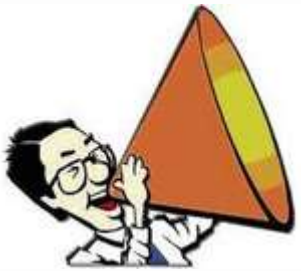
The AMIS Report from Oracle Open World & JavaOne 2010

Aino Andriessen, Peter Ebell,
Alex Nuijten, Marco Gralike
& Lucas Jellema

Agenda

Yerba Buena Gardens
Metreon
Yerba Buena Square Shopping Center
THE PICKWICK

AMIS
OPE
WORLD



Part Two – After Dinner

Buzzword Bingo

Cloud
Google
Oracle
Salesforce
America Cup
Java
ExaLogic
Oracle Linux
ExaData
Fusion
Vijf
Kernel
Datamodeler
Middleware
SOA
BPM
BPEL
Edition
Glassfish
Kurian
Briefing
JavaFX
NoSQL
VM
Solaris
JCP
HTML 5
ADF
WebCenter
Collaboration
Coherence
Infiniband
Mark Hurd
12c
JEE 6
Java SE 7
Closures
Glassfish
JRockit
Fusion Middleware
WebLogic (Server)
Governance
Twitter

Overview OpenWorld 2010

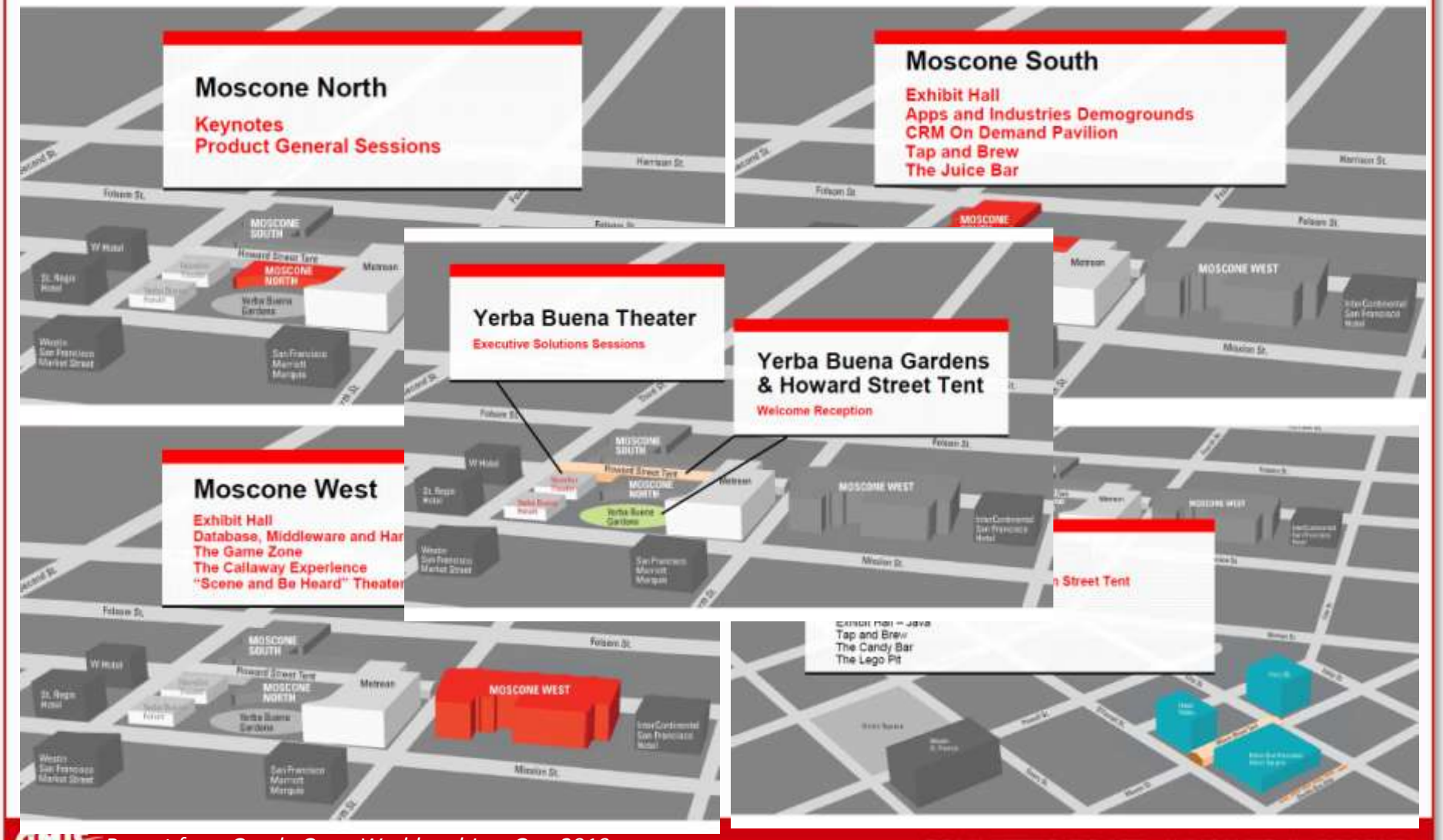
One City, One Week, Three Conferences.

Oracle OpenWorld | JavaOne | Oracle Develop

SEPTEMBER 19–23, 2010 SAN FRANCISCO

INTEGRATED
ORACLE
ORACLE

The Locations



The Numbers

Oracle OpenWorld is Global

116
Countries Represented

The World's Largest Technology Event

- 67,346 hotel room nights
- Over 20,000 man hours for setup
- 220 feet of screens in keynote hall
- 3,622 Oracle experts
- 59,000 lunches
- 141,000 cups of coffee
- 275 miles networking cable -1,073 switches
- 182,000 sq ft of tents
- 1,735 customer and partner speakers
- 1,394 product demos
- 56 Java Rock Stars and 24 Oracle Aces

ORACLE OPEN WORLD

The Keynotes

The Sessions

The Events

ORACLE
OPEN
WORLD
LEGO
Sponsored by
Google
JavaOne
ORACLE
DEVELOP
Sponsored by
FUJITSU
ORACLE
OPEN
WORLD

