

**2011 MI-ORACLE USERS SUMMIT**  
**Presentation Abstracts and schedule.**

**Subject to change - Please see your registration package on the day of**



TRACK	SESSION NO.	SESSION TITLE	TIME	LOCATION	PRESENTER	TECH SESSION OVERVIEWS
Tech	1	EM 12c New Features	10:00 a.m.	VT425	Oracle Ajay Aroray	Oracle's new features for grid control 12C
Tech	1	Oracle Fusion Middleware Strategy & Modernization Options: Forms, Reports, ADF, WebLogic	10:00 a.m.	VT445	PITSS Martin Disterheft	<p>The latest release of Oracle Forms 11g demonstrates Oracle's continued commitment to the Oracle Forms/Reports development platform and includes many new functional and technical enhancements. This presentation is for you if:</p> <ul style="list-style-type: none"> <li>• You are running a legacy Oracle Forms/Reports application on an aging hardware platform, older database, or operating system</li> <li>• You are Interested in learning about modernization options for Oracle Forms/Reports applications</li> <li>• You are interested in learning about your options and what other customers have already done</li> </ul> <p>Moving to the latest version of Oracle Forms/Reports is an important step to leveraging your ongoing technology investment and preparing your application software architecture to embrace new Java based technologies (like Oracle's Application Development Framework - ADF). Determining the correct modernization approach will help you balance the business value, cost, and timing for your modernization project.</p>
Tech	2	The Power of Oracle Applications and Technology - in the Cloud	11:00 a.m.	VT425	Oracle TBD	Through the volatility and uncertainty of the economic and financial climate the need to grow profits and revenues, satisfy stakeholders, and innovate in your business have remained constant. Making large capital investments without a fast return is no longer an option. Organizations are turning to the Cloud to help them extend IT and business performance beyond current limitations, yet are often deterred by concerns about security, integration, and quality of service. In this session we will explore how organizations are outsourcing services to extend their cloud implementations – giving them choice, flexibility and speed.
Tech	2	Using Oracle Execution Plans for Performance Gains	11:00 a.m.	VT445	Confio JanisGriffin	This presentation will discuss the different operators found in an execution plan, and how they consume resources. It will demonstrate the best methods for collecting execution plans, describe how to interpret them and provide tips on tuning them for best performance.
Tech	3	E-Business Suite on Exa*Platform – Amway (Use Case Study)	1:45 p.m.	VT425	Oracle Ajay Aroray	Customer story of Using Exadata and e-Business Suite
Tech	3	11G - SQLPlans - Don't Mess With My Plans	1:45 p.m.	VT445	Confio JanisGriffin	<p>Unexpected execution plans due to system changes such as optimizer version/statistics, schema/metadata definitions, and system settings can have disastrous effects on database performance. Prior to 11g you could not guarantee a plan will change for the better and this has caused some DBAs to freeze execution plans and optimizer statistics.</p> <p>SQL Plan Management (SPM) is a new 11g feature that provides controlled plan evolution by not permitting the optimizer to select a plan that is slower than the one currently executing, thus ensuring stability and consistent SQL performance.</p> <p>This presentation will show how to set up and use SPM outside of OEM and examine the performance gains when using SPM baselines.</p>
Tech	4	Oracle Response Time : Optimization using Method RPM	2:45 p.m.	VT425	Hotsos Ric VanDyke	Many Oracle optimization projects fail at the very start because they target the wrong root cause of a performance issue. In this presentation we will discuss using the Response time Profiling Method (RPM) to quickly find the real root cause of any performance issue. With RPM you will measure exactly what the user sees, reveal the exact potential impact of each candidate action and will pinpoint root causes of any problem. RPM uses the 10046 trace file and the contents of the trace file will be discussed in detail.

