Phillips Promises Lifetime Apps Support

by **CLAUDIA GRAZIANO**

Oracle President Charles Phillips put many users' fears of application obsolescence to rest at Oracle OpenWorld on Sunday when he announced lifetime support for all new and existing Oracle applications—including those gained through acquisition.

We want to assure our customers that their application investments will be protected," said Phillips, underscoring what he described as the first of the week's key messages for Oracle's more than 257,000 customers worldwide. "As long as someone is using one of our applications, there will be some level of support."

The news of Oracle's commitment to support its extended applications portfolio—including those applications gained through the company's acquisition of PeopleSoft, JD Edwards, and now Siebel—will likely be a huge relief for many among Oracle's diverse user community, said Pat Dues, president of the Oracle Applications User Group (OAUG). "There was a lot of concern in the user community around Project Fusion," Dues explained. "People were worried that if they didn't upgrade to Fusion then they wouldn't be supported."

In addition to allaying application support fears, Phillips stressed Oracle's commitment to work closely with its more than 450 global user groups to shape future product directions. "The way I see it, user groups are the leaders of our customer base," Phillips said. "User groups play a very important role in informing us and advising us, and helping us to connect with the broader user community."

Road Map to Fusion

Second on Phillips' list of key messages for the week was Oracle's plan to extend functionality for existing applications and increase their business value; and to evolve application functionality significantly over the next five years. "Basically, what we're hearing from customers is, 'I want innovation, but not too fast,'" said Phillips. With more than $1.5 billion committed to applications

PHOTO: RON SELLERS

Oracle President Charles Phillips addresses user groups at Oracle OpenWorld on Sunday.

R&D next year, Oracle will aim to tailor solutions for specific lines of business on an industry-by-industry basis, he said, and provide clear upgrade paths for those who are ready without making migration a requirement.

Phillips also spent time explaining Oracle's Fusion Middleware Architecture and its expanding role as the "glue" linking all of its offerings to form a comprehensive, integrated suite of best-of-breed applications. "Middleware will become a lot more important going forward," he said. " Our openness and support for industry standards will mean we'll let you replace our components with third-party solutions" and retain the same level of integration and "hot-pluggable" functionality, said Phillips.

by **JEFF ERICKSON**

Oracle Partners Recognized for Excellence

Oracle honored 17 of its North American-based partners yesterday evening in a ceremony at the Moscone Esplanade officiated by Rauline Ochs, group vice president, North American Alliances and Channels. Partners were recognized for their successes in developing and implementing solutions based on Oracle technology, as well as for marketing and sales achievements. "As Oracle continues to broaden its business, we are gratified to see our partners delivering innovative solutions to meet the needs of our joint customers."

During the awards ceremony, Oracle Executive Vice President Keith Block pointed out that 51 percent of application and 40 percent of technology sales in 2005 were worked with partners. "Much of our success has been due to your involvement," Block said to the assembled partners.

In 2005, Titan Award recipients provided hardware, software, and services around Oracle products and posted strong revenue growth as they defined new markets and achieved leadership positions in target markets. Several achieved sales growth while transitioning from JD Edwards and PeopleSoft partner to marketing Oracle products. This year's winning companies are: Accenture, CSS, CedarCrestone, Computer Sciences, Deloitte,

Fidelity Information Services, Hewlett-Packard, Hitachi Consulting, IBM Business Consulting Services, and Mythics.

Oracle Titan Solution of the Year honors went to partners who leveraged Oracle technology to create customer-focused solutions in a wide variety of industries including education, life science,

Oracle's Jeff Henley at partner awards ceremony.

and manufacturing. The winners are: Application Server, SunGard SCT; Collaboration Suite, Enterprise Business Solutions; Database, Fair Isaac; Industry Independent Software Vendor, MHC Software; Industry System Integrator, Mi Services Group; Public Sector, EnvironMax; SMB, Egenera; Industry System Integrator, Mi Services Group; Public Sector, EnvironMax; SMB, Egenera; Public Sector, EnvironMax; and SMB, Egenera.

DAILY EVENTS

Wireless Browsing
Point your cell phone browser or WiFi-enabled PDA to mobileoow.oracle.com to wirelessly access services such as your schedule and messages. Or point your laptop to collaboow.oracle.com; username: Oracle; passworld: fusion.

Book Signing
O'Reilly Media Inc. author Steven Feuerstein will be hosting a book signing to promote the fourth edition of his popular book *Oracle PL/SQL Programming*. Join Feuerstein today from 12:30 p.m. to 1:30 p.m. at the Oracle Bookstore, located on the second level of Moscone West.

Public Sector Reception
Oracle invites you to the Public Sector reception at the California Academy of Sciences for an evening of food, drinks, and adventure. Network with colleagues while exploring this unique venue that includes two floors of living, growing coral reef housed in 20,000 gallons of water. To be admitted please bring your Oracle OpenWorld badge. The event runs from 6:00 p.m. to 10:00 p.m. at the California Academy of Sciences, located at 875 Howard Street.

Survey Says!
Take the Oracle OpenWorld Database Usage Survey for a chance to win a $500 Amazon.com gift certificate. Visit infopoll.net/live/surveys/oracle.htm.

Siebel Town Hall Meeting
Please join Charles Phillips, President of Oracle, George Shaheen, CEO of Siebel Systems, and other senior executives from Oracle and Siebel today from 3:00 p.m. to 4:00 p.m. in Moscone North, Keynote Hall D, to discuss the anticipated benefits to customers and partners of the proposed combination of Oracle and Siebel. Customers and partners of Oracle and Siebel will also be participating to discuss the impact of the transaction on their companies.

Podcasting
Join Oracle Technology Network Editor-in-Chief Justin Kestelyn and *Oracle Magazine* Technology Editor Tom Haunert for a series of OTN TechCast conversations with Oracle technical executives and evangelists. To download these podcasts to your MP3 player automatically during the show, subscribe to the OTN TechCasts RSS feed by visiting oracle.com/techcasts.

OTN Underground
Operating under the moniker "OTN Underground" this year, this now-traditional party for developers and DBAs launches at 6:00 p.m. tonight at the San Francisco Marriott at 55 Fourth Street, on the Yerba Buena Level. Sponsored by Intel Corporation.

