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FOCUS ON CRM for Insurance

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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 Insurance, 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.
CRM Keynote: Enabling the Customer-Centric Enterprise. *Marriott Salon 8* ***3:15pm – 4:15pm***	Hear how Oracle and HP have succeeded in creating a customer-centric business environment.
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***	Discover the latest release of Oracle E-Business Suite and learn what it can mean for your business.
Customer Case Study: Transforming Marketing Effectiveness in the Financial Services Industry, Featuring TIAA-CREF. *Moscone 3018 West* ***1:45pm – 2:45pm***	Hear how TIAA-CREF enhanced the success of their marketing activities.
Insurance Case Study: How Motorists Insurance Group Improves Service and Profit with Siebel Claims Applications. *Moscone 3020 West* ***4:30pm – 5:30pm***	Learn the powerful benefits of using Siebel Claims Applications.
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.
Allstate Insurance: Building Your Data Warehouse to Scale for Hurricanes. *Moscone 301 South* ***2:30pm – 3:30pm***	Hear how Allstate Insurance has effectively built their data warehouse.
Leveraging Business Intelligence for Investment Management at New York Life Investment Management. *Marriott Salon 4* ***4:00pm – 5:00pm***	Listen to NY Life Investment Management describe how they have leveraged Business Intelligence to improve business processes.
Thursday, October 26, 2006	
Compliance and Information Lifecycle Management: Oracle and NetApp, the Perfect Solution. *Moscone 200 South* ***9:30am – 10:30am***	Hear how Oracle and NetApp have partnered to create a powerful solution for compliance and information lifecycle management.
Siebel Customization Best Practices to Lower TCO. *Moscone 2005 West* ***11:00am – 12:00pm***	Discover ways you can lower your total cost of ownership.

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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