ORACLE OPEN WORLD
BLACK EYED PEAS
ORACLE OPEN WORLD
APPRECIATION EVENT Sponsored by
CSC
FUJITSU
NetApp

ORACLE
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DON
HENLEY
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APPRECIATION EVENT
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CSC
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STEVE
MILLER
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GENTRY
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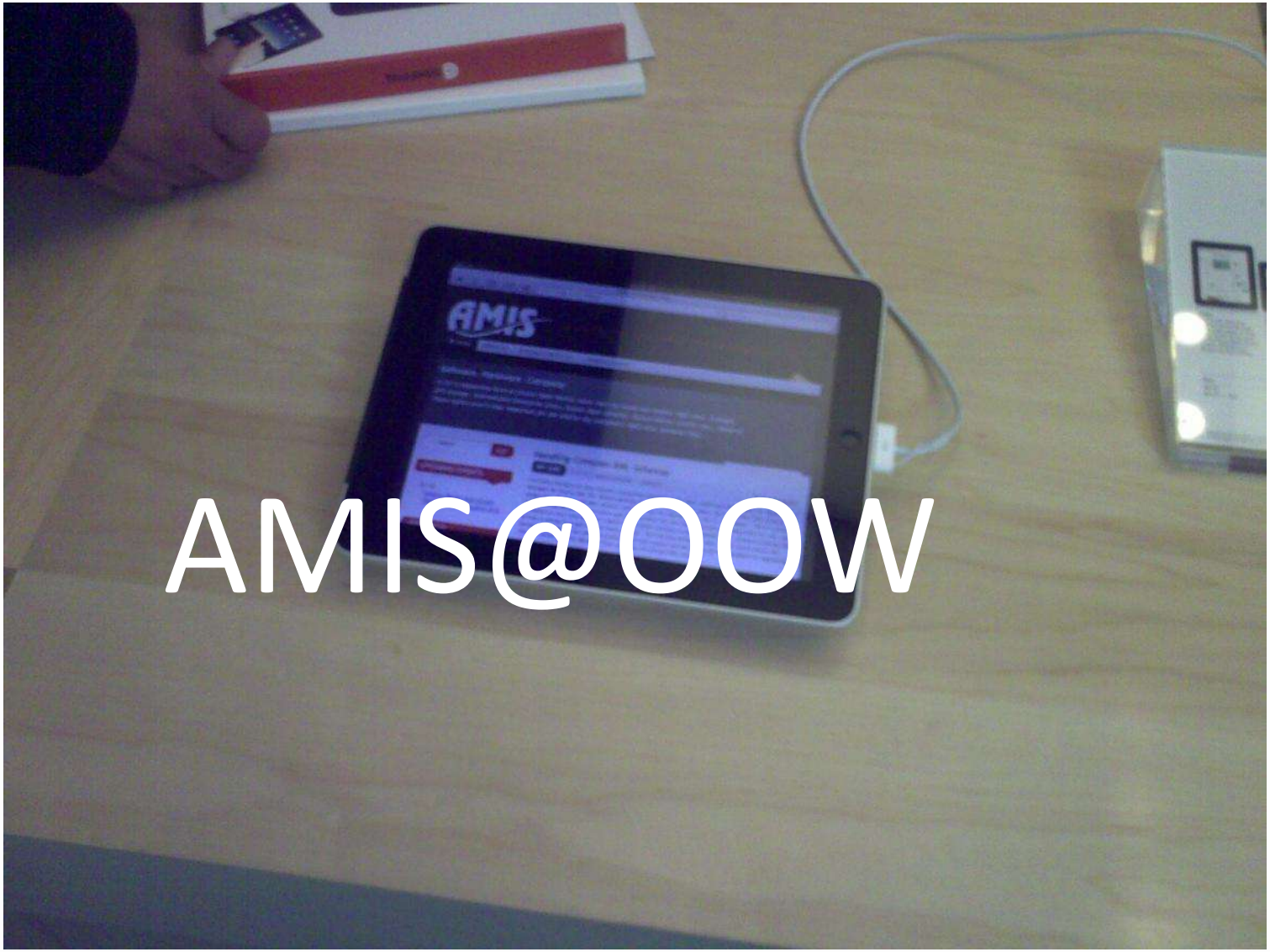
YouTube
twitter


AMIS@OOW

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NDA

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MASON
CLOSED
AHEAD
ORACLE
HOTEL
TOYOTA
RENTALS
$24.99

Oracle Develop Conference Blog

Don't Miss Database and Exadata Sessions « main » Register Now for Amazing Prizes!

Update: Oracle ACEs in the House

Posted on August 27, 2010 5:47 PM

As previously posted Oracle Develop will be overrun by Oracle ACE presentations. As we get closer to the date, more ACE-led sessions have been added:

JavaOne and Oracle Develop 2010
September 19-23, 2010
San Francisco, CA USA

Please check out the JavaOne & Oracle Develop Content Catalog for day/time/location of each session.

Session ID	Session Title	Speaker, Company
5313355	Developing Large Oracle Application Development Framework 11g Applications	Andrejus Baranovskis, Red Sam Consulting
5316841	Xenogenetics for PL/SQL: Infusing with Java Best Practices and Design Patterns	Lucas Jellema, AMIS; Alex Nuijt
5317171	Building Secure Multimedia Web Applications: Tips and Techniques	Marcel Kratochvil, Piction; Meli Annamalai, Oracle
5315680	Database Applications Lifecycle Management	Marcelo Ochoa, Facultad de Cie Exactas
5315689	Building a High-Performance, Low-Bandwidth Web Architecture	Paul Dorsey, Dulcian, Inc.
5316005	Managing the Earthquake: Surviving Major Database Architecture Changes	Paul Dorsey, Dulcian, Inc.; Mich Rosenblum, Dulcian, Inc.
5314869	Introduction to Java: PL/SQL Developers Take Heart	Peter Koletzke, Quovera
5316184	Deploying Applications to Oracle WebLogic Server Using Oracle JDeveloper	Peter Koletzke, Quovera; Duncar Oracle
5316597	Using Collections in Oracle Application Express: The Definitive Intro	Raj Mattamal, Niantic Systems;
5313382	Using Oracle Database 11g Release 2 in an Oracle Application Express Environment	Roel Hartman, Logica
5315757	Debugging with Oracle Application Express and Oracle SQL Developer	Dimitri Gielis, Sumneva
5313982	Forms2Future: The Ongoing Journey into the Future for Oracle-Based Organizations	Lucas Jellema, AMIS; Peter Ebell, AMIS
5313759	Using Oracle Application Express in Big Projects with Many Developers	Dimitri Gielis, Sumneva
5313890	Why and How to Engage a Complex Event Processor from a Java Web Application	Lucas Jellema, AMIS
5319105	Interfacing with Your Database via Oracle XML DB	Marco Gralike, AMIS