DAY AT A GLANCE • SUNDAY SEPTEMBER 18

8:00 a.m. – 7:00 p.m.	9:00 a.m. – 10:30 a.m.	11:00 a.m. – 5:30 p.m.	11:00 a.m. – 12:00 p.m.	11:30 a.m. to 1:30 p.m.	1:30 p.m. to 5:30 p.m.	6:00 p.m. to 10:00 p.m.
Conference Registration	**Welcome Keynote**	**Retail Sessions Argent Hotel**	**Sessions**	**Lunch Yerba Buena Gardens**	**Sessions**	**OTN Underground, Sponsored by Intel Corporation Marriott Hotel, Yerba Buena Ballroom**

KEYNOTES SCHEDULE • MOSCONE NORTH, KEYNOTE HALL D

Monday, September 19
9:00 a.m. – 10:30 a.m.
Welcome Keynote
Information Empowers Business
Charles Phillips, *President, Oracle*

Keynote
Paul Otellini, *President and CEO, Intel Corporation*

SESSION ADDITIONS AND UPDATES

MS = Moscone South, MW = Moscone West, MN = Moscone North

SPECIAL SESSION

DATE/TIME	TITLE	SPEAKER	LOCATION
19-Sep-05, 3:00 PM	Oracle and Siebel Town Hall Meeting	Charles Phillips, Oracle	MN, Keynote Hall D

NEW SESSIONS

TRACK	REF#	DATE/TIME	TITLE	SPEAKER	LOCATION
Oracle Database 10*g*	S110	19-Sep-05, 11:00 AM	Implementing Oracle Data Guard 10*g* for Higher Availability	Daniel Liu, First American Real Estate Solutions	3009/3011 - West
Applications Technology	S3536	19-Sep-05, 3:00 PM	Maximizing the value of PeopleSoft reporting by utilizing XML Publisher	Rich Halket, Oracle	Salon 1/2 - Marriott
Applications Technology	S3538	19-Sep-05, 4:30 PM	PeopleSoft Enterprise Portal: Tips and Techniques	Rich Manalang, Oracle	Salon 1/2 - Marriott

CANCELLED SESSIONS

Applications Technology	S379	19-Sep-05, 11:00 AM	Managing Oracle Applications on a Shoestring (of DBAs)	Leigh Carpenter, ResMed Corp.	3001 - West
Applications Technology	S240	19-Sep-05, 4:30 PM	Monitoring JD Edwards EnterpriseOne Security	Karry Dancek, PTI Group, PTI Group	200 - South

SCHEDULE CHANGES

TRACK	REF#	DATE/TIME	TITLE	SPEAKER	LOCATION
Financials	S407 WAS	19-Sep-05, 11:00 AM	The Impact of Trading Community Architecture (TCA) on Oracle Receivables	Mani Kumar Manda, . Rhapsody Technologies, Inc.	3022 - West 2009/2011 - West
Financials	S555 WAS	19-Sep-05, 11:00 AM	What's New in PeopleSoft Enterprise Financial Management 8.9	Annette Melatti; Suzanne Miller, Oracle	2009/2011 - West 3022 - West
Applications Technology	S781 WAS	19-Sep-05, 11:00 AM	Technology Directions: The Fusion Platform for Oracle Information-Driven Application	Cliff Godwin, Oracle	Salon 9 - Marriott 309 - South
Applications Technology	S633 WAS	19-Sep-05, 1:30 PM	PeopleSoft Enterprise PeopleTools New Features and Road Map	Michael Ni, Oracle Joel Heinke, Oracle	Salon 9 - Marriott 2022 - West
Human Resources	S512 Was	19-Sep-05, 4:30 PM	The Oracle Human Capital Management Applications Road Map	Joe Baker; Deepjot Chhabra, Hewlett Packard; Oracle	2009/2011-West 2018 - West
Engineering and Construction	S386 WAS	19-Sep-05, 4:30 PM	Transforming Real Estate Companies into Information-Driven Enterprises	David Anderson; Kevin Moss; Andrew Rains, General Growth; Oracle	2018 - West 2009/2011-West
Procurement	S902 WAS	22-Sep-05, 4:00 PM	PeopleSoft Enterprise Supplier Relationship Management 8.9: PeopleSoft Purchasing and Supply Chain Intelligence	Alexa Haytcher; Greg Rippstein; Oracle	3007 - West 2009/2011-West
Applications Technology	S754 WAS	19-Sep-05, 1:30 PM 4:30 PM	Migrating PeopleSoft Enterprise Applications to Oracle Application Server Technology	Jeff Robbins, Oracle	2009/2011-West 2022 - West
Engineering and Construction	S384 WAS	19-Sep-05, 1:30 PM	Transforming Engineering and Construction Firms into into Information-Driven Enterprises	David Anderson; Sandra Benson; Meg Lassarat; Oracle; Mustang Engineering	2022 - West 2009/2011-West
Engineering and Construction	S385 WAS	19-Sep-05, 3:00 PM	Transforming Homebuilders into Information-Driven Enterprises	David Anderson; Tim Costello; Andrew Rains, Oracle; Oracle	3022 - West 2009/2011-West
Financials	S086 WAS	19-Sep-05, 3:00 PM	JD Edwards EnterpriseOne Financial Management Update	Clare Fortune; Mark Ransom; Keith Sholes, Oracle Oracle; Oracle	2009/2011-West 3022 - West
Human Resources	S192 WAS	20-Sep-05, 3:00 PM 19-Sep-05	Oracle HCM Applications Across the Organization	Brian Gaspar;Joseph Hui, Oracle Humair Ghauri, Oracle; Glen Tillman, Oracle	3005 - West 2024 - West
Human Resources	S1977 WAS	19-Sep-05, 1:30 PM 20-Sep-05, 3:00 PM	Oracle Human Capital Management Superior Ownership Experience	John Cafolla; Humair Ghauri, Oracle	3008 - West 3005 - West
Human Resources	S928 WAS	19-Sep-05, 3:00 PM 1:30 PM	PeopleSoft Enterprise HCM for the Public Sector US Department of Treasury	Kem Butler; Colleen Conley, Oracle;	2024 - West 3008 - West

