



BETTER INFORMATION. BETTER RESULTS. BETTER INFORMATION. BETTER INFORMATION. BETTER INFORMATION.



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FOCUS ON CRM for CPG

As the Director of CRM Product Marketing for M&D industries, I want your CRM experience at OpenWorld to be a productive one. To give you a hand, I have reviewed the OpenWorld schedule and provided some of my picks for CPG including 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. -Dan

MY PICKS

Monday, October 23

Customer Relationship Management Analytics Overview.

Moscone 3002 West 11:00am – 12:00pm

Siebel Release 8.0 Overview.

Moscone 3016 West 12:30pm – 1:30pm

CRM Keynote: Enabling the Customer-Centric Enterprise.

Marriott Salon 8 3:15pm – 4:15pm

Tuesday, October 24, 2006

Oracle Fusion CRM: A Next-Generation App.

Moscone 3010 West 10:45am – 11:45am

Driving Higher Margins and Increased Merchandise Freshness from Localized Pricing Decisions.

Marriott Golden Gate A2 1:45pm – 2:45pm

Wednesday, October 25, 2006

Customer Panel Discussion: Winning Strategies for E-Commerce.

Moscone 3014 West 11:30am – 12:30pm

Achieving Business Results with Siebel Customer Order Management.

Moscone 3016 West 2:30pm – 3:30pm

Customer Self Service and E-Billing for the Manufacturing, Distribution and Logistics Industries.

Moscone 3018 West 4:00pm – 5:00pm

Building Brand Loyalty Through Intelligence-Driven Cust.-Centric Mktng., Featuring L'Oreal.

Moscone 3018 West 5:30pm – 6:30pm

Thursday, October 26, 2006

Trade Promotion Management and Optimization: Linking Promotion Planning and Supply Chain.

Marriott Salon 6 8:00am – 9:00am

Siebel Campaign and Interaction Management Solutions...

Moscone 3020 West 11:00am – 12:00pm

Siebel's Closed Loop Process for Trade Management.

Moscone 3016 West 12:30pm – 1:30pm

WHY!

See how CRM analytic applications can take your data and turn it into actionable insight.

A must see! Learn how the best CRM solution is getting even better.

Hear how Oracle and HP have succeeded in enabling a customer-centric enterprise.

Understand the power of Oracle Fusion middleware in driving CRM applications.

Learn about best practices and considerations for moving to localized or zone pricing for retail operations.

Learn how companies are successfully using the Oracle iStore e-commerce solution to drive a profitable web channel.

Hear from customers about how they have created customer-driven solutions using Siebel Customer Order Management.

Understand how Customer Self Service is lowering costs and increasing customer and vendor satisfaction.

See how a leading consumer goods company is using Siebel Marketing to build loyalty with customers.

See how Oracle's Demantra Promotion Modeling and Optimization works with Siebel CRM.

Learn how to align your marketing communications with customer needs.

Learn about Siebel's Trade Management solutions.

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
03:30 – 04:30 East Bridge - Moscone South	"Meet the Experts" – CPG
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

C55	Siebel Service and Call Center On Demand
C63	Self Service, E-Billing and E-Commerce Solutions
C47	Siebel Automotive & Siebel CPG
C54	Siebel Sales and Partner Relationship Management
A23	Oracle E-Business Suite Trade Management

 Oracle/Partner product overview sessions

 Customer case studies/stories