SOA Partner Community Blog

by Jürgen Kress

Oracle OpenWorld – ready to start « main » Oracle presentations @ SOA & Cloud Symposium 2010

SOA Partner Community Awards 2010

By Jürgen Kress on September 22, 2010 7:36 AM

Awards

Hard to decide, finally Clemens and I decided. Many additional great contributions like Lonneke SOA Enterprise Methodology Group, IPT for the great SOA Forum, Eric Elzinga for his super Blog, Stv for embedding our SOA as ISV,... And the winners are

- **SOA 11g** Griffiths Waite: Mark Simpson for the SOA Suite 11g project at Wesleyan Insurance and Motability Operations, UK
- **BPM 11g** eProseed: Geoffroy de Lamalle for the first BPM11g project in Production at Herstal
- **OSB 11g** trivadis: Guido Schmutz several OSB 11g project at Wincard, Swiss Army, and Swiss RhB and Swiss Driver License
- **Specialization** OPITZ CONSULTING Torsten Winterberg for the **SOA Specialization:** SOA Marketing brochures, Enterprise Architecture Roadshow, SOA Magazine Articles, SOA Bootcamps, SOA internal training, SOA growth of Opitz business
- **Across the World 2010** Red Samurai Consulting Andrejus Baranovskis delivered SOA project in USA, Middle East, Africa and Europe – Asia is missing!
- **SOA Book** Lucas Jellema – AMIS Mr. Lucas Jellema : great new SOA book
- **Web2.0** Contribution 2010 Edwin Biemond – Whitehorses: blog, twitter, wiki

Thanks to the whole community for their contribution! Thanks to the whole product management and development team for the support and the great products!

ior Director, interviews Lucas Jellema (OTN Live 2010)

Content Catalog & Suggest-a-Session

As ably reported in the Oracle Technology Network blog, the Oracle Develop Conference's content catalog is now public (as are the catalogs for JavaOne and Oracle OpenWorld), meaning you can now explore technical sessions scheduled for the conf to your heart's content.

"But something's missing", you may tell yourself. "Where is my favorite subject, the one I happen to also be an expert on?" Well, there's good news for you, too: The Suggest-A-Session project has returned.

It works thus: Submit a session idea via Oracle Mix and ask your colleagues, Oracle Mix community, friends and anyone else you know to

You must be an Oracle Mix member to vote.) Voting is open through June 20. For the most sions will be selected for the Oracle Develop Conf (or Oracle OpenWorld) official agenda.

le have already jumped into this loophole, including Oracle ACE Marco Gralike, who has

Sessions

- Xenogenetics for PL/SQL: Infusing with Java Best Practices and Design Patterns Lucas Jellema, Alex Nuijten September 20, 2010
- Forms2Future: Journey into the Future for Organizations on the Oracle Platform Peter Ebell, Lucas Jellema September 21, 2010
- Why and How to Engage a Complex Event Processor from a Java Web Application Lucas JellemaLucas Jellema September 21, 2010
- Modern Community-Based Customer Relations with Oracle WebCenter's Spaces Lucas Jellema September 23, 2010
- Oracle SOA Suite 11g Meets Oracle Business Process Management 11g Lucas Jellema September 23, 2010

Sessions

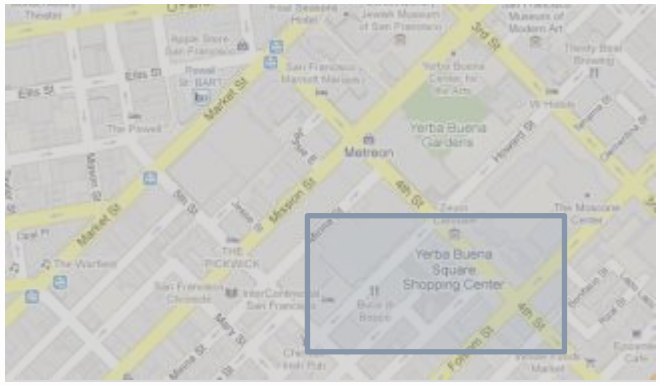
- Web-Service-Based Oracle ADF Business Components Aino Andriessen September 20, 2010
- Oracle Application Development Framework Build Process Using Maven and Hudson Aino Andriessen September 23, 2010

Sessions

- Interfacing with Your Database via Oracle XML DB Marco Gralike September 22, 2010

AMIS@OOW...Advantage...?

Agenda


Yerba Buena Gardens
Metreon
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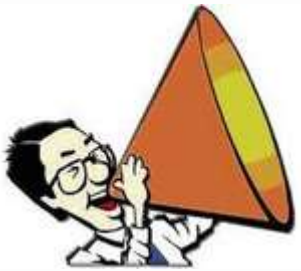
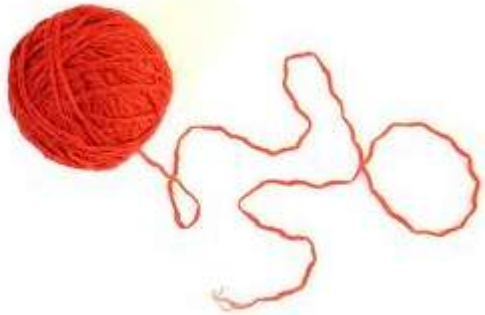
AMIS
OPEN WORLD

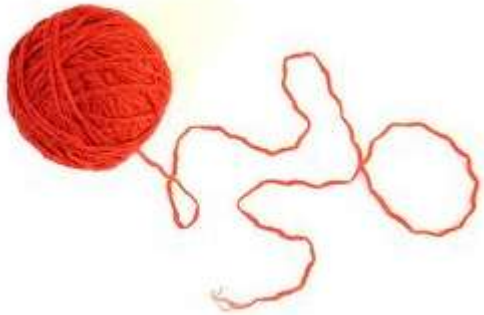


Objectives Oracle

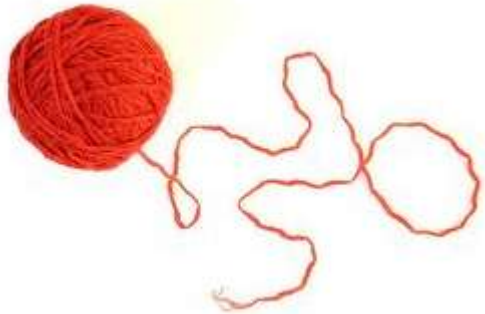


- Complete absorption of Sun
- Credible Hardware & Virtualization strategy
- Push Oracle's definition of the cloud
- Extend 'EXA' Appliance initiative
- Revitalize Java Community and Platform
- Launch Fusion Applications
  - Proof for Fusion Middleware stack