ORACLE OPENWORLD

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Monday

SEPTEMBER 19, 2005

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Exhibitors by Company Name

Companies in **bold black type** are sponsors.
Companies in **bold red type** are new exhibitors. MS = Moscone South, MW = Moscone West

COMPANY NAME	BOOTH #
170 Systems Inc	1630
3PAR	633
Abaris, Inc.	2516
Accenture	**1912**
Active Intelligence	233
Actuate	421
Adjoined Consulting, Inc. (formly CIM Consulting)	523
ADP (Automatic Data Processing, Inc.)	2533
Advanced Micro Devices, Inc.	**812**
Advanced Technology Services	MW L3
Alicon Group Inc.	624
Altova, Inc.	1222
American Power Conversion (APC)	2442
Answerthink	502
Apex IT, Inc.	2235
Application Security Inc.	145
Applimation, Inc.	2424
Approva Corporation	2720
AppWorx Corporation	2302
Aquire (formerly TimeVision)	637
Arbour Group LLC	135
arcplan	320
ASG	153
AST Corporation	635
Atos Origin	224
Atrion International, Inc.	147
Authoria, Inc.	830
Autodesk, Inc.	2230
Aware Technologies	327
Axion Solutions	131
Beacon Application Services Corporation	424
BearingPoint, Inc.	**602**
BearingPoint, Inc.	**MW/Rm 2008**
BELLSOFT, Inc.	2719
BEZ Systems, INC.	1142
BIO-Key International	146
Birlasoft	123
BluePhoenix Solutions	122
Bottomline Technologies	2012
Bowstreet	150
BullsEye Computing Solutions, Inc.	2333
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C3 Business Solutions	619
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Capgemini	**638**
Captaris, Inc.	2301
Captiva Software Corporation	325
CCP Global, Inc.	634
Cendura	144
CenterStone Software	133
Cerebra, Inc.	1742
Ceridian	235
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Cetova Corporation	141
CherryRoad Technologies	930
CIBER Enterprise Solutions	2412
CipherSoft Inc	1636
Citrix Systems, Inc.	2617
ClearOrbit, Inc.	2022
Cognizant Technology Solutions	1842
Cognos, Inc	2202
Comcentric, Inc.	222
CommVault	2208
Computer Associates	1022
Confio Software	2240
Connect3 Systems, Inc.	119
Core Services	1922
Cosort/IRI, Inc	822
Cramer	**MW/Rm 2002**
Crestone International, Inc.	2320
Cronin Business Solutions	518
CSC	402
CSS International, Inc.	207
Cyber Switching, Inc.	3026
Cybermation	130
DARC Corporation	508
Data Systems International (DSI)	1902
Datamax Corporation	533
DataMirror Corporation	**2224**
Dataweb Technologies	221
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dbaDirect	415
DecisionPoint Software	2418
Dell Inc.	**1202**
Deloitte	**1622**
Dun & Bradstreet	430
Dynamic Systems Solutions, Inc.	**2620**
e:solutions Group	524
EAPT Solutions, Inc.	2518

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EDS	**730**
EiS Technologies, Inc.	**156**
Embarcadero Technologies	2212
EMC Corporation	**1002**
Emerging Solutions	2618
Employer Management Solutions, Inc.	229
Empower Solutions, Inc.	626
Enterprise Grid Alliance	319
Enwisen, Inc.	725
EqualLogic, Inc.	228
Esker, Inc.	136
ESRI	1230
Evergreen Data Systems, Inc.	617
F5 Networks	2430
Feith Systems and Software, Inc.	2402
Fidelity Information Services	MW/2024
First Advantage	117
Firstlogic	111
Focused E-Commerce	329
FormScape	128
Forum Systems	140
Frontier Consulting, Inc.	323
Fujitsu Group	**1712**
GBSynergy	1642
Gecis Global Business Solutions	**209**
GNC Consulting, Inc.	2423
GoldenGate Software, Inc.	2405
Greenbrier & Russel	2343
GTL Limited	442
HCL Technologies, Inc.	1012
HighJump Software	414
HireRight	2324
Hitachi Consulting	**2312**
Hotsos Enterprises, Ltd.	316
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HumanConcepts	108
Hyland Software, Inc.	211
Hyperion	220
IBM Corporation	**910**
Idokorro Mobile	110
I-flex solutions	MW/Rm 2024
Image Integration Systems	2136
ImageNow by Perceptive Software, Inc.	**1236**
Impact Innovations Group	2242
InfoLogix, Inc	936
Information Builders, Inc.	205
InfoSys Technologies Ltd.	**608**
IngenuitE, Inc.	417
Innova Solutions	2335
InOne Europe AG	226
INRANGE Consulting Corporation	2721
Intel Corporation	**1212**
Intellicus Technologies	324
Intellisync Corporation	116
Intergraph Corporation	522
Intermec Technologies, Inc.	623
Ionic Enterprise	436
IT Convergence	1730
iTera, Inc.	148
Juniper Networks	2712
JUSTSYSTEM Corporation	**1042**
Kaba Benzing America	419
KBACE Technologies	1830
Keste LLC	2740
Kofax	216
Kronos Incorporated	2306
Lakeview Technology	2406
Leica Geosystems	143
Loftware, Inc.	2305
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Lucidity Consulting Group LP	2732
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Lumigent	326
LXE Inc.	2524
Macrosoft, Inc.	104
MasterTax	1941
Maverick Solutions, Inc	2520
MAXIMUS, Inc.	239
MBH Solutions, Inc.	2419
MDB Technology Solutions	2507
MENTISoftware Solutions LLC	142
Mercer Human Resource Consulting	942
Mercury	2112
Mercury Technology Group, Inc. (MTG)	2229
Merkur Group	519
Metaformers, Inc.	113
Methodical Mind Software	134
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Microsoft Corporation	**1722**
MicroStrategy, Inc.	**1242**
Mountain View Data, Inc.	629
Nakisa	521
Nakoma Group	420
NaviSite, Inc.	630
Navteq	2438
NEC Solutions America	2042
NEOS	2529
Network Appliance, Inc.	**1602**
Noetix Corporation	613
Northrop Grumman Corporation	1936
Novell	**109**
NSI Software, Inc.	126
Nuvosoft, Inc.	215
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Optimum Solutions	1322
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Oracle /Club Oracle	4006
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Oracle Consultations	2801
Oracle Demogrounds A	429
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Oracle Demogrounds E	2502
Oracle PartnerNetwork Lounge	2802
Oracle Retail Pavilion	4008
Oracle User Group	4009
Oracular, Inc.	121
OSIsoft, Inc.	1036
oto Global Solutions, Inc.	1030
OuterBay Technologies	614
Palazzo, Inc.	719
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Peak Technologies, Inc.	2122
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Pervasive Software Company	120
Phulaxis, Inc.	149
Pillar Data Systems	520
Precision Software	2615
Premier Consulting Group Inc.	423
Princeton Softech	1836
Profit Concepts International	125
Project Partners LLC	2234
Protege Software Services, Inc.	112
Protiviti	**1241**
Provade LLC	2244
PS GoLive	**154**
PSC, Inc.	231
Psion Teklogix	124
Q Software Global Ltd	218
Qliktech	151
Qorval Integrated Solutions	317
Quest Software, Inc.	1412
Questionmark Corporation	941
Quovera, Inc.	529
Rapidigm	922
RCM Technologies, Inc.	2337
ReadSoft, Inc.	1930
RealFoundation, Inc.	2537
Red Hat	722
Reliasys, Inc.	129
Resume Mirror, Inc.	**106**
Revenue Technologies	2736
RFgen	**318**
rfsmart	729
RightOrder	1942
RingMaster Software	514
Rivet Software, Inc.	2724
RWD Technologies, Inc.	935
Sabrix	2505
Sage Software, Inc.	101
SAP AG	902
Satyam Computer Services Ltd.	542
Self Test Software	2206
Sierra Atlantic	2401
Signum Group, LLC	2429
Sirivisetti Systems	237
SMR Consulting, Inc.	842
SOA Software (formerly Digital Evolution)	2501
Soft Link Solutions, Inc.	620
SoftArtisans	138
SofTec Solutions, INC.	321
SofTrek Corporation	2433
Solbourne	2218
Solix	**156**
Soltre Technology, Inc.	538
Solution Beacon	225
Southern Pacific Group	115

