



## FOCUS ON CRM – Sales

As the Vice-President of CRM - Sales, I want your CRM – Sales experience at OpenWorld to be a productive one. I have reviewed the OpenWorld schedule and provided some of my picks for CRM – Sales 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. -Steve

**Stephen Fioretti**  
VP CRM Product Marketing  
(650) 283-2710  
stephen.fioretti@oracle.com

### MY SELECTIONS

#### Monday, October 23

**Ensure Sales Force Alignment and Effectiveness with Oracle Sales, Featuring Paetec Communications**

Moscone West - 3008 West  
4:45pm – 5:45pm

#### Tuesday, October 24, 2006

**Siebel Sales Suite 8.0 Overview and Road Map**

Moscone West 3009 & 3011 West  
1:45pm – 2:45pm

**Using Siebel Sales to Take the Guesswork Out of Forecast and Pipeline Management, Featuring Cadence**

Moscone West 3010 & 3012 West  
4:30pm – 5:30pm

#### Wednesday, October 25, 2006

**Opportunity to Order: Enabling Channel Sales Collaboration, Featuring Network Appliance**

Moscone West – 3016 West  
11:30am – 12:30pm

**Enabling Collaborative Selling from Opportunity to Order with Siebel Sales, Featuring IBM**

Moscone West – 3009 & 3011 West  
11:30am – 12:30pm

**Insight, Alignment, and Collaboration from Campaign to Cash with Oracle TeleSales**

Moscone West – 3016 West  
5:30pm – 6:30pm

#### Thursday, October 26, 2006

**Siebel Sales Mobility**

Moscone West – 3016 West  
8:00am – 9:00am

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

Moscone West – 3018 West  
12:30pm – 1:30pm

### LEARNING POINTS

Learn about Oracle Sales, including the new features in Release 12, such as Account Planning. Paetec Communications lends insight into its implementation experience and the efficiencies the company has gained by aligning its sales force with Oracle Sales.

This session provides an overview of Oracle's Siebel 8 enhancements and the Oracle Fusion road map to Siebel Sales Applications and best practices.

Learn how Oracle's Siebel Sales comprehensive forecasting and analytic solution can provide organizations with an in-depth understanding of their sales pipelines.

Learn how NetApp is using Oracle's Siebel Partner Relationship Management, Siebel Sales, and Siebel Customer Order Management solutions to improve sales productivity.

Learn how to enable collaborative selling by leveraging proven best practice sales methodologies that are integrated with Oracle's Siebel Sales.

Learn about the new features available in Oracle TeleSales Release 12 and how Oracle TeleSales supports the complete campaign-to-cash flow.

Learn how to mobilize sales teams, whether they're using laptops, PDAs, or Web-connected phones using Oracle's Siebel 8.0.

Learn how your sales organization can use Oracle's Siebel Business Analytics maximize the performance of your business.

### 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

#### Thursday, October 26

09:30 – 04:00 East Bridge - Moscone South	"Meet the Experts" – E-Business Suite
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### MUST SEE DEMOS

A21	Oracle Sales / Oracle PRM
C54	Siebel Sales / Siebel PRM
C48	Oracle @ Oracle
C64	CRM On Demand
C47	Siebel M&D (Auto, CG)

 Oracle product overview sessions

 Partner case studies/stories