Themes

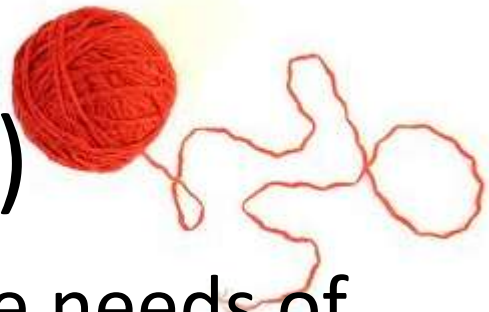


Cloud



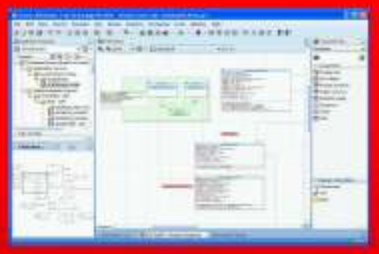
- Enterprise Cloud or Private Cloud
  - Consolidate on centrally managed infrastructure
  - Within Virtualized environments
  - Lower Administration effort
- Scale dynamically between applications & departments within fixed enterprise boundaries (hardware & licenses)
- SaaS – SalesForce.com

Customization (or: configurability)



- Tailor (standard) applications to the needs of various user groups or users
- Provide Design Time @ Run Time facilities
  - Look & feel, page composition, business logic, content, security (provisioning)
- Functional Application Administration becomes a powerful job!
- Customization embedded in FMW and leveraged in Fusion Applications: cloud-enabled

Application Configurability



Developer

Business User Extensibility

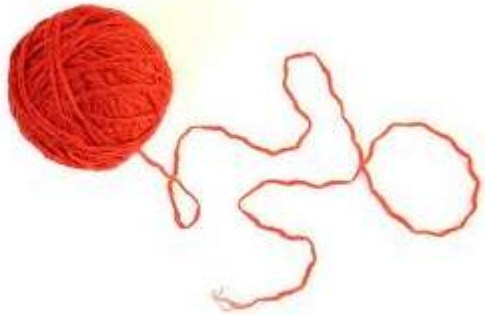
Open Scripting – Groovy, Java, Other Languages

Data Model	Business Logic	User Interface	Business Process	Business Intelligence

Layered, Multi-tenant Aware Metadata Customization

Unified Multi-Tenant Aware Metadata Manager

Cores



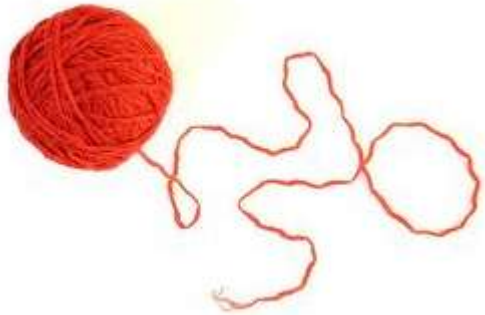
- Moore's Law = Cores' Law
  - Cores do not get faster
  - Computing capacity can be increased only by using multiple cores
- Multiple cores change some rules of the game
  - Parallellization, multiple threads, concurrency
  - Licensing….
- Themes for O/S, VMs and the Java language: deal with (large numbers of) cores

Consolidation

- Stabilize organization, portfolio & technology stack
  - Complete integration of Sun, BEA, Stellent, Golden Gate, MySQL, AmberPoint, …
  - The Oracle Tax

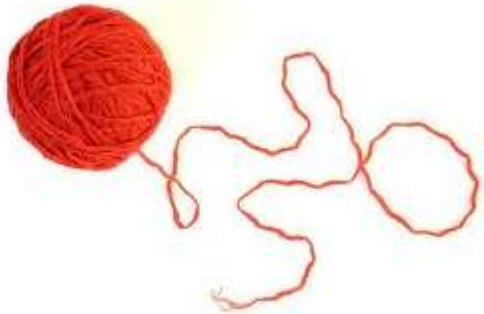
- Outline strategy for products (hardware & software)
- Stable baseline for the FMW & Database stack
  - RDBMS 11gR2 PS2 and FWM 11gR1 PS3
- Focus on productivity, ease of use, footprint

Competition



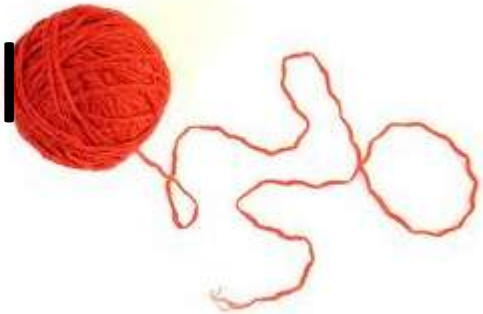
- SalesForce.com
- IBM
- SAP

Complete



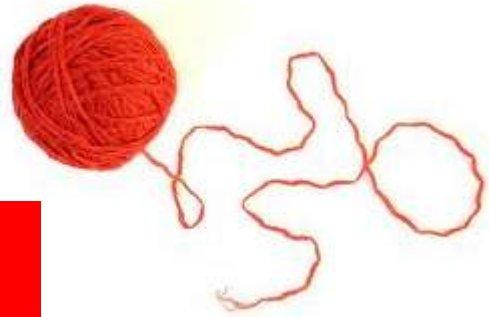
- Software. Hardware. Complete.
  - Engineered to work together

Cross Stack Control



- End-to End transaction monitoring
  - From BTM (pka AmberPoint) to DTrace
- Also: (pro-active) patching
- And: one stop problem fixing (finger pointing)

