want to improve their quality of service around AP, the analytics and visibility around AP management and want to reduce risk in finance processes. Over 6,500 companies use ReadSoft to lower their total cost-per-invoice and streamline financial document operations. Attend this session to learn how companies like Green Mountain Power, Sheridan Production and others utilize ReadSoft's Oracle-certified solutions to increase AP efficiency, visibility, and control and shorten cycle time. If AP invoice automation is a project your company is contemplating, this session is a must-see!

Objectives:

1. Learn how Oracle E-Business Suite users can process invoices more efficiently through document process automation technology and become SOX compliant.
2. Review the benefits gained from making such an investment, such as lowered costs, decreases in processing time and better control of invoices.
3. Gain exposure to invoice automation functionality

through an in-depth demonstration.

1:20 p.m. – 2:00 p.m.

**Implementing Oracle Loans -
Lessons Learned**

Sharon Peariso, AST Corp.

Oracle Loans module is a used to track outstanding loans, to disburse funds through Accounts Payable, and to bill loan installments through Accounts Receivable. Understanding how what comes out of the box aligns with user requirements could help potential users to decide whether to implement Oracle Loans. It may also assist those in the middle of an implementation to optimize the processes involved in loan origination and administration. The presentation will cover interface with other modules, fees on loans, interest calculations, disbursements and amortization schedules.

2:10 p.m. – 2:50 p.m.

**Event Accounting? What's That
and How Will It Impact Assets in
R12**

*Brian Bouchard, Chi-Star
Technology*

Discuss the new approach to accounting in Oracle Assets R12. This new accounting method change impacts how often you can create journal entries, the look and feel of transaction history, month-end close procedures, and future possibilities utilizing this new feature.

3:00 p.m. – 3:40 p.m.

Increasing Your Return on Fixed Assets (ROA) and Organizational Effectiveness

Roger Kuhn, Signum Group

This session will discuss strategies and practice for effectively evaluating, optimizing and tracking fixed asset investments including maintenance performance. It will discuss how organizations can effectively implement a disciplined optimization model through the use of Oracle Technology'

TRACK: R12 Upgrade

ROOM: Venetian 2

8:30 a.m. – 9:10 a.m.

Case Study: Interface All Your Enterprise Applications to R12 in 30 Days

Austin Arunasalam, Chain-Sys Corporation

Today's global enterprise no longer consists of only Oracle suite applications. Many new implementations of Oracle R12 must interface with 3rd party logistics, CRM, PLM, WMS and a host of other enterprise applications. Providing a "how-to" and the "lessons learned", this case study presents the technical challenges overcome and implementation methodologies used during the project.

9:20 a.m. – 10:00 a.m.

ROI Perspectives for an E-Business Suite R12 Upgrade

David McNeil, Zanett

There is more to an R12 E-Business Suite upgrade plan than just having a copy of the Oracle application support schedule tacked up on the bulletin board. With available funding harder to come by, it's more important than ever to be able justify the project with solid, predictable ROI (Return on Investment) calculations. It is equally important to identify where in the business these opportunities exist. This presentation will help guide the upgrade process with those ROI identifications coupled with a best practice approach.

10:10 a.m. – 10:50 a.m.

Fast Forward Your R12 Upgrade with Oracle Maintenance Wizard

Praveen Kumar, AST Corp.

A large number of customers are either in process of upgrading database and/or applications or planning to upgrade database and/or applications in near future. Oracle Maintenance Wizard helps organizations in managing upgrade. This presentation will throw light on following aspects of Maintenance Wizard:

- Key features and benefits
- How to use for database and application upgrade
- Technical aspects
- Reference documentation

12:30 p.m. – 1:10 p.m.

VENDOR: R12 - Upgrade or Re-Implement?

Greg Roush, CSS International

For those clients who are happy with the business processes currently supported in standard 11i applications and at a relatively current release level, adopting an “upgrade in place” approach may be the most cost effective way to migrate to R12. Organizations who are highly customized or who would like to see immediate changes in business process in order to better align the E-Business Suite software with current business requirements may elect to re-implement R12. In such a scenario, business processes may be re-designed, RICE is constructed and 11i master data is converted to R12 using public E-Business Suite APIs.