<b>Tech</b>	<b>4</b>	<b>Data Warehouse Recommendations</b>	2:45 p.m.	VT445	Clear Marsh Consulting Paul Murray	Oracle has provided a number of technologies and features in recent versions of the database designed to support and enhance data warehouse installations. Use of these new features are often a recommended practice, and can greatly improve the efficiency and performance of a data warehouse and the related ETL routines. Use of merges, partitions and partition swapping, keeping statistics current and other techniques can maximize the results from an data warehouse located on an oracle platform
<b>Tech</b>	<b>5</b>	<b>Proactively Find Potential Performance Problems by Mining the AWR Repository</b>	3:45 p.m.	VT425	Union Gas Wayne Sharp	This presentation will show how to identify unreported performance problems within databases and automatically generate AWR reports for the time periods of the poor performance. It will show some real examples from Union Gas Limited of how problems were identified and resolved. The scripts used will be made available.
<b>Tech</b>	<b>5</b>	<b>Keep Oracle Data Safe - EMC protects Your Cloud</b>	3:45 p.m.	VT445	Donna Williams EMC Corp.	This session will provide a brief overview of the EMC Backup and Recovery Systems Product Portfolio, as well as technical considerations and specific guidance for successfully deploying EMC Data Domain deduplication storage systems as a disk target for Oracle RMAN.

TRACK	SESSION NO.	SESSION TITLE	TIME	LOCATION	PRESENTER	HYPERION SESSION OVERVIEWS
Hyperion	1	Going from Enterprise to HFM at Johnson Controls	10:00 a.m.	W210C	Finit Johnson Controls Philip Brosnan Chris Meyer Ray Chontos	<p>Presentation Abstract: With 2,000 + worldwide users, 5 HFM apps and 5 FDM apps, Johnson Controls has one of the world's largest HFM and FDM deployments. Come learn how they implemented both products to satisfy the needs of their Corporate Legal and Tax departments while at the same time satisfying the Management reporting needs of their Business Units. Topics to be covered:</p> <ul style="list-style-type: none"> <li>•Background on Johnson Controls</li> <li>•Why Johnson Controls Implemented HFM and FDM</li> <li>•High Level Project Approach, Design and Application Structure</li> <li>•Project Perspectives and Lessons Learned</li> <li>•Benefits Realization</li> </ul>
Hyperion	1	Beginner's Guide to Oracle Data Integrator (ODI) for Oracle EPM Developers	10:00 a.m.	W210B	InterRel Markus Shipley	HAL is circling the drain as our EPM solution for integrating EPM data. It is time for you to begin learning about the go forward strategy for Oracle EPM integration: Oracle Data Integrator
Hyperion	2	10 Reasons You Don't Have to "Code" or "Customize" Hyperion Planning	11:00 a.m.	W210B	Interel Edward Roske	Nervous about changing the underlying relational tables? Updating the validatedata.jsp page? Never fear! This session will come to your rescue. We'll show you the supported ways to meet some of your requirements that don't require web developing or DBA skill sets.
Hyperion	2	Taking HFM/FDM integration to the Next Level at Johnson Controls	11:00 a.m.	W210C	Finit Johnson Controls Ray Chontos Tamara Mastro Jay Hampton	With 2,000 + worldwide users, 5 HFM apps and 5 FDM apps, Johnson Controls has one of the world's largest HFM and FDM deployments. Come learn how they implemented both products to satisfy the needs of their Corporate Legal and Tax departments while at the same time satisfying the Management reporting needs of their Business Units.
Hyperion	3	DRM : Going Up the Learning Curve on 2nd and 3rd Implementations From a Finance Users Perspective.	1:45 p.m.	W210B	General Dynamics Land Systems Tim Treloar	<p>Our second implementation combined a departmental hierarchy with our contract hierarchy in one "version", allowing validations between the two multiple hierarchies. Additional functionality was used to create drop down lists and fill in property values based on inputs and parents. One hierarchy for departments in DRM that spins off files for 7 hierarchies in Hyperion, easing maintain issues. Added a 3rd level of security to address managers concerns around SOX issues.</p> <p>In our 3rd implementation, the 'finance employees', not system employees, created an additional contract hierarchy using the DRM automator, saving developmental time and money.</p>
Hyperion	3	HFM Security: Conversion to Groups	1:45 p.m.	W210C	Borg Warner Ryan Tutak	Hyperion systems promise one version of the truth for financial information, but this standard fails to apply to profiles on providers of this information because data on security is segregated in two places. Hear about efforts of an automotive supplier to unify this content in managing access for 275 users.
Hyperion	4	Hyperion In The Cloud	2:45 p.m.	W210C	Secure24 Joe Sesi	Presentation will detail how prospects can easily move their Hyperion environment to the "cloud" with Secure-24. We will talk about the benefits of our private cloud offerings and some of the success we have had as we currently host/manage more Hyperion environments then anyone except Oracle On Demand.
Hyperion	4	How can OBIEE take my Hyperion, Oracle EPM, and Essbase Analysis to Next Level ?	2:45 p.m.	W210B	Interel Edward Roske	In this session, you'll get an overview of the entire OBIEE suite and all its capabilities. You'll learn how OBIEE puts a presentation layer on top of your source data to make data access easy for all your users.
Hyperion	5	Cash Forecasting at General Dynamics Land Systems	3:45 p.m.	W210B	General Dynamics Matt Gilchrist	In challenging economic times, cash management has become more important than ever. Organizations are grappling with the harsh truth that it's increasingly difficult to maintain adequate cash flow making accurate and timely cash forecasting a top financial priority. Learn how General Dynamics Land Systems leveraged the power of Oracle Hyperion Planning to integrate a flexible cash forecasting solution into their existing EPM infrastructure, resulting in more precise forecasts while providing robust analytics and reporting which allow management to make more informed decisions.

