

Oracle OpenWorld—2011 PwC Presentations and Panel Discussions

October 2-6, 2011

Moscone Convention Center, San Francisco, CA

Attend PwC's conference sessions:

Sunday, October 2 9:00 a.m. Moscone West—3009	<i>Southern Ontario OAUG</i> <i>Len Taylor, Director, PwC</i> The Southern Ontario OAUG focuses on Oracle Applications (primarily Oracle E-Business Suite) in the Toronto and Southern Ontario region. This group meets quarterly for afternoon presentations and networking. Please attend this session for a kickoff with a Canadian focus. Learn about key sessions of particular interest to members, and do some preconference networking.
Monday, October 3 11:00 a.m. Novellus Theater	<i>ESS: Engaging the Digital Consumer: Leveraging Data for Greater Product Relevance/Personalization</i> <i>Blake White, Director, PwC and Darin Yug, Principal, PwC</i> With the proliferation of digitized content, Web access, and social media, companies now have the ability to mine and analyze data for new details and contextual information to (1) profitably optimize product decisions across business units, channels, geographies, and media platforms; (2) personalize content and advertising for greater consumer relevance and mobility; and (3) provide visibility into the digital collaborative ecosystem.
Monday, October 3 2:00 p.m. Palace Hotel—Gold Ballroom	<i>How to Plan for, Implement, and Support a New Customer Care and Billing System</i> <i>James Curtin, Principal, PwC and Chris Montoya, Director IT, El Paso Electric</i> El Paso Electric faced many business and technical challenges with respect to its existing customer information system. Costs were high for maintaining an out-of-date application as well as being able to quickly adjust to new regulations, industry trends, and customer demands. The company took a holistic approach to implementing a new customer care and billing system, looking at not only the technology but also the organizational implications. As part of the transformation, it redesigned business processes to drive down operational costs and increase value to its customers. This presentation covers the lessons learned and best practices that other utilities should consider when undertaking a similar customer care and billing project.
Tuesday, October 4 10:15 a.m. Moscone West—3024	<i>Connected Analytics Can Harness Information Assets to Drive Corporate Growth</i> <i>Hema Kadali, Director, PwC</i> Businesses need to leverage information across the organization; financials, supply chain, HR, operations, and customer service to drive profitability. This requires accurate, available, actionable information delivered to decision-makers so they can predict trends, provide solutions, and react quickly to new challenges. PwC's Connected Analytics provides traceability and transparency and identifies root causes, using scenario-based models. PwC has helped organizations increase profitability and customer satisfaction and drive growth by deploying these models. PwC's solution combines the Oracle Business Intelligence platform with industry-leading practices to enable businesses to achieve their corporate objectives.
Tuesday, October 4 11:45 a.m. Palace Hotel—Telegraph	<i>Improving Utility Ops With Spatial, BI and Mission Critical Applications</i> <i>Hema Kadali, Director, PwC, Jennifer Kohler, Director, PwC, Scott Gardner, Project Manager, Portland General Electric and Sam Harrell, Industry Director Utilities, Oracle</i> For years utilities have struggled to keep pace with increased demands for reliable and predictable service. Moreover, the need for better information (including real-time data) has increased dramatically for executives, managers, employees, and customers. This session demonstrates how the combination of spatial enablement and business intelligence industry-specific operational applications have delivered better decision-making and solved key business challenges.
Tuesday, October 4 1:15 p.m. Moscone West— 2002/2004	<i>HCM Track: Charting Your Course with Oracle Human Capital Management Applications</i> <i>Dan Staley, Principal, PwC and Gretchen Alarcon, VP Product Strategy, Oracle</i> Managing talent, improving leadership development, increasing employee engagement, and strengthening strategic workforce planning are top priorities among HR organizations. To address these challenges, HR professionals need modern applications that deliver analytical insights, collaborative tools, and a personalized user experience to better support the enterprise. In this session, learn how Oracle is innovating across its PeopleSoft Enterprise, Oracle E-Business Suite, and Oracle Fusion Applications to help you deliver immediate business results. You'll walk away from the session armed with new techniques and the latest innovations for tackling key business challenges. Get the latest recommendations directly from product strategy leaders, and chart your course with Oracle HCM solutions.
Tuesday, October 4 2:00 p.m. Marriott Hotel	<i>Usability Advisory Board, A Panel Discussion</i> <i>Sheryl Johnson, Director, PwC</i> The Oracle Usability Advisory Board Panel—PwC will participate on a panel sharing our experiences with the early adoption programs in terms of perceptions of the early adopter experience: user subjective reaction, perceived ease of learning, ease of use, installing, upgrading, customizing, personalizing. And, how well the coexistence/integration is with existing Apps Unlimited (EBS, SEBL, PS). The discussion will also focus on what the end-users are saying at this point. The Usability Advisory Board is a customer advisory board that is striving to reach a whole new level in enterprise software usability through industry, government, and university collaboration. It has been in existence as a working board since 2008. There are 81 members in 58 locations worldwide. Members are either in IT or have functional type experience, and generally director to VP management level with some C-level representation.
Tuesday, October 4 3:30 p.m. Moscone West—2009	<i>HCM Track: Achieving Leading edge Talent Management—Marketplace trends and thought leadership</i> <i>Dan Staley, Principal, PwC and Ed Boswell, Principal, PwC</i> Attendees will learn how PwC and Oracle assist clients on achieving leading edge talent management. Topics of discussion will include marketplace trends and thought leadership.