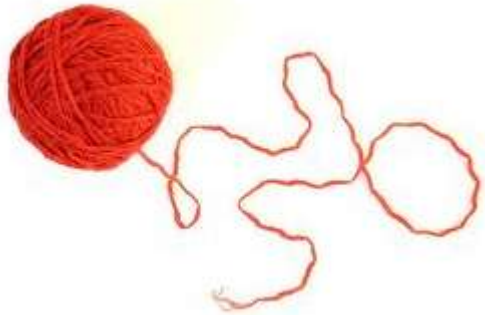
Community



- Bring Java into the fold
  - Community
  - JCP partners

- Keep Oracle Apps users in the fold
  - And (return) Sun customers
- Build the Oracle FMW community
  - Developers and partners

Continuity and Evolution



- Given where we are today
  - Based on 5, 10, 15 or more years of applying Oracle technology (RDBMS, Forms, …)
- Where do we go from here?
  - Why? When? How? Whereto?
- Addressing new business requirements
  - Not applying technology for technology's sake

Stars of the Show

- EXA*** (high end appliance)
- BPM 11g (business process management/ modeling)
- HTML 5 – the future of rich browser applications (and the way into i-devices)
- Oracle Virtual Machine & Oracle Linux
- WebLogic Server
- ADF

Stars of the Show

- Java
  - Community
  - Enterprise
  - SE
  - Real Time
  - Rich UI
  - Scalable
  - Multi-core

Stars of the Show

- iPad

News & Rumors

- Q1 results of Oracle

- Mark Hurd

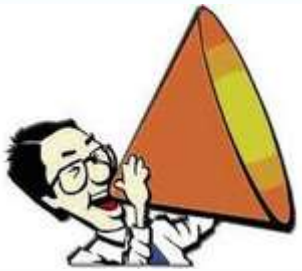
- James Gosling

News & Rumors

- Oracle vs. Google

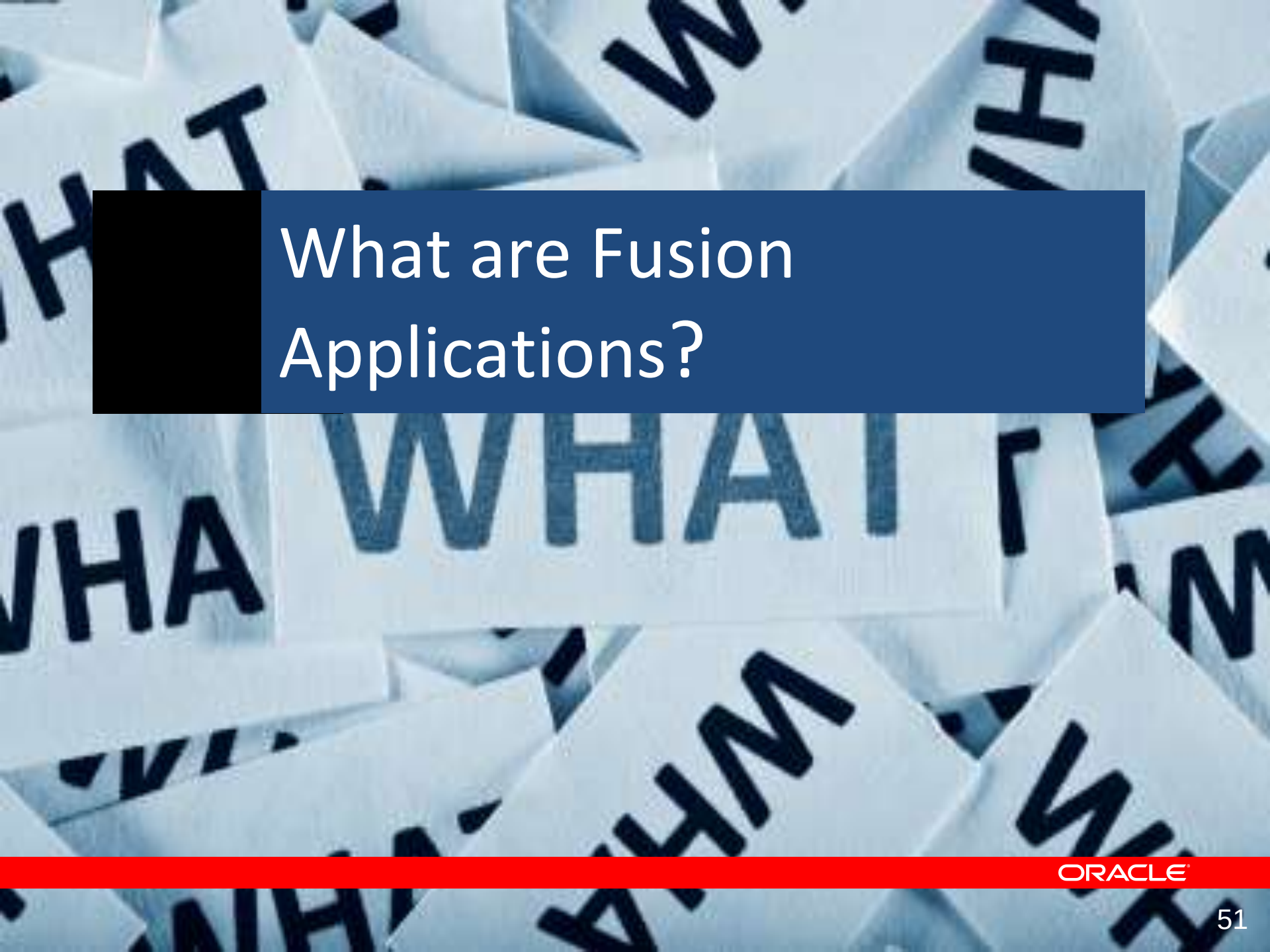
News & Rumors

- New acquisitions??:
  - EMC (owner of VMware, owner of SpringSource)
  - SalesForce.com
  - Chip-designer/manufacturer?