COMPANY NAME	BOOTH #
Sprint	2725
STARNET Communications	631
Stellent, Inc.	2102
STR Software	2403
StreamServe, Inc.	2236
SugarCRM, Inc.	132
Sun Microsystems, Inc.	**1702**
Sunflower Systems	438
SunGard SCT	530
Symantec Corporation	1612
Synapsis Technology, Inc.	118
Synaptis	2717
Synoran	**MW/Rm 2024**
Syntax.net	227
Systems Management, Inc.	107
SYSTIME	2142
Tata Consultancy Services	**702**
Taxware LP	**2340**
Technical Information Associates	534
Technology Solutions Company	836
Terillium, Inc.	201
Texas Memory Systems	408
The Cedar Group	2036
The Consulting Group	322
The GL Company	2041
The Revere Group	2742
Tidal Software	152
Time Link International Corp	2616
Towers Perrin	2621
TradePoint Systems	315
TUSC	2002
UC4 Software, Inc.	723
Unisys Corporation	1422
Unitask, Inc.	2030
USi (formerly Appshop)	802
Velocity Technology Solutions (aka Eisner Technolgy Solutions)	1136
Vertex, Inc.	2330
Vibrant Channels, Inc.	532
Virsa	537
VISA USA	2334
VIT Infotech	105
VMware	1243
Vormetric, Inc.	2434
WH Group	2726
Wipro Technologies	127
Women In Technology International (WITI) MW/Level 2	
WorkForce Software, Inc	2435
WorkStrategy	2130
Xcelicor	2626
Zebra Technologies	2329

New Exhibitors

Capgemini, Booth 638
www.capgemini.com
Capgemini, one of the world's foremost providers of Consulting, Technology, and Outsourcing services, has a unique way of working with its clients, called the Collaborative Business Experience. The Collaborative Business Experience is designed to help our clients achieve better, faster, more sustainable results through a seamless network of partners like Oracle. Experience Collaboration with Capgemini booth 638 and register to win a Bose In-Home Theater System.

Cramer, MW, L2
www.cramer.com
Cramer is the global license leader in OSS enterprise software that changes the economics of telecommunications by providing inventory-powered process automation. The newest product suite, Cramer5 named 'Best OSS Product' 2004, is emerging as the solution of choice for major telecommunication operators to successfully driving forward their businesses.

DSS-Dynamic Systems Solutions, Booth 2620
www.dsscs.com
DSS, an Oracle Certified Partner, supports JD Edwards EnterpriseOne and World. We specialize in full-service implementations, Asset Lifecycle Management solutions, process optimization, IT strategy, upgrades, and managed services.

Protiviti, Booth 1241
www.protiviti.com
Protiviti is the leader in independent internal audit and risk consulting. We help organizations worldwide to independently identify, measure, and manage risk. So whether the challenge is reporting accurate results, maximizing the value of technology or adopting internal controls you can trust, Protiviti delivers quantifiable solutions that make a difference.

Resume Mirror, Inc., Booth 106
www.resumemirror.com
Resume Mirror, Inc. provides hosted solutions that plug-in to PeopleSoft's and Oracle's recruiting modules to further enhance their capabilities. Resume Mirror's solutions significantly improve resume processing and applicant management in order to enhance on-line applicant experiences, thus reducing time-to-recruit and, ultimately, time-to-hire.

Solix Technologies, Booth 156
www.solix.com
Solix Technologies, a certified Oracle Advantage partner, is a leading provider of enterprise data management applications. Solix automates enterprise data archiving, application migration, and application upgrade for Oracle applications to optimize performance, compliance, and storage.