Tuesday, October 4 5:00 p.m. Moscone West—3006	<p><i>PeopleSoft General Ledger Release 9.1 and Chart of Accounts Configuration to Meet IFRS Needs</i> <i>Jennifer Koehler, Director, PwC</i></p> <p>Changes in the financial reporting landscape due to SEC convergence activities and the International Financial Reporting Standards transition will be significant. It is likely that utilities will need technology and data changes to meet the requirements. Oracle's PeopleSoft Enterprise Release 9.1 has inherent parallel ledger and multi-GAAP reporting functionality that will be critical in meeting IFRS requirements. When and how to use it are critical decisions. Also, having the right data at the right level will be critical in meeting expected requirements, which may mean changes to existing chart-of-account structures. The purpose of this presentation is to practically highlight key IFRS considerations and how the PeopleSoft family of applications can position companies for success.</p>
Tuesday, October 4 5:00 p.m. Moscone West—2006	<p><i>Oracle Fusion Procurement: Answers to the Top 10 Questions, A Panel Discussion</i> <i>Chris Black, Director, PwC, Dave Merrill, VP, Procurement Development, Oracle and German Bertot, Director Product Management, Oracle</i></p> <p>At this panel discussion, learn the answers to the top Oracle Fusion Procurement questions. The panelists detail answers to the most common questions surrounding procurement applications, contracts management, spending analytics, and their deployment in shared-services organizations. You will learn the answers to questions below:</p> <ul style="list-style-type: none"> • How can Oracle Fusion Procurement coexist with my current applications? • What are the advantages of the Oracle Fusion technology stack? • What are my deployment options? • Should I migrate existing applications to Oracle Fusion?
Tuesday, October 4 5:00 p.m. Moscone West—3009	<p><i>The Very First Fusion Application Implementation</i> <i>Fatema Madraswala, Manager, PwC</i></p> <p>This session focuses on the unique and diverse annual compensation planning requirements of a global financial services company and how it met them with Oracle Fusion Workforce Compensation. The firm offers multiple short- and long-term incentive programs to its employees. Oracle Fusion Workforce Compensation enables integration with its current system based on Oracle's PeopleSoft family of applications, calculation of incentive awards based on multiple attributes, and customized layout of manager worksheets. The session also touches on the following features and functions of Oracle Fusion Workforce Compensation that were used to meet these requirements: configuration tasks, worksheet display, fast formulas, modeling, and budgeting, and it offers pointers for a successful implementation.</p>
Wednesday, October 5 10:15 a.m. Moscone West—2018	<p><i>Oracle Unified Business Process Management Suite 11g: Process Monitoring and Improvement</i> <i>Leon Curchack, Director, PwC</i></p> <p>This session covers how PwC establishes a single framework for business/technical collaboration in process mapping, improvement, and control. With the PwC Global Best Practices knowledgebase and industry benchmarks as seeded information, Oracle Unified Business Process Management Suite 11g becomes a powerful tool that can easily map business processes, and those processes can be used to link to back-office ERP systems for real-time process measures. Audience: CFOs, system architects, business analysts, and compliance and QA professionals.</p> <p>The framework features online collaborative business process mapping, real-time monitoring of process benchmarks, a single platform for business and technology groups, industry-standard components, and scorecards and analytics.</p>