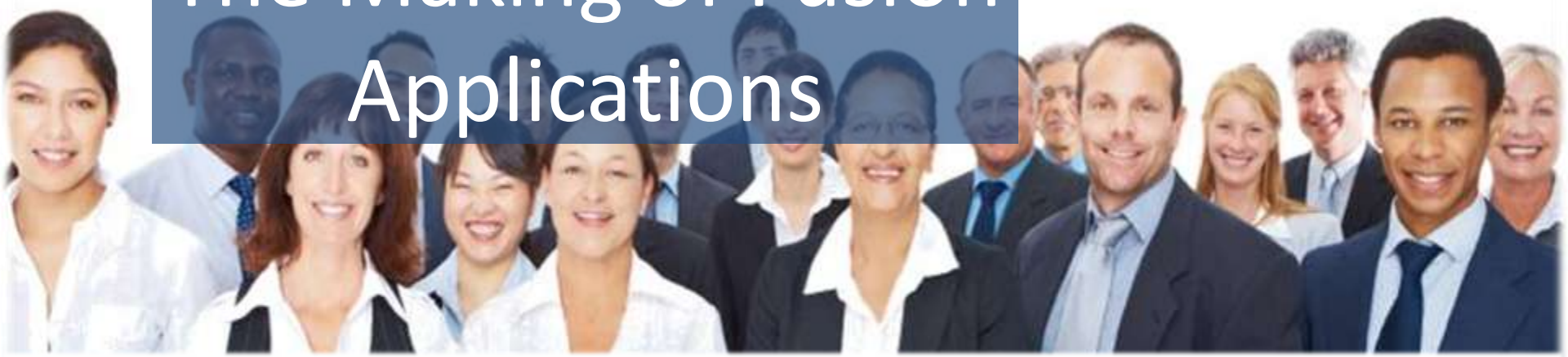


Fusion Applications

- Start roll out Q4 CY 2010
- General Availability Q1 CY 2011
- Stack: FMW 11gR1 PS3 & DB 11gR2 PS 2
- 7 product families, 100+ modules
- Cloud-ready & service enabled
- Web 2.0, Enterprise 2.0


What are Fusion Applications?

The Making of Fusion Applications



Started with a Modern Platform

Industry-leading, standards-based, configurable, adaptive and secure Fusion Middleware

Built Best Practice Business Processes Based On Hundreds of Years of Learning

E-Business Suite, PeopleSoft, JD Edwards, Siebel

Reinvented the User Experience

Role-based user interface, embedded decision support, pervasive collaboration

Made Ready for the Cloud

Private or public cloud

All in Collaboration with Oracle's Customers and Partners

Fusion Applications

The New Standard for Business

The New Standard for Innovation

Complete applications platform that adapts to your business

The New Standard for Work

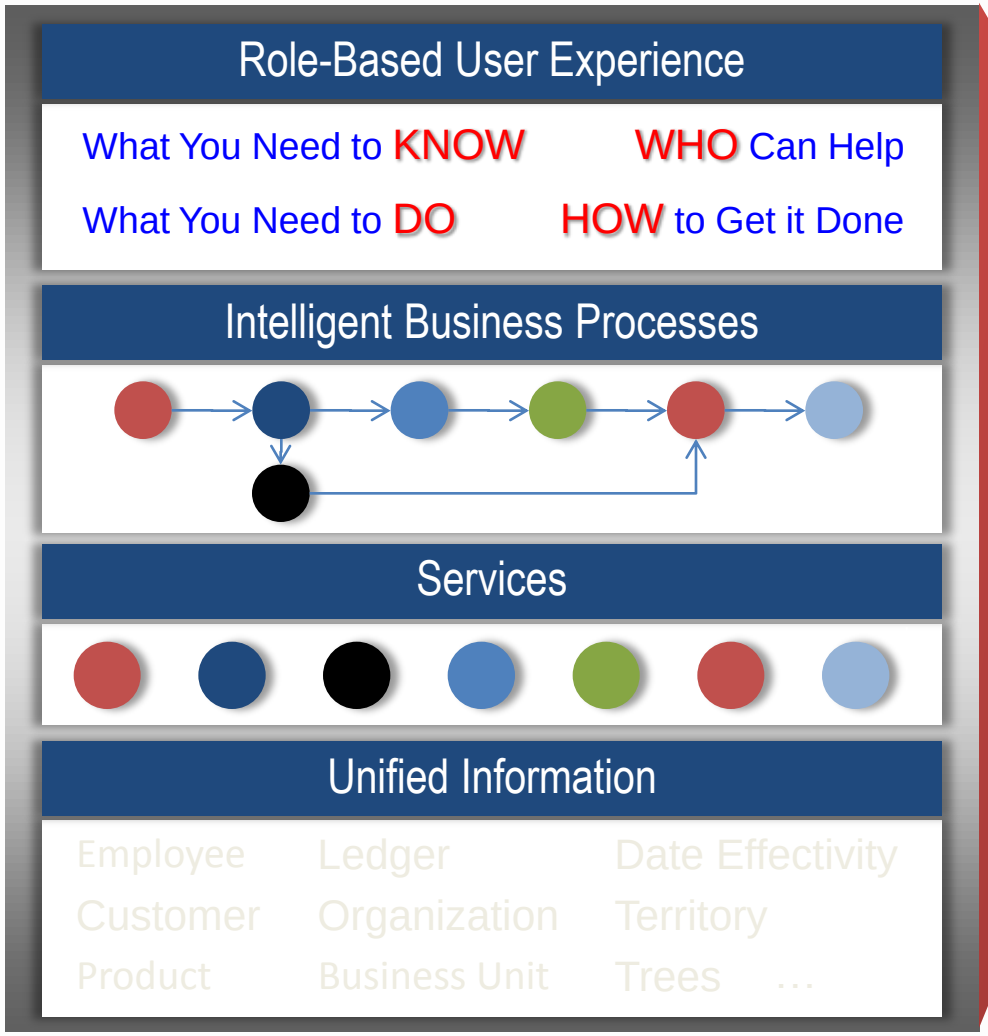
Complete user experience that shows what you need to know or do