1:20 p.m. – 2:00 p.m.

R12 Upgrade Best Practices

Dave Trch, Rolta TUSC

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

2:10 p.m. – 2:50 p.m.

Running the R12.1.1 Upgrade Driver

Morrison Satvedi, USG Corp.

This presentation will cover the Oracle Applications upgrade from 11.5.9 to R12.1.1. It will go thru the approach to the upgrade, running the upgrade including pre and post steps. Errors and issues encountered in running the R12.1.1 upgrade driver and solutions. The various ad utilities used during the upgrade process, and options.

3:00 p.m. – 3:40 p.m.

Planning for Release 12

Alyssa Johnson, Solution

Beacon, LLC

Successful Release 12 projects begin with effective planning. Discover what your organization can do now to prepare for a Release 12 upgrade/implementation. Utilize best practices to position your organization for a smooth transition to Release 12. Discussion topics will include the importance of a current system analysis, specific steps your organization can take while moving toward Release 12, and best upgrade/implementation documentation sources.

TRACK: ORACLE Presenters

ROOM: Oak 1

8:30 a.m. – 9:10 a.m.

ORACLE: Extending your BI Solutions with Oracle Analytics

Dave Collins

The acquisition of Hyperion Solutions by Oracle brought more than world class Performance Management applications into its portfolio. In many cases, said applications are powered by Essbase, now known as Oracle Essbase. In this session you will learn how Oracle Essbase is used by leading organizations to extend their application and Business Intelligence solutions beyond classic query and reporting. Instead, these organizations have learned to exploit their data to predict and achieve better results.

9:20 a.m. – 10:00 a.m.

ORACLE: Product Lifecycle Management (Agile) Overview

Nikki Sommer

Oracle's Agile PLM helps remove roadblocks and master the complexities of product lifecycle management (PLM) so you can get innovative products to market faster. It enables you to collaborate more efficiently across the boundaries of the enterprise with customers, outsourced designers, manufacturers, and suppliers. Learn what leading companies are doing to increase return on invested RD&E dollars, optimize their portfolio and develop a healthy, lean product development pipeline, design

to cost to reduce raw material component prices, design for reuse and platform development, and incent the organization to innovate.

10:10 a.m. – 10:50 a.m.

ORACLE: What's New in Oracle Warehouse Management

Jim Gewargis

The last year has seen dramatic enhancements of Oracle Warehouse Management, including features such as advanced wave planning and forward area replenishment to boost warehouse efficiency as well as capabilities such as a distributed warehouse management deployment option to improve deployment flexibility. This session updates you on what is new in the recent release as well as how you can benefit from the newly introduced features. Note that this warehouse management system can be deployed against any ERP back end and is not limited to Oracle E-Business Suite installs.

12:30 p.m. – 1:10 p.m.

ORACLE: Leverage Oracle Contracts throughout Your Organization

Ginger Conroy

How much time does your organization spend negotiating, approving, and routing contracts? And then when you need to reference one, how difficult is it to find? Learn how Oracle Contracts can streamline the negotiation and approval process, and then provide visibility and enforcement throughout the

contract life cycle. Learn how easy it is to add Sales Contracts to an existing Order to Cash implementation or Procurement Contracts to an existing Procure to Pay implementation. Also learn about new functionality that extends the power of Contract Expert to any type of contract

1:20 p.m. – 2:00 p.m.

ORACLE: Asset Lifecycle Management

Scott Weiland

Organizations are realizing significant cost savings and improved planning capabilities through integration of the entire asset lifecycle. From sourcing and procurement through capitalization, financial and operations management and write-off, out-of-the-box enterprise integration links all business functions for complete asset visibility and control.

2:10 p.m. – 2:50 p.m.

ORACLE: Oracle iSupplier Portal Road Map and Vision: Release 12.1 and Beyond

Dave Lipinski

Organizations hoping to improve procure-to-pay processes require excellence in every facet of the discipline, including supplier management and enablement. Come to this session to hear experts discuss Release 12.1 enhancements available in Oracle iSupplier Portal. You will learn how Oracle iSupplier works as part of Oracle's complete portfolio of supplier enablement solutions. Users of Oracle Purchasing,

Oracle iProcurement, Oracle Payables, and Oracle Supplier Network should attend.

