



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



FOCUS ON CRM for Contact Center & Service

Welcome to Oracle OpenWorld. We're glad you have joined us for this exciting and informative event. Given the size of the conference, I've created this guide to help you navigate the schedule and ensure your experience here is as productive as possible. Below you will find my selections for Contact Center, Service, and CRM sessions that may interest you. I plan on attending many of these sessions and hope to meet you there. Have fun at OpenWorld. - Ashley

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MY PICKS

WHY!

Monday, October 23

Keynote: State of the Service Industry
Featuring Gartner analyst Michael Maoz
Moscone 3020 West 11:00am – 12:00pm

Hear fresh insight on emerging trends, research, and tools for companies that need to revolutionize their service systems.

Siebel Field Service 8.0 Update
Moscone 3020 West 12:30pm – 1:30pm

Learn from the leaders on how your firm can enjoy the numerous benefits and capabilities to further bolster service effectiveness.

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 from Ed Abbo, Oracle and Deborah Nelson, HP.

Tuesday, October 24, 2006

Oracle Realease 12: Information-Driven Customer Service
Moscone 3020 West 10:45am – 11:45am

This session explores Oracle's approach to customer service and what the future holds for Oracle's portfolio of customer service applications.

Siebel 8.0 Service
Moscone 3020 West 12:15pm – 1:15pm

Learn what's new in the latest release of Siebel CRM for contact center, field service and support operations.

Implementing Citizen-Centric Government: NYC 311 Case Study
Moscone 3016 West 1:45pm – 2:45pm

Hear how the City of New York consolidated 40 call centers into a centralized 311 call center and hotline for all non-emergency requests.

Wednesday, October 25, 2006

The Secret to Managing Successful Contact Centers: Customer Panel
Moscone 3010 West 11:30am – 12:30pm

In this interactive customer panel session, you'll hear real-world stories from your peers on lessons learned and benefits received.

Contact Center & Service Analytics: Today's Market Today, and Tomorrow's Possibilities
Moscone 3022 West 2:30pm – 3:30pm

Learn how contact center analytics are changing the world of customer service and enabling forward-thinking companies to move into the next level of service delivery.

Exceed Customer Expectations with Siebel Contact Center Technology
Moscone 3020 West 4:00pm – 5:00pm

Learn about exciting new developments in Siebel Call Center, including new technologies in business process enforcement and analytics.

Thursday, October 26, 2006

Enabling the Virtual Call Agent: Creating Cost-Effective Virtual Call Agent Teams
Golden Gate B3 Marriott 8:00am – 9:00 am

Learn how Siebel CRM Call Center On Demand enables businesses to deploy virtual call center agents with no up-front investment in hardware or software.

Tackling Employee Support: Introducing Oracle Service Desk
Moscone 3020 West 9:30am – 10:30am

Come see how the configurable and flexible user interface of Oracle Service Desk enables support specialists and help desk analysts to be more effective.

Service Solutions for the Mid-Market Case Study: Horizon Healthcare
Moscone 3020 West 3:30pm – 4:30pm

Hear how a Siebel Service Professional Edition customer achieved astounding gains in operating efficiency, customer satisfaction and increased profitability.

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

C55	Siebel Service
C57	Siebel Field Service
C64	Siebel CRM On Demand
C55	Siebel Call Center On Demand
A24	Oracle E-Business Suite Service
A19	Oracle E-Business Suite Field Service

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

