

# ENGINEERED FOR INNOVATION

ORACLE  
OPEN  
WORLD

October 2–6, 2011  
Moscone Center, San Francisco

## Focus On Oracle Application Integration Architecture (AIA)

### Keynotes

<b>Sunday October 2, 2011</b>		
TIME	TITLE	LOCATION
5:30 pm – 7:00 pm	Oracle OpenWorld Welcome Keynote	Moscone North Hall D

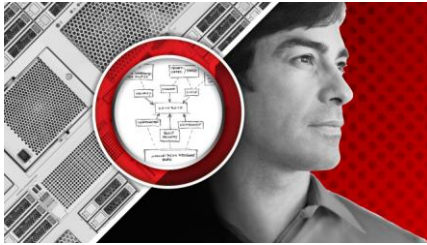
<b>Monday October 3, 2011</b>		
TIME	TITLE	LOCATION
8:00 am – 9:45 am	Oracle OpenWorld Keynote: Oracle and EMC	Moscone North Hall D

<b>Tuesday October 4, 2011</b>		
TIME	TITLE	LOCATION
8:00 am – 9:45 am	Oracle OpenWorld Keynote: Oracle and Dell Inc.	Moscone North Hall D

<b>Wednesday October 5, 2011</b>		
TIME	TITLE	LOCATION
8:00 am – 8:45 am	Oracle OpenWorld Keynote: Oracle and Cisco	Moscone North Hall D
2:45 pm – 4:30 pm	Oracle OpenWorld Keynote: Oracle and Infosys Limited	Moscone North Hall D



# ENGINEERED FOR INNOVATION

ORACLE  
OPEN  
WORLD

October 2–6, 2011  
Moscone Center, San Francisco

## General Sessions

Monday October 3, 2011		
TIME	TITLE	LOCATION
11:00 am – 12:00 pm	15726 - Oracle Fusion Middleware 11g—Foundation for Innovation Hasan Rizvi, Senior Vice President, Oracle	Moscone North Hall D
02:00 pm – 03:00 pm	18902 - An Inside Look into Oracle Fusion Applications and Oracle Fusion Middleware Markus Zirn, Vice President, Oracle	Moscone West 2002 / 2004

Tuesday October 4, 2011		
TIME	TITLE	LOCATION
10:15 am – 11:15 am	15728 - Evolving Beyond Enterprise Web Application Development Ted Farrell, Chief Architect and Senior Vice President	Marriott Marquis Salon 9
11:45 am – 12:45 pm	13786 - Oracle Is the Technology That Powers the Cloud Robert Shimp, Group Vice President, Oracle	Moscone South 103



# ENGINEERED FOR INNOVATION

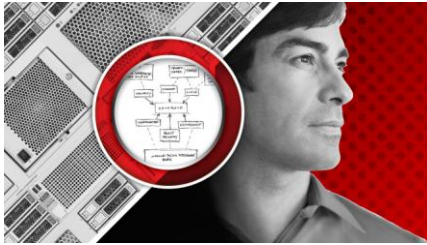


October 2–6, 2011  
Moscone Center, San Francisco

## Oracle OpenWorld Sessions

<b>Monday October 3, 2011</b>		
TIME	TITLE	LOCATION
02:00 pm – 03:00 pm	12740 - Delivering Value with Oracle Application Integration Architecture: System Integrator Outlook with Accenture, Deloitte, Wipro and Intelenex (Partner Panel) Tony Chen (Accenture), Vish Gaitonde (Oracle), Jeff Gallant (Deloitte), Dave Krauthamer (Intelenex), Nagarajan Kuppuswamy (Wipro)	Moscone West 3020
03:30 pm – 04:30 pm	15648 - Application Integration Architecture: Evolving Approach for Innovating Business with Land O'Lakes Scott Nieman (Land O'Lakes) Tim Hall, Senior Director, Oracle	Moscone West 2018
05:00 pm – 06:00 pm	15652 - Oracle Application Integration Architecture Foundation Pack Overview and Roadmap Munazza Bukhari (Oracle), Martin Elwin (Elwin Consulting AB)	Moscone West 2018
07:30 pm – 08:30 pm	30980 - Using Oracle Service Bus with Oracle Application Integration Architecture Foundation Pack Thiru Annadi (Oracle), Vinay Jain (Oracle)	Marriott Marquis Golden Gate C1

<b>Tuesday October 4, 2011</b>		
TIME	TITLE	LOCATION
10:15 am – 11:15 am	18560 - Accelerate Your Integrations with Oracle Application Integration Architecture with Navistar Praveen Moturu (Navistar), Robert Wunderlich (Oracle)	Moscone West 2012
10:15 am – 11:15 am	11660 - Oracle Enterprise Repository for Enterprise Application Integration Nigel King (Oracle), Jayesh Shah (Oracle)	Moscone West 2020
11:45 am – 12:45 pm	12744 - Streamlining Order to Cash: Oracle Application Integration Architecture Foundation Pack 11g with Eaton Ray Hughes (Eaton), Vinay Jain (Oracle), Amit Mehra (Hitachi Consulting)	Moscone West 3020
11:45 am – 12:45 pm	15657 - Application Integration Performance and Scalability: Are you tuned in? Ravi Sankaran (Oracle)	Marriott Marquis Golden Gate A
01:15 pm – 02:15 pm	12741 - Oracle Application Integration Architecture: Critical Factors for Successful Implementations with Intuit Ivan Lazarov (Oracle), Cliff Musante (Intuit)	Moscone West 3020