The New Standard for Adoption

Complete choice of options, from cloud to device and suite to module

The New Standard for Innovation

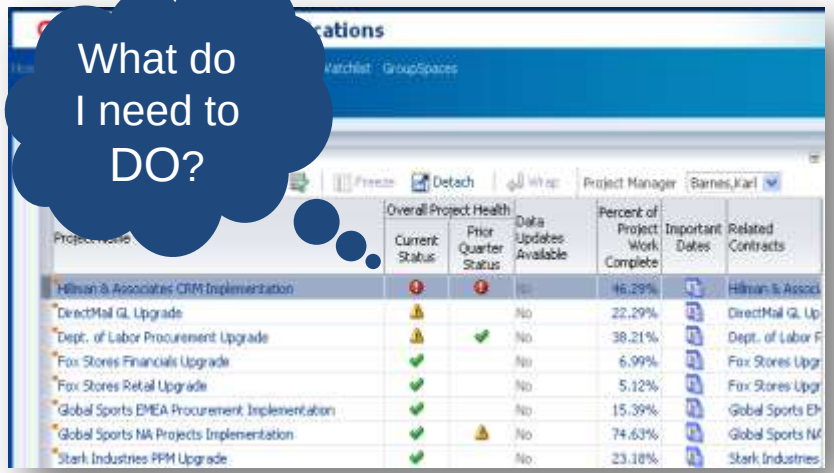
Complete Applications Platform



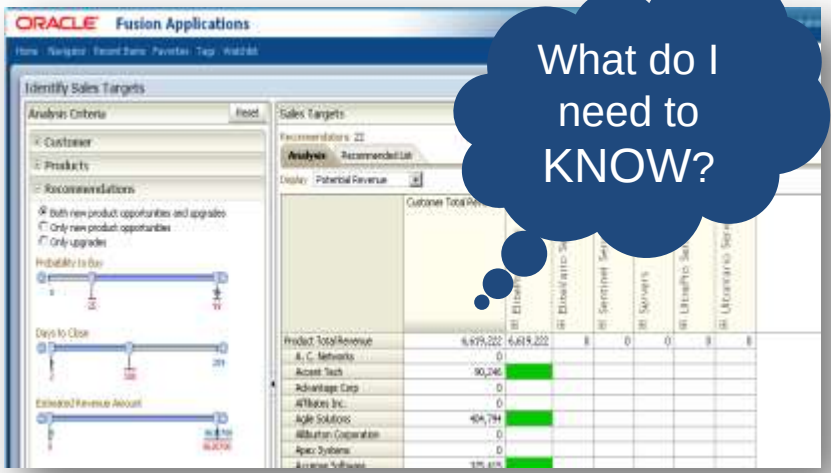
100% Open Standards

Java, BPEL, XML, HTML, AJAX, Portlet, RSS, Mobile, etc.