Synoran, Booth MW, L2
www.synoran.com
SYNORAN, a software and services company, provides solutions that enable safe-sound-secure information exchange "anytime, anywhere." The company's real-time solutions leverage open system standards to address three information exchange challenges: customer interaction management, straight-through payments processing, and secure information exchange.

Oracle Offers JDeveloper for Free

by **KATHY WHITE**

As a show of its continuing commitment to Java and its developers, Oracle has released its Oracle JDeveloper 10*g* free to all developers.

In addition, Oracle is planning to join the Apache MyFaces project as a core contributor and is hoping to spearhead a JavaServer Faces (JSF) tooling project within the Eclipse Foundation open source community.

The Oracle JDeveloper 10*g* is optimized to run with Oracle Application Server and Oracle Database and is built on open standards and platforms, supporting all major J2EE application servers and databases.

Oracle is committed to providing developers with greater choice in development environments and technologies. To that end, Oracle is offering JDeveloper—with its visual and declarative tools for JSP, Struts, JSF, and Business Process Execution Language (BPEL)—free of charge, lowering the acquisition barrier for developers who want more than what is offered in many free Java IDEs.

Facilitating ease of development of enterprise Java applications is one of the keys to success for the J2EE platform. Providing Oracle JDeveloper for free and supporting JSF—a Web application framework designed to enable developers to more easily build user interfaces for enterprise Java applications—accelerates the development of composite applications and the adoption of the J2EE platform. When leveraged by Oracle JDeveloper 10*g*'s integrated development environment, JSF enables developers to rapidly build and deploy rich composite applications.

Oracle JDeveloper is now available at no charge at oracle.com/technology. To learn more about Oracle JDeveloper, visit the ongoing hands-on lab "Oracle Application Server 10*g*—Learn JSF, EJB 3.0 and BPEL with Oracle Application Server and JDeveloper" in Moscone West, Room 1003.

ORACLE OPEN WORLD

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Monday

SEPTEMBER 19, 2005

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Beyond Traditional CRM—Drive Profitable Interactions Across Your Business

by JEFFREY PEASE & KATHERYN POTTERF

How are the world's most innovative companies driving incremental revenue, reducing interaction costs, and growing the value of customer relationships? In this exclusive interview, Barbry McGann, an Oracle vice president and a speaker for Monday's keynote "Information-Driven Customer Relationship Management," offers a proven CRM strategy.

Q. What excites you about CRM today?

A. As CRM becomes increasingly tied to other business processes across the enterprise, the very definition of CRM is expanding. People are finally realizing that CRM is not just about sales and marketing, and it's not just about customer service. It's about maximizing customer value across all parts of your business—and that requires using information that comes from all parts of your business. Information-driven CRM allows you to create new revenue in both expected and unexpected places.

Q. Why does Oracle describe its CRM applications as "information driven"? Aren't all applications driven by information?

A. All applications use data—but with other vendors, it's frequently very incomplete and fragmented data. That's not what you need for running a business. The difference between SalesForce.com and Oracle CRM, for instance, is like the difference between a Pekingese and a pit bull. What would you rather have—a cute interface on top of a little fragmented data, or the force of a pit bull-strength system that powers your whole CRM process with information from the entire enterprise? Data becomes information when you bring the pieces of it together from all parts of the business and assemble it in a form that gives you real business insight that you can act upon. For example, the dollar value of sales to a particular customer is data. The number of expensive service calls from that customer is

data. The day's sales outstanding (DSO) figure for that customer is data. But if your systems pull together the revenue from that customer, the cost of serving that customer, and their payment history into an aggregate measurement of customer value that you can use for segmenting the customer—that's information. And that's what Oracle delivers.

Q. What about analytics?

A. Analytics become much more valuable when they are embedded in operational business processes. We are releasing five new operational dashboards for the current version of Oracle's PeopleSoft Enterprise CRM in this calendar year. They are designed to let you look at key metrics and then trigger actions in the operational applications right from within the dashboard. That's something you can expect to see a lot more.

McGann's session takes place today at 11:00 a.m. in Moscone West, Room 3014.

Service-Oriented Architecture—Still a Hot Topic

by JEFF ERICKSON

Service-oriented architecture (SOA) is a hot topic today, but in the near future it will be a fact of life. By 2008, say industry observers, SOA will be the prevailing software engineering practice in the enterprise—ending the 40-year reign of monolithic software architecture. "These days almost every vendor, systems integrator, and consulting organization has an SOA story," says Raghu Kodali, consulting product manager and SOA evangelist for Oracle Application Server. Despite the trend, some feel that SOA is not mature enough for their enterprise, and many others do not yet have a firm grasp of just what SOA is.

Kodali aims to change that, at least for some of us, in a Monday afternoon session titled simply: "What Is Service-Oriented Architecture?"

Why are enterprises moving in the direction of SOA? In short, current enterprise systems are the result of huge investments and still deliver many great information services. So, even though they're too rigid to match the pace of change in today's fluid business environment, it's not practical to throw them out. SOA is a way to evolve current systems into something more agile and reusable.

"SOA, with a ubiquitous set of standards, brings better reusability of existing assets or investments in the enterprise and lets you create applications that can be built on

top of new and existing applications," says Kodali.

"SOA, with its loosely coupled nature, allows enterprises to plug in a new service or upgrade existing services to address new business requirements, and it provides the option to make the service consumable across different channels," says Kodali. "In addition, SOA exposes the existing enterprise and legacy applications as services, thereby safeguarding existing IT infrastructure investments."

The session will touch on many aspects of SOA, including J2EE and .NET, Quality of Service (QoS), security, reliability, policy, orchestration, and management.

The one-hour session "What Is Service-Oriented Architecture?" takes place today at 3:00 p.m. in Moscone

Go Underground with OTN Tonight!

by JUSTIN KESTELYN

Operating under the moniker "OTN Underground" this year, this now-traditional party for developers and DBAs launches at 6:00 p.m. tonight in the usual place: the San Francisco Marriott at 55 Fourth Street, on the Yerba Buena Level. For the second year in a row, event sponsor Intel Corporation will provide a lavish arcade gaming room decked with plasma screens and filled to the rafters with food and refreshments. Popular San Francisco DJs will provide the soundtrack as you sit back, meet peers from faraway places, and "decompress" after a busy day.

