



## Track Descriptions

### **Application Strategy and Services**

The Applications Strategy and Services track includes sessions that discuss the overall strategy of Oracle applications as a variety of Applications through leadership, user experience, and integration sessions. These sessions apply to all the Oracle applications product lines, including E-Business Suite, PeopleSoft, Siebel, JD Edwards, and others. In addition, you'll find sessions covering services that aim to help you maximize the value of your applications investment, accelerate your implementation timelines and business results, and optimize your post-implementation monitoring and support—such as sessions about Oracle Support, Oracle Consulting, On Demand/SaaS for applications and Oracle University.

### **BI/Data Warehousing/EPM**

Business intelligence (BI), data warehousing (DW), knowledge management (KM), data mining, analytics: What does it all mean? Is Business Intelligence just having a data warehouse? Enabling organizations to function more efficiently and make better decisions is more than just designing and knowing to use analytics, but also implementing a combined solution with business processes and knowledge as well as architecture of tools and database solutions. BI and analytics are about better decision making and supporting an organization's competitive edge. By implementing a data warehouse is there a way to use the information for the business and produce analytics? Learn how organizations are using BI to transform their operations and sustain their competitive advantage. This track examines how BI, DW, and EPM function together enable these solutions and assist companies in making the right decision.

### **Database**

The Oracle relational database continues to evolve to include more new features, and as a result, has become even more complicated. On top of all the daily challenges of maintaining a high performance database, now you have to be sure the data are available 24x7 and compatible with other systems. This track is designed to provide DBAs of every experience level and industry with the tools to productively and creatively administer your data.

### **Development**

Working in application development means learning an alphabet soup of languages and performing a balancing act between Web-based, wireless and client/server applications. What will give you the edge to create successful applications? Do you use the Oracle suite of tools, or do you need to look for something that you can integrate? And how will your applications be used? With wireless technology? Through a portal? Will your forms and reports be used on an intranet or on the Internet? This track covers the topics that surround the development and deployment of your applications.

### **Executive**

It takes more vision, more innovation and more direction than ever for executives to surmount the challenges in today's economy. Yet despite what you may read in the financial pages, there is a cause for optimism in today's business climate. The Executive Track provides the inspiration and know-how you need to rediscover the value of business fundamentals while continuing to investigate the new systems, processes, strategies, and markets.

## **Governance Risk and Compliance**

Governance Risk and Compliance is not just about business controls that legislation requires. It makes sound business sense to protect your reputation, remain competitive, ensure your staff follows your business processes and control your business finances, in addition to any legislation or industry requirements. Follow this track if you are affected by government regulations or industry requirements, or you want to improve your management of business risk and enable your organization to operate more effectively.

## **Infrastructure Technologies**

As a technology professional, you have the ability to guide a company's direction. Part of your evolving responsibilities includes improving business processes, implementing best practices and understanding viable future technologies. Your knowledge of offerings will help lead discussions to apply technology to the changing needs of the business. This track covers the information you need to participate in your company's infrastructure decisions surrounding the applications, middleware and database environment. Topics focus on an enterprise scope when dealing with networks, hardware, integration, middleware, backup strategies, disaster recovery, data management and technology trends.

## **Master Data Management (MDM)**

Master Data Management is a set of disciplines, processes and technologies for ensuring the accuracy, completeness, timeliness and consistency of multiple domains of enterprise data - across applications, systems and databases, and across multiple business processes, functional areas, organizations, geographies and channels.

## **Professional Development**

It's not enough these days to just know how to tune a database or build a Web page. You need to have all the skills to stand out in the sea of IT professionals and to move ahead. Skills like risk analysis, project management, determining return on investment, resolving conflicts and team building are just as valuable in the work place. This focus area highlights the other professional and personal skills you need to get ahead and to advance your career.