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FOCUS ON CRM for Banking

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As the Director of CRM Product Marketing for Financial Services Industries, I want your CRM experience at OpenWorld a productive one. To that end, I have reviewed the OpenWorld schedule and provided some of my picks for Banking, CRM and technology sessions that may interest you. While this is not an exhaustive list, it gives you another perspective on the event that I hope you find helpful. Have Fun at OpenWorld. I hope to see you there. ***- Raj***

MY PICKS	WHY!
Monday, October 23	
Oracle in Financial Services. *Marriott Salon 12-13* ***11:00am –12:00pm***	This is a great overview session to hear about all products relevant to you.
Siebel Release 8.0 Overview. *Moscone 3016 West* ***12:30pm – 1:30pm***	A must see! Learn how the best CRM solution is getting even better.
Next-Generation Banking Solutions. *Marriott Salon 12-13* ***3:15pm – 4:15pm***	Hear how Oracle can meet all the needs of your banking business, and learn about all the exciting future technology.
Tuesday, October 24, 2006	
Oracle Fusion CRM: A Next-Generation Application. *Moscone 3010 West* ***10:45am – 11:45am***	Understand the power of Oracle Fusion middleware in driving CRM applications.
Oracle E-Business Suite Release 12 and Applications Unlimited. *Marriott Salon 8* ***12:15pm – 1:15pm***	Hear about the latest release of Oracle E-Business Suite and what it can mean for your business.
Siebel Sales Suite 8.0 Overview and Road Map. *Moscone 3009/11 West* ***1:45pm – 2:45pm***	Learn how Siebel Sales Suite 8.0 can significantly improve your sales effectiveness and performance.
Wednesday, October 25, 2006	
The Secret to Managing Successful Contact Centers: Customer Panel. *Moscone 3010 West* ***11:30am – 12:30pm***	Hear from users across multiple industries talk about their successful application of contact center technology.
Using CRM to Comply with "Know Your Customer" Regulations. *Marriott Salon 4* ***2:30pm – 3:30pm***	CRM is a critical tool to help ensure your business can meet all federal compliance guidelines.
Exceed Customer Expectations with Siebel Contact Center Technology. *Moscone 3020 West* ***4:00pm – 5:00pm***	Learn how Siebel Contact Center Technology can significantly improve customer experience.
Thursday, October 26, 2006	
CRM Success at the Bank of NY. *Marriott Salon 4* ***8:00am – 9:00am***	Hear how the Bank of NY has successfully leveraged CRM.
Financial Services Compliance, Performance and Risk Management at large banks. *Marriott Golden Gate C2* ***11:00am – 12:00***	Ensure you are minimizing your risk exposure and maximizing your returns.
UMB Bank Unifies Customer Data with Siebel Universal Customer Master. *Marriott Nob Hill AB* ***12:30pm – 1:30pm***	Hear how UMB Bank has synchronized their customer data to create a 360° customer view.
Managing the Front Office: The Key Bank Experience. *Marriott Golden Gate C2* ***2:00pm – 3:00pm***	Learn how Key Bank has integrated Siebel CRM across the whole company.

MUST SEE SPEAKERS & EVENTS

Monday, October 23

08:30 North Hall D	Charles Phillips, President Oracle
08:45 North Hall D	Hector Ruiz, Chairman and CEO AMD
09:30 North Hall D	Chuck Rozwat, EVP Oracle
02:00 North Hall D	Michael Dell, Chairman Dell
05:30 Exhibition Hall	Open House
07:30 Westin St. Francis	OTN Night at the Oasis

Tuesday, October 24

08:30 North Hall D	Mark Hurd, CEO and President HP
09:15 North Hall D	Thomas Kurian, SVP Oracle
03:15 North Hall D	John Chambers, President and CEO Cisco
10:30 – 04:30 East Bridge - Moscone South	"Meet the Experts" - Siebel
08:00 Cow Palace	Appreciation Event

Wednesday, October 25

09:00 North Hall D	John Wookey, SVP
10:00 North Hall D	Jonathan Schwartz, President and CEO Sun Microsystems
01:00 North Hall D	Larry Ellison, CEO Oracle
11:30 – 06:00 East Bridge - Moscone South	"Meet the Experts" - PeopleSoft

Thursday, October 26

09:30 – 04:00 East Bridge – Moscone South	"Meet the Experts" – E-Business Suite
04:30 Exhibition Hall	"It's a Wrap"

MUST SEE DEMOS

C46	Siebel Financial Services Suite
C55	Siebel Service and Call Center on Demand
C64	Siebel CRM On Demand
A24	Oracle E-Business Suite Service

Oracle/Partner product overview sessions

Customer case studies/stories

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