



## Oracle OpenWorld 2008 Conference Report

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DBI is an Austin Texas based provider of industry leading database auditing and performance management tools for Oracle and IBM DB2 LUW. DBI is an Oracle OTN Partner serving over 2,000 customers worldwide.

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Caralon Global will soon be providing an ultra-thin, highly efficient insulation material to multiple markets. A scant 5mm of Nanotheca<sup>®</sup> material is estimated to be equivalent to at least 6" of polystyrene insulation.

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## How to read this report

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Praxis Conference Reports are formatted in bullet point form for skimming.

The purpose of the report is to provide an overview of the conference in order for you to decide which topics are most important to you and your company. Skimming the report on a computer allows the reader to immediately use the embedded links. If your interest in a subject is piqued, use the contact or website information provided for further content.

Each session report begins with an objective report on what was heard, followed by a separate opinion section. This allows the reader to create their own opinion.

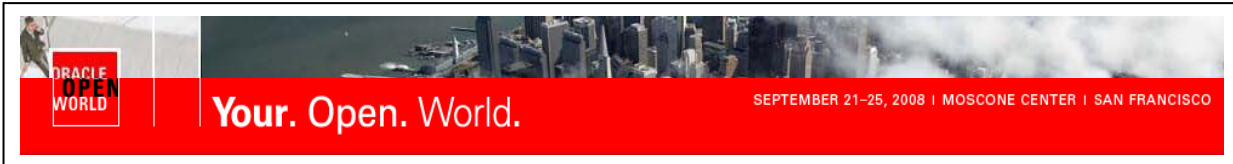
Every effort to be absolutely accurate has been made. If you find any blatant errors in the report, please contact [Jean McClelland](#).

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Definitely the coolest part of the Exhibit Hall! This was an ice sculpture that included punch bowls of juice!

*Thank you to the following people for their contributions to producing this report:*  
*Mark Belcher – Guest Reporter*  
*Barbara Worrall – Proofreader*  
*Trevoris Morgan – many things!*



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## The Conference Experience

**Please Note: This portion of the report is opinion.**

### In General

The conference was great for talking to Oracle employees – including executives – and hearing what Oracle is doing to take our companies into the future.

The conference was superb to listen to multiple industry leaders talk about their new and/or future products in relationship to the Oracle products – how their products will integrate with Oracle applications, databases and, now, the first Oracle hardware product, Exadata. (Note that in Ellison’s announcement about the Exadata server, he emphasized *first* Oracle hardware product.)

The conference touched the mediocre side of the imaginary line between “good and mediocre” for networking with other Oracle users. (Read more on why in subsequent sections.)

And, of course, the entire week was fabulous for parties, which helped make up for the lack of networking abilities during the conference itself.

### San Francisco as the continual conference host

If you have read the collected attendee comments you will have seen the opposing opinions on continually having Oracle OpenWorld in San Francisco. My personal opinion is that having it in a familiar place significantly helps such a large conference stay as manageable as possible. People who had been to the conference before, knew where to find keynotes and breakout sessions, and they knew where lunch would be. You might say that Oracle has “standardized” the conference location to the advantage of the attendees just as they are creating standards for ERPs and peripherals to the advantage of End Users! (OK... poor pun, but truth none-the-less.)

### Conference Navigation or “What’s up with this schedule?” – Take 2

Regular readers of Praxis Reports realize that there are two main conferences for Oracle applications users – OpenWorld and Collaborate. Collaborate is known for its ability to provide customer-to-customer education along with the Oracle messages. The reason this section of this report has “Take 2” in the title is because in the Collaborate 08 conference report, I questioned the first day schedule where sessions started on offset hours. Well... long pause... in my opinion, if you wanted to attend sessions across tracks, the entire week at OpenWorld was fraught with scheduling challenges. YES! There were 1800 sessions scheduled within 4-6 days and, YES! Most attendees were probably concentrated on one track; so, maybe the schedule made sense. I had a problem with it.

