



BETTER INFORMATION. BETTER RESULTS. BETTER INFORMATION.
 CUSTOMER PARTISONS
 BETTER INFORMATION.



FOCUS ON Master Data Management

As the Director of Product Marketing for Master Data Management, I want your experience at OpenWorld a productive one. To that end, I have reviewed the OpenWorld schedule and provided some of my picks for MDM and demo 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.

-Shekhar

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MY PICKS

WHY!

Sunday, October 22

OAUG Customer Data Management Special-Interest-Group Meeting.
 Hilton Hotel, Room 20 **8:30am – 12:00pm**

Learn about best practices, new features and functionality from other users.

Monday, October 23

Manage Product Master Data Across Oracle Apps and 3rd Party/Legacy Systems w/ Oracle PIM Data Hub
 Moscone 3024 West **11:00am – 12:00pm**

Learn how to integrate product information across various applications and create a rich product master system of record

Siebel Universal Customer Master (UCM) Update.
 Marriott Nob Hill AB **12:30pm – 1:30pm**

Understand how you can utilize solutions to remain compliant in this increasing regulations complexity environment.

Oracle Customer Data Hub Product Update
 Marriott Nob Hill AB **3:15pm – 4:15pm**

Hear Oracle product management experts speak about the upcoming release of Oracle Customer Data Hub

Tuesday, October 24, 2006

Enabling the Customer-Centric Enterprise: Oracle Data Hubs—The Key to Success
 Marriot Nob Hill AB **10:45am – 11:45am**

Learn how Oracle Data Hubs can play a strategic role in your enterprise today

Justifying Customer Data Management: Winning Business Formulas.
 Marriott Nob Hill AB **12:15pm – 1:15pm**

See what it takes to begin and maintain a successful customer data management project

Achieving Tangible Business Results Through Customer Data Management
 Marriott Nob Hill AB **1:45pm – 2:45pm**

Convert customer data into customer insight through better data management.

Wednesday, October 25, 2006

Siebel Universal Customer Master and Privacy Management
 Marriot Nob Hill CD **11:30am – 12:30pm**

Learn how you can guard your customer's privacy using Siebel UCM

Master Data Management Case Studies from EMEA
 Nob Hill AB Marriot **2:30pm – 3:30pm**

Hear how Oracle customers in Europe are making better decisions with implementing MDM.

Oracle Product Data Hub & Siebel Universal Product Master.
 Marriott Nob Hill CD **4:00pm – 5:00pm**

Utilize these tools to develop a master data management strategy

Thursday, October 26, 2006

Securing Access to Customer Data with Oracle Trading Community Architecture Data Sharing Groups
 Marriott Nob Hill CD **9:30am – 10:30am**

Use Oracle TCA to prevent unauthorized access to your organization's customer data

UMB Bank Unifies Customer Data with Siebel Universal Customer Master
 Marriott Nob Hill AB **12:30pm – 1:30pm**

See how one of America's largest independent banks uses Oracle's Siebel UCM to unify customer data.

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

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

A17	B2B Customer Data Management
A20	B2B Customer Data Management
A71	Single Source of Product Information with Oracle PIMDH
A72	PIM Data Hub for EBS, E1, Siebel and Retek

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