For those of you interested in feeding your brains as well as your bellies, however, OTN Underground will

not disappoint:

• Learn about Oracle Cluster File System Release 2 (OCFS2) first-hand from its developers, the Oracle Open Source Development Team. In the new "OCFS2 Challenge," Oracle architects will build a two-node, shared home heterogeneous Oracle RAC 10g Release 2 cluster using OCFS2, RHEL4-U2, SLES9 SP2, and iSCSI storage in less than 20 minutes. Think it can't be done? See for yourself! What's more, you can participate in a Q&A with Oracle Linux and open source experts; learn best practices for developing with Oracle and PHP and Oracle and BPEL; and, best of all, get free Oracle and Linux developer software.

• Put yourself in the DBA "hot seat." Think you know database administration forwards and backwards? Take part in this Oracle University-sponsored competition to prove it!

• Get started with Oracle HTML DB. Oracle HTML DB is becoming an incredibly popular tool for developers as well as DBAs. Learn how to rapidly build secure, scalable Web applications with this Oracle Database 10g feature from the team that created it—as well as how to migrate from Microsoft Access painlessly.

See you at OTN Underground tonight! For more details, visit oracle.com/openworld/sanfrancisco/conference/otn_underground.html.

Track RFID and Next-Generation Retail

by AARON LAZENBY

Oracle OpenWorld attendees with their eyes on retail should be delighted by the host of sessions focused on their industry. More than 20 conference sessions are devoted to the subject, including "Wireless Technology in the Store: Managing Inventory, Managing Tasks, and Delighting the Customer," presented by Oracle Vice President Peter Baskin and retail expert Jim Traxler.

"So much has been made about how new technology allows us to track products in the store—both on the selling floor and in the back room," says Traxler. "But tracking is only half the story. For effective and profitable retailing, you must be able to manage when, where, and how the inventory moves."

Traxler says that emerging technology is allowing retailers to do just that. For example, wireless technology is already assisting store employees with more-efficient

stock management. Associates can refer to their wireless handheld computer for what is called "short-interval scheduling," delivering a queue of tasks for the employee to complete over the next 30 minutes of their shift. This allows managers to quickly deploy staff to respond to emerging issues in the store, delivering a better experience for shoppers, including roving POS capability to take care of long lines at checkout.

Looking ahead to the next five years, new "smart shelves" will help managers improve inventory control. Through the use of Radio Frequency Identification (RFID), store managers will know when a product is removed from a shelf. When a clerk scans that product at checkout, the system can remove the product from inventory and log a sale. If the product never makes it to checkout, it can be located elsewhere in the store, or

recorded as stolen or lost.

RFID plays a big part in the next generation of retail POS systems as well. Traxler envisions a day when a customer will be able to select the products he wants and simply walk out of the store—through an RFID reader. The reader will identify the selected products and automatically charge the customer's credit card.

"This is not going to happen in the next two years," says Traxler. "But it will happen in our lifetime."

To find out more about how enterprise technology is improving the efficiency of the retail industry—and improving customers' shopping experience—attend session 343, "Wireless Technology in the Store: Managing Inventory, Managing Tasks, and Delighting the Customer," today at the Argent Hotel, Franciscan 1, from 3:00 p.m. to 4:00 p.m.

Move IT.

Transform your business. Move the bottom line.

Discover everything you need to know about the service-oriented enterprise at Oracle OpenWorld and the Intel booth #1212.

Intel Keynote Address with Paul Otellini
Sept. 19, Moscone North, Hall D, 9:45 AM – 10:30 AM.

Paul Otellini, Intel president and chief executive officer will speak about the latest Intel® platform innovations that will fuel the next phase of growth in the Digital Enterprise. Learn about emerging industry inflection points, the shift to multi-core processors, wireless technologies such as WiMAX and RFID, and new usage models such as Embedded IT. Discover how the collaboration between Oracle, Intel and the extended developer ecosystem is key to bringing these innovative solutions to market.

Don't miss these important events!

RFID: Information Matters
Mon., Sept. 19, 11 AM – 12 PM
Moscone West, Room 2014

Intel Software Network at OTN Underground
Mon., Sept. 19, 6 PM – 6:45 PM
Marriott Hotel, Yerba Buena
Ballroom, Salon 7

OTN Underground
Mon., Sept. 19, 6 PM – 10 PM
Marriott Hotel, Yerba Buena
Ballroom, Salon 7-9

Intel's Vision of the Integrated Digital Hospital
Tues., Sept. 20, 11 AM – 12 PM
Moscone West, Room 2014

Transformational Opportunities with Intel and Oracle's Mobility-Based Solutions
Wed., Sept. 21, 11 AM – 12 PM
Moscone West, Room 2014

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Deutsche Post Delivers with Oracle Real Application Clusters

by RICH SCHWERIN

What was it like for Deutsche Post to implement Oracle Real Application Clusters? Find out this afternoon when Andre Feld, Deutsche Post World Net technology manager, and Greg Lemay, Oracle director of business development, present a session exploring the strategic implementation of RAC and its benefits for the German postal and logistics giant.

"The Division Mail of Deutsche Post World Net is using several instances and versions of Oracle databases," explains Feld, outlining the presentation he'll deliver this afternoon. "In order to harmonize these installations and to reach better performance, better availability, and better cost structures, it was decided to evaluate the Oracle Database 10*g* Real Application Clusters and Grid Computing concept."

Feld will begin by outlining Deutsche Post's initial situation, objective, and methods, and then define functional requirements and outline tests that were performed during the proof-of-concept phase. The session will explore all three phases of the consolidation process at Deutsche Post. First, functional requirements were defined; then a proof of concept was executed and subjected to six categories of tests to measure availability and performance—with impressive results. Finally, consolidation and migration occurred.

"Oracle Database 10*g* Real Application Clusters meets nearly 100 percent of the requirements of Deutsche Post World Net in terms of a highly available and highly performant database solution," says Feld. "In the Division Mail, as far as databases are concerned, Oracle is the strategic product and will be used in the phase of migration and consolidation. Possibly these activities may be extended in the future by the integration of the Oracle Application Server 10*g* to benefit from the virtualization and provisioning capabilities of the Oracle Grid Computing solution."