If you stayed within a specific topic – JD Edwards, Database management, PeopleSoft, etc. – you probably stayed in a relatively close geographic area. If you wanted to participate in multiple subjects, you had better have been wearing comfortable shoes and near completion of your marathon training.

Regardless, scheduling break-out sessions from 11:30 to 12:30, and again from 1:00 to 2:00 daily, left half an hour for lunch if you wanted to attend sessions in both time slots. That’s half an hour to walk from *wherever* to the lunch line, get through the lunch lines, eat, and walk back

to the next session. This just didn't work well. In order to have a real break and take advantage of the networking possibilities of a shared meal, you had to skip one of the educational sessions. Bah! Humbug! (Yep. That's my opinion.) The attendees that were there only for the education on a single topic and didn't care about networking didn't seem to mind.

This file provides a preview of the 40 page report.

For the additional sections of this report, please visit one of the sponsors' websites or you can purchase the report at [www.researchandmarkets.com](http://www.researchandmarkets.com). On the Research and Markets website, search on "Praxis Reports" or one of the sponsors' names.

## What it was like to be an Exhibitor – Scott Hayes, DBI

DBI exhibited in Moscone West booth 3925 this year. We were fortunate to have relatively quiet neighboring vendors except for Fusion IO. Fusion IO, however, did a splendid job of chumming the trade show participants with their free t-shirts and wild rides on spinning disk drives. Overall, we were very pleased with our booth traffic and we met several VPs, IT Directors, and Senior DBAs. While there was a lot of interest in performance tools to help automate performance management, we were pleasantly surprised by very high interest in Database Auditing. It seems that Database Auditing for regulatory compliance and security is finally evolving from an emerging technology to mainstream. We heard more horror stories from organizations that tried network sniffing solutions and ended up with buyer's remorse, and we enjoyed sharing how DBI automates database auditing tasks with several well qualified prospects. Overall, this was a great conference for us and we look forward to participating again in 2009.

Scott Hayes  
President & CEO, DBI

The following is an example of a session report. All sessions covered in the full report are listed in the Table of Contents.

For the full report, please visit one of the sponsors' websites or you can purchase the report at [www.researchandmarkets.com](http://www.researchandmarkets.com). On the Research and Markets website, search on "Praxis Reports" or one of the sponsors' names.

Praxis Reports provides an independent opinion on the value of conferences based on the Conference Experience and content within the conference. Readers are then encouraged to decide whether or not the next conference is a worthy investment of their time.

## The Great Debate: Economy or Environment

### Matt Peterson

Moderator – CEO, Global Green

#### Panelists

- [TB] Tom Baloga – VP of Engineering – BMW
  - [RS] Rob Six – VP of Corp Communications - Roll International / Fiji Water
  - [AW] Adam Werbach – CEO Saatchi & Saatchi (Environmental Activist)
  - [HL] Hunter Lovins, President and Founder – Natural Capitalism Solutions
  - [RH] Randy Hayes – Founder, Rainforest Action Network
  - [BN] Bonnie Nixon – Director of Ethical Sourcing, Hewlett Packard
  - [JH] Jim Hartzfeld, VP Sustainable Strategy, InterfaceRAISE, LLC
- 
- Topic: Definition of Sustainable Enterprise
    - [TB] Quoted from the sustainability report available at [www.BMWGroup.com](http://www.BMWGroup.com). “Sustainability is essential, not optional, for profitability.”
    - [HL] The really interesting question is how does business lead the way? We have to go carbon negative to avoid a global warming catastrophe. “Remember: Business can’t do business on a dead planet.” Quoted Goldman-Sachs report that states that green companies are 25% more profitable.
    - [RS] Fiji is a privately held company so it “has more freedom to do things”. Largest employer in Fiji. They have taken a leadership position to offset their carbon footprint – from less plastic in their bottles to lower carbon emissions from delivery trucks. Being green is saving them money.
    - [RH] Corporate led economic globalization is growth for the sake of growth – which is the same premise for a cancer cell. Sustainable society must be powered by renewable energy. Business must be zero waste, closed loop, sustainable.
    - [BN] HP has 175,000 employees – not including the 150K employees being added by the purchase of EDS. The program she leads there recognizes that their supply chain is part of their carbon footprint as well. IT industry accounts for 2% of the emissions but can influence the other 98%.
    - [AW] With a population of 6B humans, losing 175 species and land mass equal to the size of Panama, this means that the earth systems are in decline. We need to have movement on the same scale as the problems we face.
    - [JH] His definition is to create satisfying lives within the context of nature. They have a mission to be carbon emission free by 2020. Business is about invention... invent!