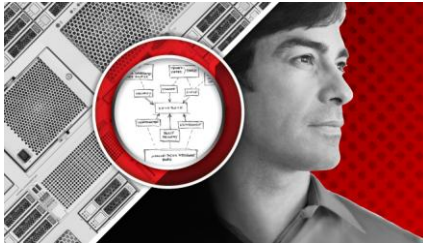
# ENGINEERED FOR INNOVATION

**ORACLE  
OPEN  
WORLD**

October 2–6, 2011  
Moscone Center, San Francisco

<b>Wednesday October 5, 2011</b>		
TIME	TITLE	LOCATION
11:30 am –12:30 pm	12743 - Going Beyond Innovation—Oracle Application Integration Architecture Success Story with Intuit Ivan Lazarov (Oracle), Cliff Musante (Intuit)	Moscone West 3020
01:15 pm – 02:15 pm	12742 - Implementing Oracle Application Integration Architecture 11g: A Customer Case Study Faisal Ghadially (Capgemini), Nanda Kalathil (Oracle)	Moscone West 3020

<b>Thursday October 6, 2011</b>		
TIME	TITLE	LOCATION
09:00 am –10:00 am	18561 - Enterprise Integration Architecture: Practical Insights from the Real World Gerhard Drasch (Oracle), Arvind Srinivasamoorthy (Oracle)	Moscone West 2018
03:00 pm – 04:00 pm	15429 - MDM, SOA, and Oracle AIA: Revolutionizing Your IT Landscape David Butler (Oracle), Suzanne DSouza (Oracle)	Moscone West 3020



# ENGINEERED FOR INNOVATION

**ORACLE  
OPEN  
WORLD**

October 2–6, 2011  
Moscone Center, San Francisco

## Oracle OpenWorld Hands-On Labs

<b>Monday October 3, 2011</b>		
TIME	TITLE	LOCATION
12:30 pm – 01:30 pm	30162 - Using Oracle AIA Foundation Pack 11g for Oracle E-Business Suite Integration Munazza Bukhari (Oracle), Gerhard Drasch (Oracle), John Hung (Oracle), Robert Wunderlich (Oracle)	Marriott Marquis Nob Hill CD
<b>Thursday October 6, 2011</b>		
TIME	TITLE	LOCATION
10:30 am – 11:30 am	30885 - Oracle AIA Foundation Pack: Make Your Ideas Reality—Faster Thiru Annadi (Oracle), Varsha Bhatia (Oracle), Munazza Bukhari (Oracle), Gerhard Drasch (Oracle), Robert Wunderlich (Oracle)	Marriott Marquis Salon ¾
11:45 am - 12:45 pm	30881 - Oracle Enterprise Repository for Everyday Application Integration Projects Bruce Bailey (Oracle), Dave Berry (Oracle), Bob Carina (Oracle), David DiFranco (Oracle), Mark Dutra (Oracle), Muthukumar Palanisamy (Oracle), John Yoder (Oracle)	Marriott Marquis Salon ¾



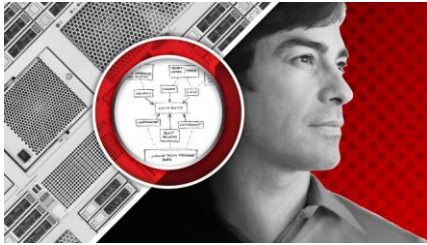
# ENGINEERED FOR INNOVATION



October 2-6, 2011  
Moscone Center, San Francisco

## Oracle Demos

DEMO	LOCATION
Oracle Application Integration Architecture Foundation Pack	Moscone West W-104
Oracle Application Integration Architecture Prebuilt Integrations	Moscone West W-149
Oracle Application Integration Architecture: Jump-Start Kit	Moscone South Right - SR-242



# ENGINEERED FOR INNOVATION

ORACLE  
OPEN  
WORLD

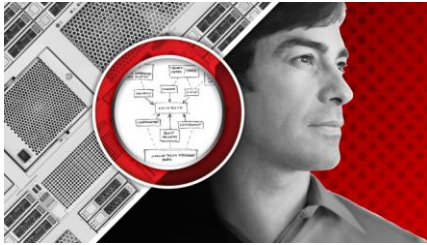
October 2–6, 2011  
Moscone Center, San Francisco

## Oracle Technology Network Lounge

Monday October 3, 2011		
TIME	ACTIVITY	LOCATION
10:00 am – 10:30 am	Welcome and Introduction – Justin Kestlyn	Howard Street Tent

Tuesday October 4, 2011		
TIME	ACTIVITY	LOCATION
11:30 am – 12:00 pm	Bob Rhubart interviews Mike Lehman, WebLogic	Howard Street Tent

Wednesday October 5, 2011		
TIME	ACTIVITY	LOCATION
11:30 am – 12:00 pm	Bob Rhubart interviews Jeffrey West, WebLogic	Howard Street Tent



# ENGINEERED FOR INNOVATION

ORACLE  
OPEN  
WORLD

October 2–6, 2011  
Moscone Center, San Francisco

## Networking Activities

Sunday October 2, 2011		
TIME	EVENT	LOCATION
7:30 pm – 9:00 pm	Welcome Reception	Yerba Buena Gardens and Howard Tent

Monday October 3, 2011		
TIME	EVENT	LOCATION
7:30 pm – 9:00 pm	OTN Night	Yerba Buena Gardens

Wed October 5, 2011		
TIME	ACTIVITY	LOCATION
7:30 pm – 12:00 pm	Appreciation Event [Sting, Tom Petty and the Heartbreakers] – Sponsored by CSC, Netapp	Treasure Island

Thursday October 6, 2011		
TIME	ACTIVITY	LOCATION
4:00 pm – 6:00 pm	It's a Wrap!	Yerba Buena Gardens