3:00 p.m. – 3:40 p.m.

ORACLE: Take Control of your Oracle E-Business Suite and reduce compliance costs with Governance, Risk and Compliance Controls

Terry Roe & Gary Phipps

In this presentation, you will learn how Oracle's Governance Risk and Compliance portfolio can provide a comprehensive & integrated portfolio that enforces controls directly in Oracle E-Business Suite including: real-time monitoring and proactive enforcement of crucial access policies, such as those that support segregation of duties (SOD); tracking changes to key application set up data via detailed, comparative audit history; transaction monitoring to detect suspicious transactions and notify business stakeholders; and fine grain control to restrict data to specific users, limit transaction values, or streamline the navigation within a business process. Join Gary Phipps, Sr. Sales Consultant from Oracle as he shares his previous experience implementing Oracle's GRC Controls.

TRACK: Business Intelligence
ROOM: Oak 2

8:30 a.m. – 9:10 a.m.

Still Using Discoverer? You Are Not Alone!

John Markovic, IT Convergence

This presentation provides technical tips and best practices to optimize a Discoverer reporting environment. These include: using web query to extract Discoverer data directly into Excel; using Discoverer's data drilling capabilities; using BI Publisher to expand Discoverer's report formatting and distribution capabilities; best practices for creating the folders providing access to E-Business Suite data; improving query performance; documenting available data, available workbooks and their usage; best practices for maintaining separate production and development environments. Working with Discoverer for 10+ years, I have seen organizations use some of these tips but I have never seen a single organization use them all.

9:20 a.m. – 10:00 a.m.

What's It All About, OBIEE?

Stan Korwin, DARC Corporation

Oracle's OBIEE is a powerful and flexible foundation for any organization's BI strategy. This session will review the general capabilities of OBIEE and describe how it can be deployed to support a comprehensive plan to both leverage existing BI and reporting objects and to

develop new information solutions.

10:10 a.m. – 10:50 a.m.

VENDOR: Spanning the Oracle EBS Reporting Spectrum Operational and Analytics Reporting

Mike Hoover, Noetix

Discover how your company can address both Operational (real time) 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 reporting solutions for Oracle E-Business Suite Release and how to leverage existing investments in your current tools including OBI EE, IBM Cognos and SAP Business Objects.

12:30 p.m. – 1:10 p.m.

OBIEE Implementation at USG

Kim Kraemer, USG Corporation

- Business Vision of BI at USG
- What are the business drivers for BI at USG
- Architecture Vision at USG
 - o Show how USG BI/DW strategy maps to the Industry Best Practice BI/DW framework
 - o OBIEE overview
- USG Answers Solution
 - o What portion of architecture vision did we implement and what does that look like.
 - o Questions

1:20 p.m. – 2:00 p.m.

**Oracle Data Integrator (ODI)
Integration with OBIEE**

Phani Kottapalli, AST Corp.

This presentation will discuss installation of Oracle Data Integrator and integration process between Oracle Business Intelligence Enterprise Edition (OBIEE) and Oracle Data Integrator (ODI). The presentation also includes different products like Security Manager, Topology Manager, Scheduler Agent and their usage in Oracle Data Integrator Enterprise Edition. Creation of master and work repository will be discussed also

2:10 p.m. – 2:50 p.m.

Oracle Business Intelligence: HR Analytics

Todd Randolph, Optimum Solutions

Our industry-leading practitioners will discuss and demonstrate the new features and functionality of the release and will examine the benefits and challenges of implementing OBIEE Plus with the Oracle HR Analytics Applications. By driving intelligent decisions through Oracle HR Analytics, you'll discover how organizations can benefit from utilizing workforce information to improve staffing and productivity, better design compensation that rewards performance, gain a more complete understanding of HR performance and monitor US statutory compliance reporting. This session will cover: Typical workforce challenges; How HR Analytics provides insight; HR

Analytics enhancements; Discussion and demonstration of Analytic Workflows; and HR Analytics components

3:00 p.m. – 3:40 p.m.

