

Seattle Training Day Program for May 24, 2017

Held at the Marriott Waterfront Hotel

<u>Open</u>	7:30	8:15	Registration / Breakfast				
	8:00	8:15	Welcome & Opening Remarks				
	Grand Pacific Ballroom (Salon D)						
<u>Keynote</u>	8:15	9:00	Privacy and Technology - The Year Ahead				
	Alex Alben Chief Privacy Officer, Washington State						
	9:00	9:30	Networking / Visit Vendor Hall				
			Salon D - Vendor Track	Salon E	Salon F	Salon G	Seaport
			Oracle Database Innovations for the Hybrid Cloud Jason Ehrhart SPARC Enterprise Architect Oracle North American Cloud and Infrastructure Solutions (Guest speaker of GMI)	Streamline Financial Close and Execute On Time Neville Kroeger Product Marketing Manager Automic (Platinum Sponsor)	What's New in Oracle Database 12.2 Daniel Morgan Principal Advisor Forsythe Meta7	EBS User Management for Dummies - Grants, Permissions, RBAC, Proxy users Susan Behn VP - ERP Applications Delivery Infosemanatics, Inc	Ready, Set, Cloud! Migrating from On Premise to PBCS Deanna Sunde Consulting Services Director Key Performance Ideas
<u>Session 1</u>	9:30	10:30					
	10:30	11:00	Networking / Visit Vendor Hall				
			Real World Oracle Cloud Success Stories Tim Scott Vice President Oracle Cloud Services CSS International	Oracle Moving Applications to the Cloud Tony Milan Master Principal Sales Consultant Oracle Corporation	Survey of Some Free Tools To Enhance Your SQL Tuning and Performance Diagnostics Carlos Sierra Technical Staff Bare Metal Development Oracle Corporation	Oracle Approvals Management (AME) - Client Examples in PO, AP, HR and more Susan Behn VP - ERP Applications Delivery Infosemanatics, Inc	Slow and Steady: Approaching your E-Business Suite Roadmap with Confidence Scott Mankin Director of Technology Jibe Consulting
<u>Session 2</u>	11:00	12:00					
	12:00	1:00	Lunch / Networking / Visit Vendor Hall				
			Journey to Distribution Center Automation Using EBS Jamie Silverman Business Development Manager Inyxa	The Oracle Bare Metal Cloud Daniel Morgan Principal Advisor Forsythe Meta7	Oracle Multitenant: What's new in 12.2 Patrick Wheeler Senior Director Product Management Oracle Database Oracle Corporation	Advanced Database Diagnostics with the Trace File Analyzer (TFA) Suite Sean Scott Oracle Database Engineer Vitalize	Post Go-Live Considerations for Cloud Migrations Matthew Conner Vice President Kaitlyn Bolotin Senior Consultant Peloton Group
<u>Session 3</u>	1:00	2:00					
	2:00	2:15	Networking / Visit Vendor Hall				
			Best Security Practices to Hack-Proof Oracle EBS Jansen Hernandez VP of Middleware & Security Infoblob	Managing your Supply Chain using Oracle Planning Central Cloud Diby Mukherjee VP - Enterprise Applications OSI Consulting	The Magic and Mystery of Importing Data Wayne Lampel Software Dev Lead UW National Primate Research Center	Data Integration for Big Data and Cloud Norman Latif Senior Solutions Engineer Oracle Corporation	Introduction to Oracle Mobile Geoffrey Poremba Director of Mobile Strategy Product Management Oracle Corporation
<u>Session 4</u>	2:15	3:15					
	3:15	4:00	Closing Remarks / Giveaways / Networking				
<u>Close</u>	Grand Pacific Ballroom (Salon D)						



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7:30am Registration and Breakfast

8:00am Welcome and Opening Remarks

Dale Rae, NWOUG Vice Chair and Training Days Committee Chair

Callie Gates, NWOUG Chair

8:15am Keynote – Alex Alben

Privacy and Technology—The Year Ahead

Alex Alben, Chief Privacy Officer, Washington State

Abstract

We all know that digital devices and products coming recently to market have an impact on personal privacy as we move further into a data-driven economy. Alben's presentation puts this trend in to the context of American law and the state of efforts to protect personal information. His talk covers:

- What state government is doing to protect citizen data
- The unintended growth of our surveillance society as we move into the era of "Smart Cities"
- The challenges posed by Biometric identifiers
- The "privacy of things" in an IoT World
- Alexa, Robots and other digital personal assistants—convenience vs. privacy



Biography

Alex Alben is Washington State's first Chief Privacy Officer. He coordinates privacy and data policy for the state and consults with the Governor and Legislature on technology issues impacting citizen privacy.