Wednesday, October 5 1:15 p.m. Moscone West—3005	<p><i>Integrating Oracle GRC into your Oracle R12/Fusion Applications strategy</i> <i>Joe DeVita, Partner, PwC, Stacey Schaap, Sr. IT Audit Consultant, Ingersoll Rand, Ingersoll Rand and Siddharth Sinha, Senior Director GRC Product Strategy, Oracle</i></p> <p>An Oracle R12/Fusion Application implementation is a large, complex project, with a great deal riding on its success. A strong internal control structure is essential. By integrating Oracle GRC at the beginning of the implementation, it can help ensure reliable financial reporting, compliance with laws and regulations, avoiding damage to the company's reputation and shorten the time required to perform the implementation/upgrade. In summary, it can help an entity get to where it wants to go, and avoid pitfalls and surprises along the way. The result is an internal control environment that can be formally represented, change can be managed, and controls can be sustained by management leveraging Oracle GRC.</p>
Thursday, October 6 9:00 a.m. Moscone West—3011	<p><i>New Lease Accounting Rules...Catalyst for Change...Will Impact IT...Are You Prepared?</i> <i>Ashima Jain, Director, PwC and James Ferns, Director, PwC</i></p> <p>Leases could appear on companies' balance sheets in the U.S. and internationally. The new rules are expected to affect an estimated \$1.2 trillion in leased assets, ranging from store locations and medical equipment to aircraft and manufacturing machinery. These changes will force companies to put a new lens on leasing practices. Existing lease tracking systems will not be adequate. New systems and controls will need to be planned for as early as 2012. The transition will require all hands on deck; procurement, IT, tax, treasury, operations, HR ;in addition to finance and accounting. This presentation discusses the latest developments, market trends, and what you should be doing to prepare for these drastic changes.</p>
Thursday, October 6 9:00 a.m. Moscone West—3016	<p><i>An Introduction to Oracle Fusion Functional Setup Manager</i> <i>Anil Jaswani, Senior Associate, PwC</i></p> <p>Oracle Fusion Functional Setup Manager is an exciting new feature in Oracle Fusion Applications that provides a single user interface for performing all tasks related to application setup. This overview provides an introduction to Oracle Fusion Functional Setup Manager and explains the concepts, benefits, and how it works for an application implementer. It covers the following topics:</p> <ul style="list-style-type: none"> • Single entry point for setting up applications • Built-in decision tree for fine-tuning your configuration • Easy export and import of setup data • Pre-seeded setup templates and guided task flows • Built-in collaboration and reporting • Full extensibility for creating custom setup objects • Rapid start with predefined configuration packages
Thursday, October 6 10:30 a.m. Moscone West—3001	<p><i>Implementation Best Practices for Oracle Enterprise GRC Manager</i> <i>Joe DeVita, Partner, PwC, Andrew Dobry, Senior Associate, Internal Audit, Booz Allen Hamilton, Barry Greenhut, GRC Product Strategy, Oracle and Nick Adams, Principal Product Strategist, Oracle</i></p> <p>Learn about the recommended implementation guidelines and milestones for Oracle Enterprise GRC Manager. This includes performing installations, configuring modules, importing data, executing assessments, managing security, and performing maintenance tasks such as back-ups.</p>
Thursday, October 6 10:30 a.m. Moscone West—3005	<p><i>The Changing Role of IT</i> <i>Gerard Verweij, Pincipal, PwC</i></p> <p>In this session you will learn the changing role of IT and their influence on business and technology transformation across organizations.</p>
Thursday, October 6 1:30 p.m. Moscone West—3001	<p><i>Enforce Segregation of Duties with Identity Management GRC Controls</i> <i>Joe DeVita, Partner, PwC, Jordon Davis, Program Manager, Kaiser Permanente and Stephanie McLaughlin, Product Manager, Oracle</i></p> <p>Learn how to integrate Oracle Identity Management with GRC Controls for compliant user provisioning and enforce segregation of duties across Oracle and non-Oracle applications.</p>