Critical Success Factors for Business Intelligence

Martin Ullman, Business 1st Consulting LLC

Many companies that have successfully implemented ERP systems have not, as yet, introduced business intelligence capabilities to their organizations. For many, the concern is cost and complexity. While the typical ERP implementation can cost between 1.5 and 4 times the cost of the software, estimates for business intelligence run up to 7 times the software cost. Using the observations and conclusions of a Forrester Research study, this presentation steps through the critical success factors and proposes an simple, business oriented, incremental approach to deployment of business intelligence.

TRACK: Hyperion
ROOM: English

8:30 a.m. – 9:10 a.m.

Time to Value – How to Implement/Migrate Hyperion Products on Time and on Budget

Tammy Norton, Emerging Solutions

Please join us to discover how you can implement the Hyperion suite of products on time/on budget. We have helped over a dozen clients with an implementation or migration strategy that allowed them to exceed their expectations of the Hyperion product and rollout to domestic and international users. Some of our clients were able to implement and go live in under six months with multiple products. We will share the tips and tricks that will allow you to discover how our six step methodology can work for you and the strength that version 11x has to offer your company.

9:20 a.m. – 10:00 a.m.

Breaking the Hockey Stick - 7 Steps to a More Meaningful Forecast

Jason Logman, Archstone Consulting

Overview of 7 tactical process, modeling and application steps that can be taken to change the conversation around forecasting from number crunching and game playing to empowering rapid business decisions. Will include tactics that can to identify and reduce bias and case studies of clients who have used Hyperion Tools

(Planning, Essbase, Strategic Finance) to reduce cycle time, increase accuracy and achieve greater buy-in to the process.

10:10 a.m. – 10:50 a.m.

Surviving the Divestiture- Rapid and Outsourced HFM Solution

Marty Phelps, Key Performance Ideas and Secure24

Data separation, implementation and financial reporting during and after divestiture. Divestitures cause many uncertainties regarding your financial reporting. Immediate questions arise about the sharing of data. The seller and the new company agree to a Transitional Services Agreement for a stated period of time and a cost - usually a high cost. Often the spin-off is sent away without a data center for its new systems to reside. Then, negotiations begin about which data can and cannot be shared. All the while, finance still has the task of "closing out" the month, quarter and year without complete control of data. The spin-off company also faces an entire restructuring of personnel and infrastructure. This case study will focus on the short and long term issues of financial reporting during a divestiture transition. Session will cover issues of:

- Financial reporting using HFM
- Data separation
- Implementation and migration using HFM and FDM
- Managed Support Services
- Managed hosting

See How Key Performance Ideas and Secure24 partnered to design and implement a completely outsourced HFM Consolidation and Reporting Solution in a rapid deployment environment for a recently divested organization.

12:30 p.m. – 1:10 p.m.

Under the Covers: An Architectural Breakdown of System 11

Eric Helmer, The Hackett Group

Oracle ACE Director Eric Helmer will break down the internals of the latest Oracle EPM version 11. This Session will be geared for IT professionals who are considering implementing or upgrading to Oracle EPM version 11 and want more information on it's inner workings. Learn the different components of the EPM suite including foundational software and Shared Services. This session will also cover architecture and data flow, as well as required system administration activities, and upgrade considerations.

1:20 p.m. – 2:00 p.m.

Integrating Hyperion Strategic Finance and Crystal Ball

David Felsenthal, Blue Stone International

In today's economy, finance executives are being asked to proactively analyze the financial impacts due to sensitivities from both operational and macroeconomic drivers. By leveraging Hyperion Strategic Finance's robust business modeling capabilities and

Crystal Ball's stochastic modeling tool sets, organizations can evaluate their strategic goals and key performance indicators like never before. Learn how leading organizations are utilizing this solution to monitor liquidity and profitability ratios as well as evaluate impacts from strategic decisions such as capital intensive projects and managing their capital structure.

2:10 p.m. – 2:50 p.m.