As a technology executive, Alex helped launch ESPN.com and ABCNews.com, and served for six years in senior management at RealNetworks. At the outset of his career, Alben served as a researcher for CBS News covering the 1980 Presidential campaign and went on to work for Mike Wallace at CBS Reports. In the 1990's, Alben worked as an entertainment lawyer for Orion Pictures and Warner Bros. He was a candidate for the U.S. Congress from Washington State's 8th Congressional District in 2004.

A graduate of Stanford University and Stanford Law School, Alben writes for The Seattle Times and other publications on the intersection of media, technology, and politics. He is the author of Analog Days—How Technology Rewrote Our Future. In April of 2015, Alex was named the Chief Privacy Officer for the State of Washington. In this role, he has initiated state-wide programs for enhanced privacy training, consumer education and "Privacy Modeling," and was named as one of the country's top 25 "Doers, Dreamers & Drivers" by GovTech Magazine for 2017.

9:00am Visit Vendor Hall / Networking Break

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9:30am Session 1 Presentations

Oracle Database Innovations for the Hybrid Cloud (Salon D)

Jason Ehrhart, SPARC Enterprise Architect, Oracle North American Cloud and Infrastructure Solutions

Oracle is uniquely able to have one engineering team solving your Database issues from the top of the stack to the bottom. This presentation will highlight those innovations, both in hardware and software to make the Oracle Database and App tier fast, reliable, and most of all secure in order to allow for the confident creation of secure Private and Public Clouds within any organization.

Streamline Financial Close and Execute on Time (Salon E)

Neville Kroeger, Product Marketing Manager, Automic (**Platinum Sponsor**)

Many companies struggle with the financial closing cycle because its complex series of tasks must be executed on time and in the correct sequence to meet reporting deadlines. Typical closing cycles involve time-consuming manual tasks, such as journal entries, accruals, intercompany reconciliations, and the gathering of financial data from across different systems for consolidation and validation for final report production. Standardizing the cycle into a series of repeatable steps and managing those steps in accordance with best practices is key to achieving greater efficiency. The first part of the presentation is not product-specific - it applies to all ERPs (EBS, PeopleSoft, JD Edwards, etc.) The second part is a case study of a customer that uses Oracle EBS. Objectives of session are

- Educate audience on analysis on financial close cycle times to enable comparison to broader market
- Provide understanding on the impacts of the financial close cycle to delegates as well as CFO business imperatives
- Provide resolution strategies that can be adopted to resolve challenges of financial close
- Provide evidence of other Oracle customers that have experienced and resolved these business challenges

What's New in Oracle Database 12.2 (Salon F)

Daniel Morgan, Principal Advisor, Forsythe Meta7

The newest release of the Oracle Database is groundbreaking in its new architecture, new features, and with performance improved by more than an order of magnitude.

Oracle ACE Alumni Director Dan Morgan will be returning to the Pacific Northwest and presenting, as always, live in SQL*Plus.

EBS User Management for Dummies - Grants, Permissions, RBAC, Proxy users (Salon G)

Susan Behn, VP - ERP Applications Delivery, Infosemantics, Inc

Unravel the mysteries of role based access control, grants and permissions to provide more granular function and data control. The presentation covers basic concepts, how to apply these concepts using real examples and the required setups in 12.1 and 12.2. Also covered are the most recent improvements in proxy user functionality to reduce auditor concerns about this functionality.



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Ready. Set. Cloud! Migrating from On Premise to PBCS (Seaport)

Deanna Sunde, Consulting Services Director, Key Performance Ideas

PBCS allows easy install, maintenance and upgrades without big infrastructure investments. See how a client migrated from on premise version 9.3 to Planning and Budgeting Cloud. The project started with a clean-up effort on objects such as forms and reports, then migrated from 9.3 to 11.1.2.3 on a lab environment and then to PBCS using LCM. The ODI interfaces were updated and Business Rules were migrated to Calc Manager. Metadata, over 250 forms and 140 reports were migrated. Not all successfully due to PBCS limitations. Hear about the work-arounds, tips and tricks and how the build and roll-out for this project was completed in 8 weeks.

11:00am Session 2 Presentations

Real World Oracle Cloud Success Stories (Salon D)

Tim Scott, Vice President Oracle Cloud Services, CSS International

Learn how CSS International has led organizations to the Oracle ERP Cloud. In this session, you will hear about a multi-billion-dollar organization that deployed Oracle Cloud Procurement integrated with an Oracle E-Business Suite on premise solution. We will also discuss an organization's deployment of Oracle Cloud ERP for its entire organization. Each Case Study will include business issues address, project timeline and resources, as well as benefits realized from the Project.

