

Oracle OpenWorld 2009: PwC Sessions

Planning your OpenWorld schedule? PwC is speaking in several sessions—learn more about how to enhance your Oracle environment.

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Session Name	Speaker(s)	Session Number	Date/Time	Location	Description
Ready For the Upturn: How ERP-Enabled Business Change Can Unlock Opportunities	Gerard Verweij, PwC	S310056	Monday, 10/12, 11:30-12:30	Moscone West L3, Room 3000	<p>Leading organizations—companies that have emerged with transformational results from a commitment to ERP-enabled business change—have done so because they “demanded more”. They measure their success with “big picture” achievements such as:</p> <ul style="list-style-type: none"> • Maximizing ROI • Enhancing the organization’s business intelligence • Providing decision-makers with “one view” of the company • Implementing large-scale financial, operational, and organizational transformation <p>They’re also the companies that make sure that sustaining the change is just as important as implementing it. Learn how ERP-enabled business change can unlock opportunities. Not only now—when endurance is the first order of the day—but also later, when the markets come roaring back.</p>
How CSX Transformed Its Sarbanes-Oxley Compliance with GRC Controls	Joe DeVita, PwC; Tony Papa, CSX	S310021	Monday, 10/12, 1:00-2:00	Moscone West L3, Room 3010/3012	<p>CSX Corporation, a national rail-based transportation company, struggled with its Sarbanes-Oxley compliance program due to a fragmented and siloed approach to track and manage compliance needs. The company turned to PwC to help with the transformation of their manual processes, and selection and implementation of an automated SOX compliance management solution. CSX and PwC will discuss how the company was able to position itself to lower GRC costs by leveraging automated functionality in the Oracle GRC suite to eliminate the need for access testing by external consults , and refocused resources from manual tracking of SOX testing and issues remediation to value-added efforts within the company.</p>
Using Oracle User Productivity Kit to Develop Training for Oracle E-Business Suite 12 Upgrade	Mike Krieger, Chipotle; Sanjeev Dutta, PwC	S310278	Tuesday, 10/13, 1:00-2:00	Moscone West L3, Room 3024	<p>Chipotle Mexican Grill used the opportunity of its Oracle E-Business Suite 12 upgrade to use Oracle User Productivity Kit to develop a new training strategy for its finance department that would involve developing reusable, easily updatable, and sustainable training materials. It used Oracle User Productivity Kit to accomplish three goals. (1) Train the existing Oracle software users on the new release in a cost-effective manner. (2) Provide a base level of training for each key process. (3) Train users on non-Oracle applications used by the finance department to train the many remote users around the country. This session details the strategy, successes, and opportunities encountered throughout the process.</p>
All About Data Security and Privacy: An Industry Panel	Tanya Baccam, Security Audits; Joseph Devita, PwC; Vipin Samar, Oracle	S311338	Tuesday, 10/13, 1:00-2:00	Moscone South, Room 103	<p>Over the past 15 years, organizations have focused primarily on scalability and high availability for their enterprise applications. Now is the time to focus on the third pillar: security. Hear from the industry experts in this panel discussion about wide-ranging data security issues such as outsider/insider threats, data privacy issues, compliance requirements, and how companies are addressing these key security requirements while maintaining operational efficiencies and keeping implementation costs low.</p>

