



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



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FOCUS ON CRM for Manufacturing

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 manufacturing 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

WHY!

Monday, October 23

Customer Relationship Management Analytics Overview.

Moscone 3002 West 11:00am – 12:00pm

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

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 enabling a customer-centric enterprise.

Tuesday, October 24, 2006

Oracle Fusion CRM: A Next-Generation App.

Moscone 3010 West 10:45am – 11:45am

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

Field Service: Latest Trends, Business Process Change, and Technology Adoption Customer Panel.

Moscone 3018 West 1:45pm – 2:45pm

Learn how several companies are using the technology and process change to meet the challenges of Field Service.

Intelligent Manufacturing.

Moscone 2022 West 4:30pm – 5:30pm

Learn how manufacturing systems provide insight and visibility to real time events and drive your continuous improvements.

Wednesday, October 25, 2006

Customer Case Study: The Road Map to the Ultimate Customer Experience, Featuring BMW.

Moscone 3020 West 11:30am – 12:30pm

See how BMW strives to deliver the Ultimate Customer Experience starting with listening to the Voice of the Customer

Achieving Business Results with Siebel Customer Order Management.

Moscone 3016 West 2:30pm – 3:30pm

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

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

Moscone 3018 West 4:00pm – 5:00pm

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

Thursday, October 26, 2006

Extending the Reach of CRM with Desktop Productivity Applications.

Marriott Nob Hill CD 8:00am – 9:00am

See how you can increase productivity with the integration between Siebel CRM and MS Outlook.

Siebel Campaign and Interaction Management Solutions...

Moscone 3020 West 11:00am – 12:00pm

Learn how to align your marketing communications with customer needs.

Using Analytics to Compete More Effectively, Improve Sales Execution, and Maximize Revenue.

Moscone 3018 West 12:30pm – 1:30pm

Who doesn't want to improve sales and maximize revenue!

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
11:00 West	Meet the Experts – Aerospace & Defense
02:00 North Hall D	Michael Dell, Chairman Dell
02:00 West	Meet the Experts – Industrial Manufacturing

Tuesday, October 24

08:30 North Hall D	Mark Hurd, CEO and President HP
09:15 North Hall D	Thomas Kurlan, SVP Oracle
10:30 – 4:30 East Bridge	Meet the Experts – Siebel CRM
03:15 North Hall D	John Chambers, President and CEO Cisco
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

- Oracle/Partner product overview sessions
- Customer case studies/stories