Oracle Moving Applications to the Cloud (Salon E)

Tony Milan, Master Principal Sales Consultant, Oracle Corporation

Are you an Oracle E-Business Suite, JD Edwards, PeopleSoft, Siebel or other applications customer? If so, this track is for you! Learn how to take advantage of the public cloud while maximizing your current Oracle investment. Today's forward thinking organizations recognize the enormous benefits of public cloud including lower IT costs, increased business agility, less complexity, and greater flexibility. But while the public cloud clearly represents the future, many organizations face the challenge of how to get there and how simple the process can be while maintaining a Cloud Platform that is open, secure and complete. Come learn about Oracle Applications!

Survey of Some Free Tools to Enhance Your SQL Tuning and Performance Diagnostics (Salon F)

Carlos Sierra, Technical Staff, Bare Metal Development Organization, Oracle Corporation

We know there are a few tools that can help you enhance your abilities to do SQL Tuning or diagnose your database performing poorly besides those provided by the product. Some are free and some are not. Some are good and some not quite. Some are easy to use and understand and some are not. Some of them help with the entire database while some focus on a particular SQL statement. Most of these tools fill gaps and enhance the product. Which ones are the ones we recommend and why?

Oracle Approvals Management (AME) - Client Examples in PO, AP, HR and more (Salon G)

Susan Behn, VP - ERP Applications Delivery, Infosemantics, Inc

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AME allows users to define rules for obtaining approvals of various types of transactions. Learn how easy it is to use this powerful functionality to create complex approval rules that meet your unique business requirements. Specific AME rule examples will be presented for PO, AP and HR.

Slow and Steady: Approaching your E-Business Suite Roadmap with Confidence (Seaport)

Scott Mankin, Director of Technology, Jibe Consulting

Oracle no longer steers customers through a linear roadmap involving new implementation, extension, and upgrade. Companies are now confronted with a dizzying array of viable paths including traditional on-premise upgrades, migration to SaaS applications, and infrastructure repositioning through Lift and Shift.

Customers who couple their future business goals with a thorough understanding of each available option put themselves in the best position to maximize their Oracle investment and clarify their future direction. A thorough review of adopting each path will be the focus of this presentation

12:00 Noon Lunch / Networking / Visit the Vendor Hall

1:00pm Session 3 Presentations

Journey to Distribution Center Automation Using EBS (Salon D)

Jamie Silverman, Business Development Manager, Inyxa

With the rapid decline in cost in Distribution Center automation technology, and an increased awareness to Supply Chain Management, many companies are contemplating increased investment in Warehouse Automation.

In this session, we will walk you through the Automation journey at multiple E-Business Suite customers, where significant productivity gains were achieved through intelligent integration with warehouse automation technologies.

Attendees will walk away with a better sense of some of the challenges involved, and get to see first-hand some of the tools and techniques that were developed to overcome these challenges.

The Oracle Bare Metal Cloud (Salon E)

Daniel Morgan, Principal Advisor, Forsythe Meta7

Not all Clouds are the same and none is technically superior for serious applications than Oracle's Bare Metal Cloud.

ACE Director Alumni Daniel Morgan will both prove that DBAs will benefit from Cloud adoption as well as explaining the technical and support issues that are essential information for those considering Cloud adoption.

Oracle Multitenant: What's new in 12.2 (Salon F)

Patrick Wheeler, Senior Director Product Management Oracle Database, Oracle Corporation

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You probably thought that Multitenant was a full-featured product in 12.1. Most people did. You'll be amazed at all the new features that we've squeezed into 12.2! In this session we'll cover all of the most important new capabilities.

Advanced Database Diagnostics with the Trace File Analyzer (TFA) Suite (Salon G)

Sean Scott, Oracle Database Engineer, Vitalize

Most database administrators know that Trace File Analyzer (TFA) is the preferred tool for collecting and preparing files for troubleshooting an issue with Oracle Support, but remain unaware that it is actually a robust suite of tools capable of capturing OS metrics, system changes, insights into alert and log files and automatically collecting diagnostic information to expedite troubleshooting of performance events and deadlocks. It's lightweight, cluster aware and suitable for standalone and RAC databases as well as engineered systems.

This session will go beyond the basic diagcollect command to cover more advanced capabilities of TFA, including system and database log analysis, user management, redaction and repository maintenance. The use of Automatic Diagnostic Repository (ADR) and the SQL Test Case Builder for investigating database and performance issues will also be demonstrated.

Post Go-Live Considerations for Cloud Migrations (Seaport)

Matthew Conner, Vice President, Peloton Group

Kaitlyn Bolotin, Senior Consultant, Peloton Group

As more Oracle customers migrate to the cloud, the common shortfall we have seen is customers unprepared to support their application after Go-Live. Join Peloton Group as they provide a Post Go-Live roadmap to ensure on-going success.