Feld explains that Oracle Automatic Storage Management was successfully integrated in the proof of concept, which gives Deutsche Post the advantage of using low-cost storage systems without increasing administration complexity. Oracle Cluster File System 2 (OCFS2) and Oracle Clusterware were also used in the proof of concept. "Based on our first experiences with these new technologies, we intend to use them in the near future to extend the consolidation and cost reduction. These products make it possible to combine Oracle Real Application Clusters with standard application clusters on one physical server."

Feld and Lemay will discuss this and other related topics in their session, "Deutsche Post: Oracle Real Application Clusters Implementation," this afternoon at 1:30 p.m. in Moscone South, Room 305.

Bringing It All Together: Building an Interactive Analytic Dashboard with Oracle Discoverer and Oracle Portal

by FRED SANDSMARK

Automakers struggle to create the perfect car dashboard, but every driver is different. Some motorists want to know the temperature of the seats, while others think "Check Engine Soon" is too much information.

You probably can't find the perfect car dashboard, but one exists for your business. Christina Kolotouros, director of product management for Oracle Business Intelligence, and Camellia Petty, assistant vice president for application systems at Broadcast Music Incorporated (BMI) in Nashville, Tennessee, will demonstrate how Oracle Business Intelligence Discoverer and Oracle Portal create a business dashboard that incorporates in-depth business intelligence content in a way that's unique for each user.

"A lot of people use operational portals or dashboards so employees can go to one place to get all the information they need to do their job," Kolotouros says. "That way, they don't have to bookmark 15 sites or memorize numerous URLs." The presentation of Oracle Business Intelligence in a portal format goes beyond publishing data and providing links; it also provides capabilities for plugging into many events and parameters within the portal. For example, when a portal page has a page parameter for Year, and the user changes the year from 2004 to 2005, all content linked to that parameter will update, including the Oracle Business Intelligence content. An Oracle Business Intelligence portal also lets users customize the appearance of their dashboard and drill down to see the data that underlies charts, graphs, and gauges.

Petty leads BMI's development efforts, including business intelligence, and will discuss how and why BMI has upgraded to Oracle Discoverer Plus in the past year. "It's the next evolutionary step for the Oracle Discoverer product," she says. BMI collects license fees and represents more than 300,000 songwriters, composers, and music publishers. It uses Oracle Discoverer as its ad hoc query tool to make sure that collections and royalty payments flow smoothly.

Petty is especially enthusiastic about Oracle Discoverer Plus's Online Analytical Processing (OLAP) integration capabilities. "A lot of users need to bounce between some of their Excel-type tools and business intelligence data using the dashboard," she says. "OLAP integration has greatly streamlined that initiative."

Business Intelligence and dashboards are always popular topics at Oracle events, so plan now to attend "Bringing It All Together: Building an Interactive Analytic Dashboard with Oracle Discoverer and Oracle Portal," on Tuesday, 3:00 p.m. in Moscone South, Room 300.

Meet Tomorrow's Web Gurus: 2005 ThinkQuest Winners from Around the Globe at Oracle OpenWorld

by BOBBIE HARTMAN

While you're attending Oracle OpenWorld, did you know that you have the opportunity to learn about some of the most famous outlaws of the Old West? Or take a peek into the underworld of cybercrime? Or check out cultural fashions throughout the world?

Stop by Moscone West, Lobby Level 3, and you'll see all of these topics and more explored on student-created Web sites at the ThinkQuest exhibit. Sponsored by the Oracle Education Foundation, ThinkQuest is an international technology learning competition in which students and teachers work together to create educational Web sites. These teams compete for exciting prizes, including a trip to ThinkQuest Live, an annual educational conference and awards event held in San Francisco during Oracle OpenWorld.

Since 1996 more than 30,000 students worldwide have competed in ThinkQuest. The completed sites are then published in the ThinkQuest Library, a free, online educational resource used by millions of students and others worldwide. To date, more than 5,500 Web site entries have been published on the ThinkQuest Library.

Students and teachers from around the world submitted 397 Web sites for the 2005 competition. In the process of creating their Web sites students learned about technology, project management, and teamwork as well as their chosen topic. This year's winners come from Australia, Germany, Hong Kong, India, Mexico, the Netherlands, Pakistan, Singapore, the United Kingdom, and the United States.

These talented students will be showcasing their award-winning Web sites all week long at Moscone West, Lobby Level 3. It's well worth a look. To learn more about the ThinkQuest competition, please visit http://thinkquest.org/winners/.

ThinkQuest winners, hailing from Singapore, celebrate victory at Oracle OpenWorld on Sunday.

What's in Store for Small and Midsize Businesses (SMBs)?

by **MARGARET LINDQUIST**

John Rymer, an SMB specialist from Forrester Research, hosts Tuesday's session "Why Oracle Technologies for Small and Midsize Businesses?" This session provides the opportunity to discuss Oracle's technology solutions for SMBs with Rymer and a panel of experts. SMBs constitute one of the fastest growing IT markets today. In an exclusive interview, Willie Hardie, senior director of database product marketing at Oracle, outlines some IT concerns facing SMBs.

Q. What are the business challenges facing SMBs?

A. HARDIE: SMBs face similar challenges to those of large corporate enterprises. They have to provide IT services 24/7, provide consistently fast response times, be able to securely share data, protect from unforeseen failures, and so on. But SMBs have the additional challenge of meeting IT demands with limited financial and human resources.

Q. What are some misconceptions SMBs have about using or investing in IT?

A. HARDIE: SMBs—particularly growing companies—haven't always planned for expansion and, consequently, they've sacrificed reliability and scalability on cost grounds. Many SMBs today are realizing that to compete successfully they need secure systems that customers can rely upon.

Q. Are SMBs now more likely to invest in IT systems than they have in the past?

A. HARDIE: According to Forrester, IT spending in the SMB market is growing at 8.1 percent, as compared with 4.9 percent for large enterprises.

