



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



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FOCUS ON CRM for Utilities

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 energy and utilities 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.

Utilities Customer Panel on Asset Lifecycle Management

Marriott Salon 3 4:30pm – 5:30pm

Learn how various companies are handling Asset Lifecycle Management

Wednesday, October 25, 2006

The Benefits of Customer Self-Service and CRM for Regulated Utilities: NSTAR Study.

Marriott Salon 3 11:30am – 12:30pm

Learn how NSTAR is transforming their business around their customers.

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.

EasyPay at Progress Energy: Bringing Customer Service and Payments together...

Moscone 3014 West 5:30pm – 6:30pm

Learn how Siebel Hosted Customer Self Service Solution is helping Progress increase customer sati. and revenue.

Thursday, October 26, 2006

Enabling the Virtual Call Agent: Creating Cost-Effective Virtual Call Agent Teams with Siebel CRM Call Center On Demand.

Marriott Golden Gate B3 8:00am – 9:00am

See the industry's leading solution for creating virtual call centers with no investment in call center hardware or systems.

Mobile Solutions in Field Service: Is It the Right Time to Select a Technology?...

Moscone 3016 West 9:30am – 10:30am

Learn about capabilities, trends, and requirements for mobile service delivery in Oracle and Oracle's Siebel product lines.

Siebel Campaign and Interaction Management Solutions...

Moscone 3020 West 11:00am – 12:00pm

Learn how Siebel Campaign Management solutions enable you to break through clutter and deliver more relevant communications across all touchpoints.

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 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 – South	"Meet the Experts" – E-Business Suite
11:00 – 12:00 West	"Meet the Experts" – Utilities
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
C57	Siebel Field Service and Mobile Solutions

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