Inner Workings of Oracle Essbase: ASO & BSO Secrets Revealed

Edward Roske, interRel Consulting

Would you like to know some of what the Essbase developers know about the underlying Essbase storage, calculation, and retrieval engines? Join Edward Roske, Oracle ACE Director for Essbase, for an informative session designed to give you a thorough understanding of what actually happens when you are creating BSO & ASO cubes. Go beyond "laboratory theory" & learn what Mr. Roske has gathered from 15 years of experience at Essbase customers around the world. We'll cover topics including how data is compressed, cached into memory, calculated, and accessed. For a true "insider's view," don't miss this session!

3:00 p.m. – 3:40 p.m.

Data Relationship Management (DRM): Achieving Agility through Alignment

Joseph Coniker, MarketSphere Consulting

Most enterprises today have multiple entities - each with their own set of accounts, structures and systems for financial reporting. Mergers, acquisitions and reorganizations inject constant change into the process. Imagine if your company had visibility into all financial reporting structures? Attend this session and find out how your company can accurately support changing reporting requirements and guarantee consistent financial results — all within an accurate and time efficient process. This session will include case studies from organizations leveraging Oracle's Data Relationship Management (DRM) including Alcoa Corporation, Quest Diagnostics and Remy International.

TRACK: Strategy / Project Management

ROOM: Crystal 1

12:30 p.m. – 1:10 p.m.

VENDOR: Data Conversion Strategies for OBA Implementations of R12

Sundu Rathinam, Chain-Sys Corporation

Many of the newer R12 implementations and re-implementations are taking full advantage of the Oracle Business Accelerator's (OBA) rapid implementation

methodology. While OBA provides the methodology to bring up your application quickly, a critical piece is often left in the wayside: data readiness. The alternatives available for data conversion of master and transactional data are explored. This presentation demonstrates a proven methodology to ready your data based on successful Oracle R12 OBA implementations.

1:20 p.m. – 2:00 p.m.

A, B, C's of Oracle Applications Testing Suite

Rob Pierson, DARC Corporation

Oracle Applications Testing Suite (OATS) is a comprehensive regression & load test application for web based applications. This product supports screen capture test script creation, test project creation & management, automated testing, and load testing for multiple Oracle products. This presentation provides a product overview, basic explanation of features, test script creation, & testing process management. It will discuss unit and system test script creation and test project management. This is an invaluable tool in support of system testing, regression testing, and automated load testing.

2:10 pm. – 2:50 p.m.

Edge Solutions – Competitive Advantages for the Oracle E-Business Suite Customer

Michael Johnson, Zanett

Companies challenged with cost/service pressures, an increasingly complex, global supply chain & fragmented, manual processes can count on more of the same in 2010. The ability to forecast, plan for and proactively respond to these dynamic drivers will separate those that succeed and those that merely survive. To support your success, Oracle offers best in class differentiation in Real-time Sales & Operations Planning, Demand Management, Supply Management, Logistics Operations, Predictive Trade Planning and Optimization as well as Transportation Management. Key benefits and ROI models for existing E-Business Suite customers will be discussed in this session.

3:00 p.m. – 3:40 p.m.

Oracle Applications and Cloud Computing - Future Direction

Subash Krishnaswamy, AST Corporation

Cloud computing is the latest architecture trend in the IT world and is the future direction for most IT services. This presentation will give an overview of the concept of Cloud Computing, the services that Cloud Computing presently applies to, the areas which Oracle Corporation is positioning itself in the Cloud computing space. The paper will present the relevance of

Cloud Computing to users of Oracle Applications, the advantages and perceived issues with plausible solutions. Also the future direction for Oracle Applications and Cloud Computing and Standards/evolving best practices in the architecture would be presented.

TRACK: Security / APP DEV / Workflow / Personalization
ROOM: Crystal 2

12:30 p.m. – 1:10 p.m.

Oracle Critical Patch Updates Unwrapped

Stephen Kost, Integrity Corp.

Security bugs in the Oracle E-Business Suite are fixed by Oracle on a quarterly basis with Critical Patch Updates (CPU). In the past few quarters, Oracle has changed the CPU process with the introduction of Patch Set Updates (PSU) in July 2009 and cumulative patches for Oracle E-Business Suite 11i in January 2010. The security researcher who has discovered many of these bugs will overview the current-state of the Oracle security patching process and provide best practices for installing and testing CPU patches.

1:20 p.m. – 2:00 p.m.