Q. How are SMBs adopting IT to solve their business problems?

A. HARDIE: Many SMBs are already deriving benefits from the same Oracle software solutions that global corporate enterprises use. For example, Oracle Database 10*g* Standard Edition One and Oracle Application Server 10*g* Standard Edition One are packaged and priced to meet the needs of SMBs. This means that SMBs can take full advantage of the performance, security, and reliability of Oracle software and be able to scale their systems at a low cost as their business grows.

The session will be held Tuesday, 4:30 to 5:30 p.m., in Moscone West, Room 3004. In addition to John Rymer of Forrester Research, the panel includes three Oracle experts: Mark Townsend, Rakesh Dhoopar, and Vince Casarez.

Making the Case for Oracle On Demand

by **BOBBIE HARTMAN**

At a time when investment in IT is under intense scrutiny, decision-makers are expecting technology to do more with less. At the same time, they want to accelerate delivery of the innovations that are vital to their success. Oracle On Demand has made it possible for many companies to accomplish both of these seemingly conflicting agendas. Instead of spending time and money keeping existing applications up and running, these companies are able to innovate and use their resources for activities that directly impact the bottom line.

This afternoon Richard Cirigliano, Oracle vice president of service delivery management, leads a panel of six Oracle On Demand customers through an interactive discussion.

Each customer will lead attendees through the lifecycle: from the business challenges to how they prepared a business case for Oracle On Demand—and the results they achieved. They will then open up the floor, offering the audience a chance to ask questions and get direct answers from executives who are currently using Oracle On Demand to improve availability, increase performance, manage security, and gain access to the latest capabilities to reduce costs and align IT resources with corporate business goals.

"Oracle On Demand is a different way of doing business," says Cirigliano. "The service is about improving the customer experience and unlocking the value of the software."

Executives from a wide range of industries are represented on the panel, including: Mike Miller, IT director, Investors Bank and Trust; Kim Sowers, IT services manager, Rochester Institute of Technology; John Abel, global director of IT, JDS Uniphase Corporation; Anthony Hill, CTO, Golden Gate University; Jacob Waah, technology leader, Clopay Corporation; and Andy Verone, senior vice president and CIO, Michael Baker Corporation.

"Customer Panel on IT Investment: The Compelling Case for Oracle On Demand," with Oracle Vice President Richard Cirigliano, takes place today at 1:30 p.m. in Moscone West, Room 3024.

Charity & Carvey Brighten OOW

by **AARON LAZENBY**

While the sun was setting on a beautiful San Francisco Sunday, Oracle President Safra Catz shed some light on a part of Oracle's business that receives little attention—the company's philanthropic and charitable endeavors

"I want to tell you about a part of Oracle a lot of folks don't know about," said Catz.

With a focus on bringing technology into classrooms around the world, Oracle has created a number of programs that leverage the company's technical strength and financial resources—to improve the quality of life in the communities it serves.

The Oracle Academic Initiative connects university students from 70 countries with Oracle training critical to career development. The Oracle Academy trains high school instructors to teach Java and database technology in their schools, giving their students a critical advantage as they enter the workforce. The Oracle-sponsored Think.com allows 300,000 students from around the world to work with each other on projects and collaborate via the internet.

Catz also took the time to recognize the winners of Oracle's ThinkQuest, a global research and Web site competition (see story, page 7). Catz invited some of the winners to share the stage with her and recognized the 140 ThinkQuest participants and their families in the audience.

Also invited to the stage was Harold Brooks, CEO of the American Red Cross Bay Area Chapter, who detailed some of the hard work his organization is doing to support the Hurricane Katrina relief effort. He encouraged attendees to donate money to the recovery and noted the Red Cross is on-site all week to receive donations.

Funnyman Dana Carvey closed the evening, jumping from subject to comedic subject: male nudity, the war in Iraq, contemporary music, and the 2004 U.S. presidential election. He tried on his George W. Bush, John Kerry, Bill Clinton, Arnold Schwarzenegger, Teddy Kennedy, and Al Gore impressions and even cracked a few jokes at the expense of Oracle CEO Larry Ellison.

"Larry Ellison just put a down payment on the city of Fresno," said Carvey. "You bought Siebel for a dandy little 5 billion. It is Oracle world!

And with a lot of laughs and a standing ovation, Oracle OpenWorld 2005 was officially underway.

BOOKS | oracle.com/technology/books/10g_books.html

Oracle Database 10g DBA Handbook
By Kevin Loney and Bob Bryla
Oracle Press
www.oraclepress.com, ISBN: 0072231459

Maintain a high-performance Oracle enterprise database with help from this guide. *Oracle Database 10g DBA Handbook* explains how to install Oracle Database 10g or upgrade from an earlier version, and take full advantage of all the new and improved management, scalability, availability, and security features. Written by Oracle experts, the book covers Automatic Undo Management, Oracle Real Application Clusters, Oracle Recovery Manager, Oracle Data Guard, and much more.

TODAY'S Q & A

What new and interesting thing did you learn at Oracle OpenWorld this weekend?

DeLaine Bender, Executive Director, Quest International Users Group
"I've learned how user groups will be able to provide input into what goes into the Oracle Fusion product. And I learned that Oracle will offer lifetime support for the JD Edwards software we use, so I'm happy about that."

Janet Blanthorn, Change Management, JR Simplot Company
"What's been valuable so far is that I can now place names with faces when I see people posting to user groups. I've gotten to hear what they say when we're face-to-face. And it's always nice to hear that other users share your same concerns."

Rajneesh Jain, Peoplesoft Project Manager, Dartmouth-Hitchcock Medical Center
"The enterprise sessions I've attended in the X-Treme weekend have been really good. So I am disappointed they didn't offer more of them. Because of scheduling problems, I've actually learned more in the user group sessions."
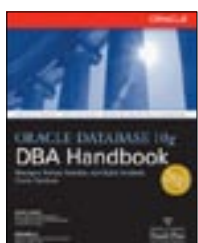
Mike Anderson, Principal Systems Programmer University of Utah
"The most important thing I've learned so far is the support policy that Charles Phillips announced this morning. That was the biggest news for us."

PHOTOS: JEFF ERICKSON