#### Discussion

- [HL] We must measure business results in different ways to include impact on people and nature. Begin by making business analysts include these measures in their company analysis.

- [BN] The market place is the real challenge. Sustainability is not just environmental, it's also social. The people in many third world countries would love to have just a little bit of the life we have.
  - [RS] Fiji supports container deposit laws so that recycling is supported by them – keeping the water bottles out of the land fill. Fiji is accounting for ALL of their carbon emissions and working hard to reduce them.
  - [AW] Fiji water is “the great lie” because Fiji is a small company. There are many other companies that are doing much more and are much larger.
  - [RH] We must treat art, culture and ideas differently to make a real change in the world. Each continent should be 90%+ self-reliant. Refuse the mono-cultural trend. Think tens of thousands of years forward to create real sustainability.
  - [BN] HP is building plants in Russia for Russia, Brazil for Brazil – because it makes good economic sense.
  - [JH] to [RH] Yes, we have to rethink the whole supply/demand scenario. Self-reliance might have to happen in a completely different way so that it is more efficient. It is not efficient to have multiple regional plants to serve an even larger number of cities, etc.
- How can a large, multi-national corporation make a fast switch, or does it have to be incremental?
- [TB] 7% of emissions output is attributed to cars. Goal is 140gm/km. BMW accepts the challenge for improvement. There has to be a way to put pressure on all industries to reduce their carbon emissions.
  - [HL] The US government is borrowing \$2B to buy oil to burn. Transit total is about 1/3 of carbon emissions. Chicago Carbon Emissions measures your carbon emissions.
  - [RH] It's not too late to stop some of the worst results from global warming. The metabolism of the body of Mother Earth is damaged. It will probably take some more Katrinas for people to demand plans commensurate with the scale and timing of the problem.
  - [BN] It will take a radical shift and will come back to consumer behaviors. For HP, we are looking at how to reduce energy consumption. Some of what HP has done is replace multiple servers that took major A/C to one server that consumes less energy and takes less A/C. Still, change comes down to the consumer.
  - [AW] People are scared about their personal bottom line. People are beginning to think that the “green” label is more expensive and the “green” brands are lying.
  - [JH] Their company looked at the technical problems but could not get the solutions implemented because they had not included the people in creating the solutions. Once the people were included, progress was made. The best green buildings are being built today and it's where people really want to be. Get into the hearts and minds of people to get them to change their habits.
  - [Mod] The Hurst corporation built a green building which is changing the mind-set of the people that work there. Being green has become a way of life for those working in that building.
- Is business going to lead the way or should the government lead the way?
- [BN] Business will lead the way. HP just won an award because they changed their packaging to WalMart – removing much of the synthetic packaging and replacing it with a cotton bag. The change also turned out to be significantly less expensive; therefore it

also became a profit decision.

- [RH] We have to create an elegant solution to the trouble we have gotten ourselves into. We have to work through multiples; e.g., through trade associations.
- [RL] At the moment, nobody is leading and we all need to be leading. What we need now is solutions at the speed of business.