TRACK	SESSION NO.	SESSION TITLE	TIME	LOCATION	PRESENTER	EBS SESSION OVERVIEWS
EBS	1	Increasing Productivity and Streamlining Month End at NSF International with Insight Software	10:00 a.m.	VT455	Insight Julie Holmes  NSF Eli Salembier	Financial reporting was out of control at NSF until recently. With 14 locations, multiple currencies, a plan to upgrade to R12 and a management team with an insatiable appetite for reports and ad hoc requests, NSF began looking for a better way to manage their financial reports from Oracle E-Business Suite. Eli Salembier, Senior Financial Analyst at NSF, shares their key learnings and how they moved from static, out-dated, frustrating reporting processes to real-time, drill down, direct access to data. NSF was able to streamline their processes and dramatically reduce frustration, time and cost using the Insight Software Suite for EBS. The Trial Balance is now run in 20 seconds and is interactive. Don't miss this informative, interactive session.
EBS	1	R12: Modern Medicine For Your Organization's Long-Term Wellness	10:00 a.m.	VT450	CSS International Jennifer Matsouka	Is your company living with aches and pains that come with aging systems? It's time stop being reactive and adopt a proactive approach to your solutions. In this keynote address, Greg Roush will present customer stories about and compelling reasons why R12 is the solution that provides a platform for meeting growth and delivers on today's business demands. <input type="checkbox"/> Audience: EBS installed customers considering an upgrade to R12. All industries
EBS	2	R 12 Upgrade--Sharing the experience	11:00 a.m.	VT455	Beaumont Health System Vinod Nair and Lynda Swetich	Beaumont Health System recently upgraded their Oracle e business suites from R 11 to R 12 .This presentation gives the audience an overview of the process followed and lessons learned during the upgrade
EBS	2	High Performance AP Automation for EBS	11:00 a.m.	VT450	Image Integration Systems Ron Kelley	In the current economy, the pressure to increase efficiencies and reduce costs is important and unrelenting. Equally important is to address these needs without the fear or risk of an out-of-control software implementation project. IIS will demonstrate our DocuSphere All-in-One AP solution for Oracle E-Business Suite. and discuss the following benefits:  Solution Benefits <ul style="list-style-type: none"> <li>•Lower AP Transaction Costs<input type="checkbox"/></li> <li>•Improved Efficiencies<input type="checkbox"/></li> <li>•Process Visibility<input type="checkbox"/></li> <li>•Reduced Risk<input type="checkbox"/></li> <li>•Accelerated Benefits<input type="checkbox"/></li> <li>•Standardized Process<input type="checkbox"/></li> <li>•Positioned for Growth<input type="checkbox"/></li> <li>•Management Control<input type="checkbox"/></li> </ul>
EBS	3	What You Need to Know: The Impact of Oracle R12 on Your GL Reporting	1:45 p.m.	VT455	Excel4Apps Brian Grossweiler	For Oracle ERP users upgrading or contemplating the upgrade to Release 12, it is important to understand the impact that such an upgrade will have on your General Ledger (GL) reporting process. This presentation will discuss in detail the effects of the R12 upgrade on your GL reporting, as well as the solutions available to address the gaps in meeting your requirements in the new environment. By attending this presentation, you'll: <ul style="list-style-type: none"> <li>• Learn more about the impact of the removal of Client ADI<input type="checkbox"/></li> <li>• Learn about R12 Web ADI and Oracle Report Manager<input type="checkbox"/></li> <li>• Understand the gaps in functionality when migrating from Client ADI to Web ADI/Report Manager<input type="checkbox"/></li> <li>• Discover the solutions available to meet these reporting gaps <input type="checkbox"/></li> </ul> Don't miss this opportunity to learn how your GL reporting process can stay ahead of the curve during an R12 upgrade.
EBS	3	R12 - Is it OMG or LOL?	1:45 p.m.	VT450	EIS Sue Maloney	Social networking has taught us all to understand what these acronyms mean but what has it got to do with R12? Organizations have experienced both extremes, from the OMG moment (if only it was a moment!) to the LOL (oh that was SO easy!). In a fun and interactive way, you will come to strategically understand why the extremes exist, how to avoid the OMG moments and move more towards the LOL times. OMG moments of moving to R12, as improbable as it sounds, can be avoided.