2:15pm Session 4 Presentations

Best Security Practices to Hack-Proof Oracle EBS (Salon D)

Jansen Hernandez, VP of Middleware & Security, Infoblox

Oracle EBS systems contain a treasure trove of sensitive data. This session will highlight areas of risks to consider and how to reduce the attack surface. Learn about security hardening techniques across Network, OS, Application and Database layers to protect your organization. Jansen Hernandez will share his knowledge in this subject area based on his real-world experiences.

Managing your Supply Chain using Oracle Planning Central Cloud (Salon E)

Diby Mukherjee, VP - Enterprise Applications, OSI Consulting

This session will cover what is involved in implementing supply chain planning in the cloud. It will include setting up a hybrid environment, where cloud planning and orchestration is interfaced to EBS or other on-premise ERP application.

The Magic and Mystery of Importing Data (Salon F)

Wayne Lampel, Software Dev Lead, UW National Primate Research Center

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One organization's approach to getting relevant data into production from a wide variety of sources. These sources include other databases, spreadsheets, web services, and plain old text files. Our approach includes getting the data into a consistent format, loading the data into a staging area, preprocessing the data, checking for errors, processing the data, and finally reporting on the success or failure of the entire operation. Like any good show, each part must be finely tuned and work together for exceptional results. We hope others can learn tips and tricks from our experience with uncovering the magic and mystery of importing data.

Data Integration for Big Data and Cloud (Salon G)

Norman Latif, Senior Solutions Engineer, Oracle Corporation

Oracle Data Integration delivers pervasive and continuous access to timely and trusted data across heterogeneous systems On-premise and Cloud. Its comprehensive capabilities include real-time and bulk data movement, transformation, bi-directional replication, metadata management, data services, and data quality for customer and product domains.

Bulk Data Integration and Transformation

Oracle offers unique, next-generation Extract Load and Transform (ELT) technology that improves performance and reduces data integration costs—even across heterogeneous systems. Unlike conventional Extract Transform and Load (ETL) tools, Oracle delivers the productivity of a declarative design approach and the benefits of an active integration platform for seamless batch and real-time integration.

Real-Time Data Integration and Replication

Oracle GoldenGate products offer real-time data integration, transactional data replication, and data comparison across heterogeneous systems. Oracle GoldenGate enables real-time business intelligence for improved business insight, query offloading to maximize OLTP performance, zero-downtime data migration, disaster recovery, and active-active database synchronization for continuous availability.

Data Quality and Governance

Oracle enables organizations to govern, measure, improve, and manage the quality of data from any domain, including customer and product data, and minimize exposure to risk. Our data quality products provide powerful data profiling, cleansing, matching, monitoring capabilities, and unparalleled ease of use. Our enterprise metadata management technology helps harvest metadata from Oracle and third-party technologies to explore, report, analyze, and govern your organization's metadata.

Introduction to Oracle Mobile (Seaport)

Geoffrey Poremba, Director of Mobile Strategy, Product Management, Oracle Corporation

Build better mobile apps faster. Overview of Oracle's Mobile Suite offerings including Mobile Cloud Service, Oracle's Mobile Backend As A Service (MBAAS) as well mobile app development tools like the Mobile Application Framework (MAF), the Javascript Extension Toolkit (JET). Get previews of exciting new technologies being added this Summer including the Intelligent ChatBots Service and Customer Experience Analytics.

3:15pm **Closing Remarks / Giveaways / Networking Break / Visit Vendor Hall**

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Marriott Seattle Waterfront Conference Room Layout

Marriott
SEATTLE WATERFRONT

BALLROOM LEVEL

Meeting Room	Dimensions		Capacity			
	WxLxH	Sq. Ft.	Theater	Schoolroom	Conference	U-Shape
Grand Pacific Ballroom	101'7" x 16'	7,937	900	588	-	-
Grand Pacific A	30'2" x 16'	687	54	36	20	18
Grand Pacific B	30'2" x 16'	687	54	36	20	18
Grand Pacific C	30'2" x 16'	687	54	36	20	18
Grand Pacific D	41'7" x 16'	3,182	324	224	-	-
Grand Pacific E	31'2" x 16'	710	55	32	20	18
Grand Pacific F	31'2" x 16'	992	84	48	22	21
Grand Pacific G	31'2" x 16'	710	55	32	20	18
Harbor Room	38'2" x 11'	994	88	48	26	30
Seaport Room	38'2" x 11'	994	88	48	26	30
Maritime Room	21'1" x 9'	364	30	16	14	-
Executive Boardroom	25'2" x 11'	686	-	-	13	-
Red Willow Conference Suite	-	-	-	-	6	-
Albi Conference Suite	-	-	-	-	6	-
Private Dining Room	-	530	-	-	14	-