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Panel Discussion: GRC Controls, Analyzing Benefits and Return on Investment	Soumya Das, Oracle; Joseph DeVita, PwC; Jill Lukshin, Battelle; Robert Singleton, Intuit	S309645	Tuesday, 10/13, 5:30–6:30	Moscone West L2, Room 2022	What is your strategy for managing and implementing controls? What percentage of your controls is automated versus manual? Is there a way to measure the effectiveness of controls? This session assembles a panel of industry experts to discover answers to these questions from the user and implementer perspectives. It includes the building of a checklist that attendees can use to evaluate their own scenarios.
Database Auditing Demystified: The What, the How, and the Why	Jan Wentzel, PwC; Tammy Bednar, Oracle; Dave Deluca, JPMC	S311345	Tuesday, 10/13, 5:30–6:30	Moscone South, Room 306	Database auditing is a key detective control to monitor the database activities of your regular database users or privileged users. Recent surveys have shown that a majority of Oracle customers turn database auditing on. Attend this session to learn how to instrument Oracle Database auditing to collect relevant information with minimal performance overhead. In addition, see how Oracle Audit Vault can be used to consolidate and report on audit data for compliance.
Managing Software, Hardware, and Services Bundled Solutions for Growth and Revenue Recognition	Kenneth Edwards, PwC	S310040	Wednesday, 10/14, 10:15–11:15	InterContinental Hotel, Telegraph Hill	The technology industry has evolved to a complex multi-channel environment with a demanding customer base. Companies are under pressure to deal with these challenges while cutting costs and increasing year over year revenue growth in tough economic times. Technology providers are turning to bundled solutions as a way to differentiate themselves in the market. However, the usage of bundling to customize solutions and combine products and services increases the complexity of sales and delivery as well as compliance with revenue recognition guidelines and tax laws. In this session you will learn about opportunities to differentiate your company, reduce costs, and provide new revenue streams leveraging Oracle configuration technology.
KEYNOTE: Modeling the future: creating more value from enterprise transformation	Bo Parker, PwC	S312558	Wednesday, 10/14, 11:45–12:45	YBCA, Novellus Theater	Enterprises are transforming to adapt to rapidly-changing business conditions. Before embarking on change, what can be done to capture more value from the initiative and avoid costly pitfalls? What if you could use data-rich simulation tools to evaluate different scenarios, including: strategy changes, business model changes, adoption of new technology, outsourcing, and even mergers and acquisitions? How can you harness your organization's information used in this analysis? Join Bo Parker of PricewaterhouseCoopers' Center for Technology and Innovation, who will share insights on emerging modeling tools and frameworks that seek to drive more value from enterprise transformation projects.
Actionable Insight into Enterprise Information Assets to Drive Profitability	Steve Cranford, PwC; Hema Kadali, PwC	S310044	Wednesday, 10/14, 11:45–12:45	Moscone West L3, Room 3022	In today's demanding economic environment, businesses need be lean and agile to make fast, fact-based decisions. The key to agility is to have accurate, available, actionable information to decision-makers to predict trends and react quickly to new challenges. PwC's solution approach leverages Oracle Business Intelligence suite to help increase marketing penetration, sales closure ratios, customer retention, customer loyalty, up-sell or cross-sell; and reduce cost through infrastructure rationalization. Learn how you can harness the power of your information assets and transform your business through business intelligence and knowledge management capabilities.
Creating Content Libraries in Oracle's Governance, Risk, and Compliance Suite	Jan Wentzel, PwC; Nicky Adams, Oracle	S309872	Wednesday, 10/14, 1:45–2:15	Moscone West L2, Room 2022	Come to this session, and discover the ease of authoring your specific content—including GRC processes, policies, risk and control matrices, and automated controls—and connecting to any application system.
Activity Guide at Work in Oracle SOA Suite	Mark Craig, Oracle; Brian Gaspar, Oracle; Sudhakar Kaki, Oracle; Dan Staley, PwC; DJ Ursal, Oracle	S307474	Thursday, 10/15, 1:30–2:30	Moscone South, Room 308	Oracle's next-generation vision and commitment of development resources mean that customers can accomplish their goals with the help of Oracle's service-oriented architecture. Join a panel of experts who explain how Oracle enables the most adaptive composite business processes today through activity guides. This session demonstrates why you need the activity guide feature. It outlines how, through a combination of Oracle Applications, Oracle Fusion Middleware, and service-oriented architecture (SOA), Oracle delivers the activity guide feature today and why its underlying application architecture provides a solid foundation for services.