EBS	4	EBS Implementation for Small to Mid Size Companies - Setting the Project up for Success	2:45 p.m.	VT455	Knape&Vogt Salli Churchill	See how Knape & Vogt, a mid sized manufacturing company, overcame a failed implementation by focusing on executive leadership, change management, and scope/risk management. The focus will be on lessons learned and specific project tasks that were planned to make the first phase of our EBS implementation (financial modules) a success. We have now implemented financials (on time and on budget) and are planning the remaining modules. This presentation is geared toward any small to mid sized companies that are planning or in the process of implementing Oracle EBS.
EBS	4	City of Detroit: Planning, Operation Monitor & Control, and Statutory Report Preparation using GL Wand	2:45 p.m.	VT450	City of Detroit Hari Ramaswamy	Amid today's tight budget controls and monitoring practices, learn how the City of Detroit is working to improve its reporting challenges - from Oracle-seeded reports and custom Oracle reports, to FSG reports and the nightmare of pulling data into spreadsheets - using the Oracle Validated Integration financial reporting solution GL Wand, by Excel4apps. Join Hari Ramaswamy from the City of Detroit as he showcases the advances made in statutory, operation control, and planning reports - all from a user's perspective. You'll also view a live, interactive demonstration of the solution and understand how the City of Detroit plans to use GL Wand with their future IT upgrades.
EBS	5	Spanning the Oracle EBS Reporting Spectrum: Operational to Analytics	3:45 p.m.	VT455	Noetix George Chechopoulos	Discover how your company can address both real-time operational reporting and analytical (data warehouse) reporting using technology that is quick to implement as part of a cost effective, pre-built solution. This session will cover packaged reporting solutions for versions 11i and Release 12 of Oracle E-Business Suite that leverage existing investments in your current tools, including OBI EE, IBM Cognos, and SAP Business Objects.
EBS	5	Oracle R12.1 Implementation and Upgrade Lessons Learned	3:45 p.m.	VT450	Axia Jim McDonough	The presenter has successfully planned and managed two major R12 upgrades and two major R12 implementations. In this presentation, you'll learn about key strategies and lessons learned from those experiences. From a Project Management / PMO perspective, some things worked well, some things could have been better. In addition, rather than just prescribe lessons learned, you'll hear practical real-life stories about the results of applying lessons learned from one project to the next. Sometimes easier said than done, and sometimes a good lesson learned does not apply.