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## Opinions

**Jean McClelland** - For a 5pm meeting, this session was well attended (about 50 – 75).

It seemed that each panelist had a specific point of view and just stated the same points in different ways regardless of the stated topic. A structured panel discussion may not have been the best format to provide needed information to newbies who wanted to become informed. Discussion among the panelists had really just started to roll when the session was over.

Still, this is an important topic and will only get bigger. Isn't it interesting (and admirable) that this session was included in Oracle OpenWorld? Size does matter when you want to bring a topic to the attention of so many. Oracle was able to bring very impressive participants to the table. So the obvious answer to the question of whether business should / will lead the way is "YES!" Business is most often where the innovation comes from once the incentive of financial energy exchange is included.

**Attendee from Florida Utility company:** "Good and interesting session."

**John Vickers, CEO, Caralon Global Ltd (a report sponsor):** "It was most interesting to hear about the studies that prove that being green is a profitable way to run a business. Being the CEO of a company with a vision that includes helping to reduce humanity's carbon footprint means that being "green" is constantly in the forefront of our business decisions – right up there with profit and shareholder value.

Businesses are natural leaders in today's society. It is imperative that business is at least one of the leaders to bring our environment into balance. I know "green" leadership will be one of our principle values as we continue to develop our business. We are intending to be one of the 'elegant solutions' mentioned by Randy Hayes."



This is the real James Carville (CNN). He and his wife, Mary Matalin, opened the conference with one of their lively political "discussions".

This is how big the four screens across the front of the keynote hall made James Carville. A giant in his own time?

**JEM Note:** This Praxis Report was able to cover a number of technical sessions thanks to Mark Belcher of DBI Software. Mark provided the following as a preface to these session reports:

The general theme of the bullet points and the opinions are to enforce the need for performance tuning at each of the logical levels of the database. It's not enough to just tune at the instance or SQL statement levels. The database objects and storage device levels are important as well. Tuning the instance and the SQL Statements, which typically receive the most attention, will certainly improve performance, but will fall well short of an optimal solution. This will especially be the case if we find ourselves trying to compensate for a performance problem in an area where the actual problem does not exist.

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OTN members or guests?

## Glossary!

Term / Acronym	Description
AIA	Applications Integration Architecture
appl or app	Application; e.g., JD Edwards, Siebel, Retek, Hyperion
BI	Business Intelligence – the ability to mine your transaction data and create meaningful reports on which to make informed business decisions
BPEL	Business Process Execution Language – an Oracle offering that is the industry standard for creating business process based applications
CNC	Configurable Network Computing
CRM	Customer Relationship Management
E&C	Engineering & Construction – an industry vertical market being addressed by Oracle; often in combination with Home Builders and Real Estate verticals
ERP	Enterprise Resource Planning – for Oracle, that equates to JD Edwards EnterpriseOne, JD Edwards World, PeopleSoft and Oracle eBusiness Suite
FM, FMW or MW	Fusion Middleware
JDE-E1 or E1	JD Edwards EnterpriseOne
JDE-W	JD Edwards World
Mash up	A combination of information and things to create a new piece of information or thing.
MDM	Master Data File Management (MDM)
P&GCA	Project & Government Cost Accounting (an enhancement to JDE-E1)
PIP	Process Integration Pack
PLM	Product Lifecycle Management
PS	PeopleSoft
PSP	Personal Software Process: PSP invokes “the rigor of an engineering process”
RE	Real Estate -- an industry vertical market being addressed by Oracle; often in combination with E&C and Home Builders
SIG	Special Interest Group – something you should join!
SCM	Supply Chain Management
SNO	Strategic Network Optimization
SOA	Service Oriented Architecture



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**"IF THERE'S NO ACTION** before 2012, that's too late. What we do in the next two to three years will determine our future. This is the defining moment."

**Rajendra Pachauri**, head of the  
**Intergovernmental Panel on Climate Change**,  
Nov. 17, 2007