Using AME from a Business Perspective

Edward McDonough, Rolta TUSC

Oracle Approval Management Engine (AME) is valued tool for managing a variety of document approvals in Oracle applications. From a business perspective, this module can also help drive business policy for approvals across the enterprise. This paper will explore different uses of the AME module for approving not only on-line business documents, but also help drive approval policy for an organization in a standardized fashion. In addition to summarizing features & functionality, we will explore business cases to address basic business processes such as requisitions, purchasing, expense reports, invoices and P-Card.

2:10 p.m. – 2:50 p.m.

Harnessing the Full Power of OA Framework Personalizations in the E-Business Suite

Bolton Carroll, Rolta TUSC

This presentation will explain the full range of features of OA Framework Personalizations in E-Business Suite. Attendees will learn how to use the flexibility and power of OA Framework personalizations to make changes to E-Business web pages without customizations. Topics covered will include simple personalizations, such as changing prompts, moving and hiding fields, making fields required, making fields read

only, and setting default values. More advanced topics include modifying css styles, adding custom regions, adding flexfields, adding attachments, working with foreign languages, and migrating personalizations.

3:00 p.m. – 3:40 p.m.

Turn the Engineering Change Order Approval Workflow into an Engineering Workflow

Arne Rosen, DARC Corporation

When implementing Oracle Engineering the usage of the seeded workflow is discussed in terms of Engineering Change Order Approval. Most users want to implement an Engineering Workflow that manages their work and enforces their business process. The approval is just one step that occurs near the end of the process. This presentation will demonstrate how to develop an engineering workflow using the standard functionality of Oracle Workflow Builder. This process is similar to creating a workflow diagram in Microsoft Visio, where the shapes drive functionality in Oracle Engineering. While a user has to understand Workflow Builder as a tool, no programming language knowledge is required. There may be some functionality that requires additional programming, but there is much that can be accomplished without it.

**TRACK: Demand Management
/ Order Management / CRM
ROOM: Crystal 3**

12:30 p.m. – 1:10 p.m.

**Planning and Forecasting - Is
Demantra Right for You?**

Larry Banks, DARC Corporation

In this Presentation we will discuss basic common challenges and failure points of Demand Management and Forecasting. We will outline a series of questions that companies can ask themselves to help identify their demand feeds, challenge points and impacts to their business. We will then outline a high level overview of Demantra and the value that Demantra brings to standard forecasting challenges. We will conclude by comparing forecasting trouble points with Demantra value areas to help establish an initial baseline to help determine if Demantra might be right for you.

1:20 p.m. – 2:00 p.m.

**VENDOR: Achieving a Time-to-
Market objective utilizing
Oracle CRM On Demand and
APEX**

*Octavio Perales, Laurus
Technologies*

Oracle CRM On-Demand and Oracle APEX can deliver significant TCO savings and time-to-market improvements. However, many firms have not implemented because of concerns over installation timeframes, complexity of deployment, and integration across business systems.

This presentation will provide a post-implementation case study on how one company achieved critical time-to-market objectives by leveraging these two technologies, overcoming the installation, complexity and integration concerns. Topics include:

- Key factors in choosing Oracle CRM On Demand.
- Overall solution architecture including integration with a custom developed Oracle APEX web application
- Business functions leveraged (Sales, Marketing & Service)
- Changes to SDLC

2:10 p.m. – 2:50 p.m.

**How to Address Customer Need
to Defer Invoicing and/or
Revenue Recognition
(Customer Acceptance)**

Michelle Taylor, DARC Corp.

Do your customers have the requirement to defer invoicing and/ or revenue recognition until shipments have been received? Oracle's Customer Acceptance allows for invoicing to be deferred until a customer has formally accepted the product/ material. This session will provide an overview of how the customer acceptance function works; in addition, the related setup steps in Receivables and how they are enforced in Order Management and visible in Order Information Portal.

3:00 p.m. – 3:40 p.m.

**Comparison of Basic Pricing vs.
Advanced Pricing**

Ernie DiLegge, Rolta TUSC

This document compares the 11.5.10 Basic Pricing to the features in Advanced Pricing in both release 11.5.10 and R12. This can be used as a quick reference when trying to determine which product best fits your business requirements.