TRACK	SESSION NO.	SESSION TITLE	TIME	LOCATION	PRESENTER	JDE SESSION OVERVIEWS
JDE	1	Cloud Enablement with IBM's Cast Iron	10:00 a.m.	W210A	Ciber Parke Cummins	You can define cloud services for your JDE, PeopleSoft, or other ERP application by using the IBM Cast-Iron appliance. Pre-defined end-points enable you produce and consume services or provide integration services between systems. A demonstration will show how data can be synchronized between JDE and Salesforce.com. An example using JD Edwards will be provided during this presentation.
JDE	2	Best practices for JDE Upgrade in a Highly Customized Environment	11:00 a.m.	W210A	Brass Craft w/Deloitte Todd Loiselle	This presentation will step you through the tips and tricks necessary to successfully navigate a JDE upgrade. It also includes a case study that applies these principles to a highly customized client.
JDE	3	SaaS-based EDI vs. Installed-base EDI	1:45 p.m.	W210A	Trubiquity Eric Rodriguez	The presentation will compare a SaaS-based EDI solution to the "Traditional" installed-based EDI model and outline the benefits a customer will receive when they implement a SaaS-based EDI solution regardless of industry. In addition, Trubiquity will review how EDI will not only add speed and accuracy to daily business processes but also lower capital expenses and operating costs while simultaneously increasing service levels and customer satisfaction.
JDE	4	Improve your Audit & Business with the Right Security Model	2:45 p.m.	W210A	Q Software Sherri Wynn	If your job was at stake, can you with certainty state that users of your JD Edwards system are locked out of the areas they should not be able to get to? It's inadequate controls that are the real cause of fraud leaping into the 21 <sup>st</sup> Century so come along and learn why most current controls just don't work and how the likes of Bibby Group and Morbark rose to the challenge and adopted a structure of secure controls that do.
JDE	4	Upgrade In – Value Out – Upgrade Now!	2:45 p.m.	Auditorium	Oracle Michael Stahl	Mike will be addressing the benefits of moving to the latest versions of JD Edwards EnterpriseOne and JD Edwards World. He will be summarizing several of the JD Edwards Upgrade Presentations that were recently delivered at Oracle Open World. This will include a high level summary of the latest application and tool releases, as well as the research resources available for you. In addition he will review some recent developments in tools and services which can assist you in your upgrade efforts. <u>Bio on Mike:</u> Mike is a Senior Sales Consulting Manager for Oracle responsible for the JD Edwards product families for Oracle's Central Area. This encompasses 18 states in the central U.S., and 5 provinces in Eastern Canada. Mike has been working with JD Edwards customers in the Midwest for the last 13 years.
JDE	5	See how you can have end-to-end visibility into your Accounts Payables process!	3:45 p.m.	W210A	Insight Software Tracey Lewis	<p>InsightSoftware.com provides JD Edwards users with a simple, flexible and powerful way to get useful information from the data stored in JD Edwards. IIS' Docusphere provides JD Edwards installations a powerful way to automate manual business processes and keep track of critical business documents. Now, these two products have been brought together in order to provide our users with an even more powerful joint solution.</p> <p>You can use Insight to evaluate high level summary information about, say, your AP invoices. The new integration gives you the ability to drill down not just to the database records that represent your invoices, but now, you can link to Docusphere to see the actual source document itself!</p> <p>The combination of these two products will provide you with an unprecedented level of visibility into high level summary information, seamlessly connected to the source documents and workflow processes that move them through your business processes. All without needing to re-inquire, re-navigate or match up records across products.</p>

TRACK	SESSION NO.	SESSION TITLE	TIME	LOCATION	PRESENTER	BUSINESS MGT SESSION OVERVIEWS
General	1	Data Flow ≠ Business Process	10:00 a.m.	VT460	FMT Systems Faun DeHenry	Frequently these two terms are used interchangeably in ERP circles and when this occurs confusion abounds. This presentation discusses data flows: What they are, why they important to understand, and how they differ from business processes. Additionally, a brief examination of business processes separate from the tools that one uses to execute them. Once a business process is defined with clear execution steps one can then look at which technologies are most useful in making the steps more reliable or efficient.
General	2	“Culture Eats Strategy” - Organizational Change Without Pain	11:00 a.m.	VT460	FMT Systems Faun DeHenry	This presentation discusses 3 situations in different organizations that needed to move toward an analytic culture to ensure the success of their BI initiatives. Objective 1: Deliver an overview of a "need to change" process within an organization. Objective 2: Discuss the changing culture pains and critical successes within a company. Objective 3: Highlight topics that will help determine the best practices when facing a culture change.
General	3	Strategic Risk Management	1:45 p.m.	VT460	Menlo Park Associates Rick Bollinger	Strategic risk management is a combination of tight estimating, optimal buffers and squeezing more of what can be known from project current and historical information to know profitable bids with better certainty. It includes close monitoring of risks, quick triggering of contingencies, and integration of risk management with project planning, estimating and regular activities.
General	4	Emerging Trends in Enterprise BI Platforms	2:45 p.m.	VT460	Oracle Brian Lawrence	This session covers OBIEE and Essbase integration, as well as other BI topics.
General	5	Panel Session - Training Q&A	3:45 p.m.	VT460	Dorothy Sheets, Faun deHenry, Ric Van Dyke, Paul Murray	A Q & A panel with helpful hints and suggestions for all of your business and data base training needs.