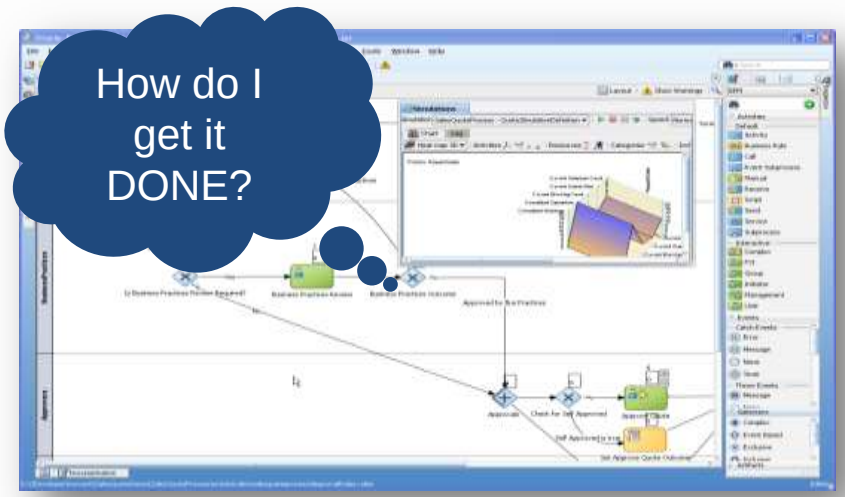
The New Standard for Work



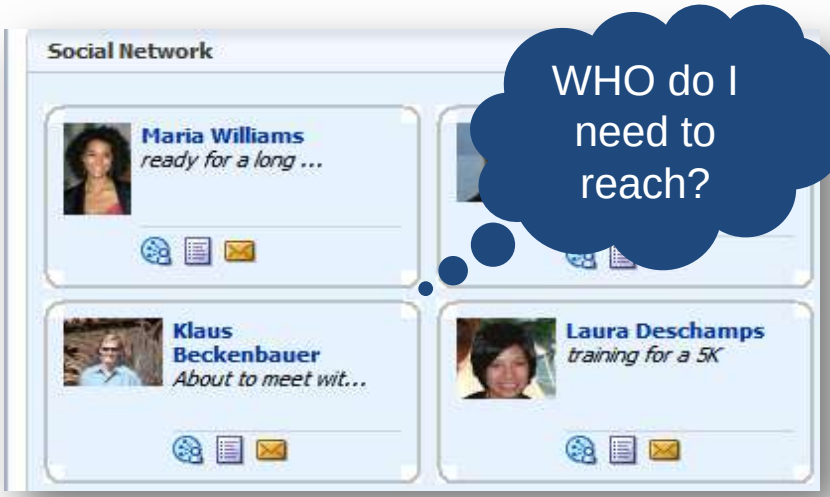
Exception-based Management



Embedded Business Intelligence



Configurable Applications & Processes



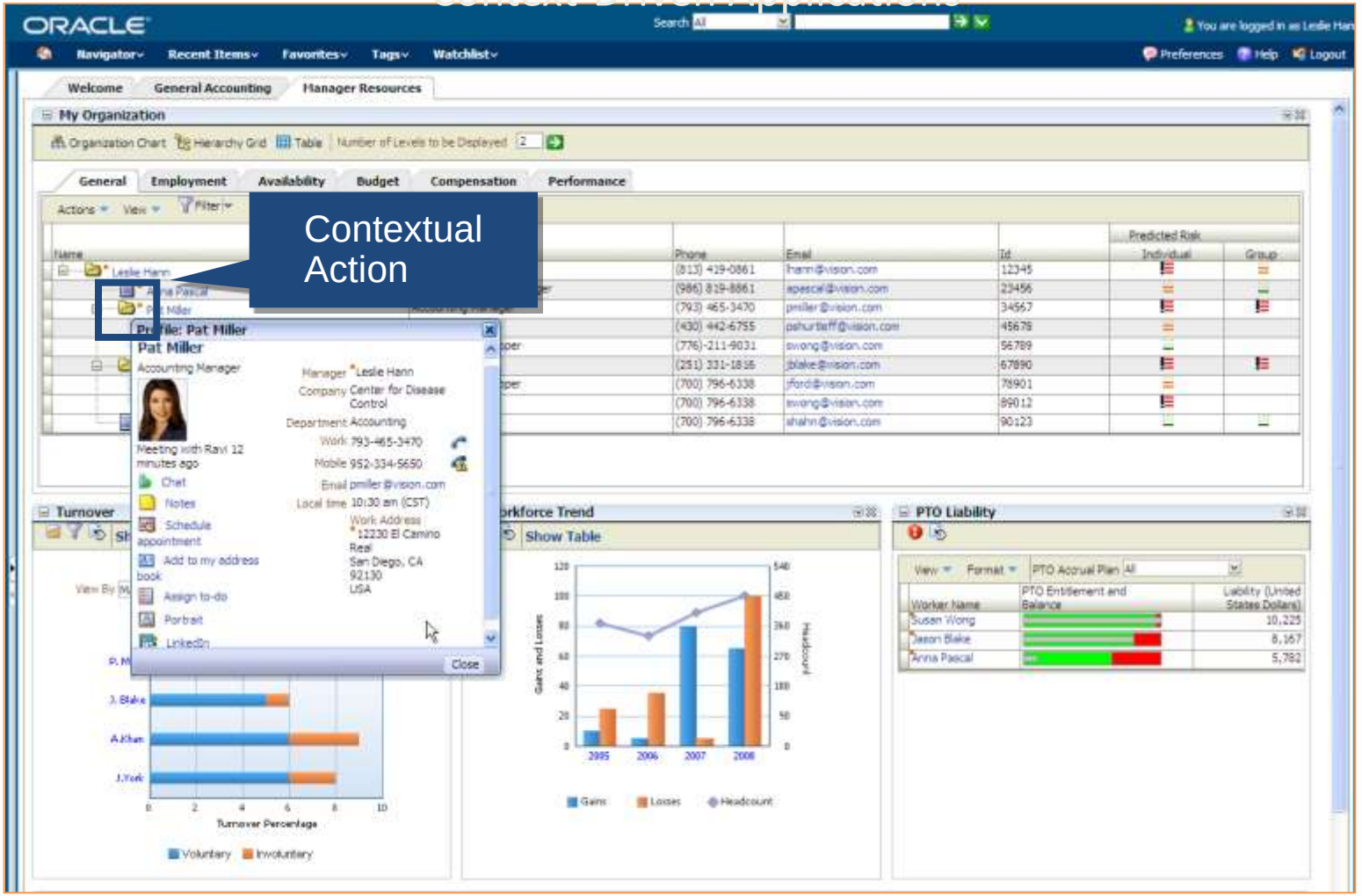
Embedded Collaboration

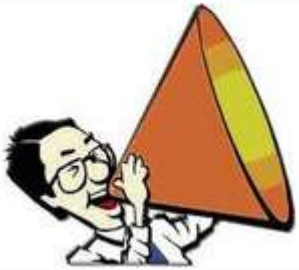
The New Standard for Work

Role-Based User Experience

The New Standard for Work

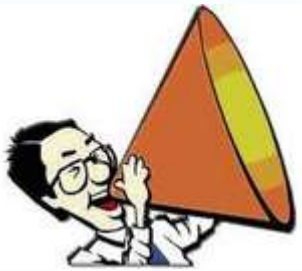
Context-Driven Applications





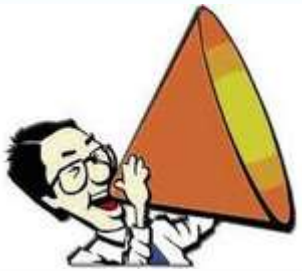
Java & JEE

- Java SE 7 – Summer 2011
- Java SE 8 – Summer 2012
- Java SE 9 – Summer 2013
- JavaFX – Summer 2011 and Summer 2012
  - Integrated into Java SE
- JEE process moving again (towards JEE 7)
- New Graphics Engine (replace AWT/Swing engine) – 2D/3D, use hardware accelerator



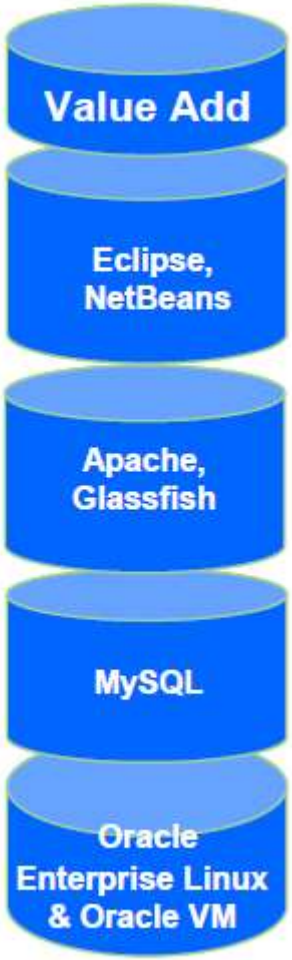
Java & JEE

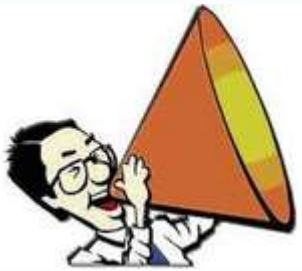
- SUN Hotspot JVM & JRockit JVM converge
  - Based on OpenJDK
  - For Java 7, 8 and beyond
  - JRockit Mission Control and other enterprise level management tools for Hotspot JVM
- Glassfish and WebLogic 'exchange' functionality
  - 2 new Glassfish releases in 2011
  - WLS 12c (december 2011?) will be JEE 6



MySQL

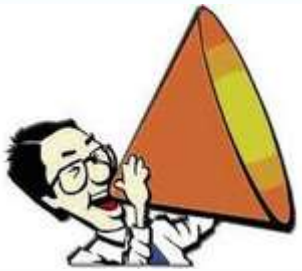
- Release 5.5
- 24/7 Oracle World Wide support
- InnoDB as default database engine
  - Foreign Keys, ACID transactions, crash recovery
- New functionality around clustering, recovery and managebility
- Note: Google and MySQL





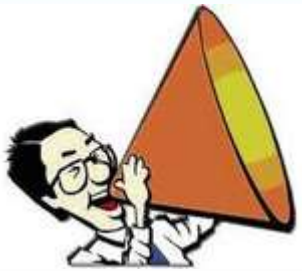
Oracle Linux

- New Unbreakable Linux Kernel
  - Optimized for Exalogic
- Based on main Linux line
- Diverge from REL 5



Exalogic

- Cloud in a Box
- Appliance:
  - Lots of Memory, Flash (Solid State) Memory, Huge Disk, Inifiniband connections
  - Many cores (320)
  - Oracle Linux,
    Oracle VM,
    Oracle JRockit JVM,
    Oracle WebLogic



Exalogic

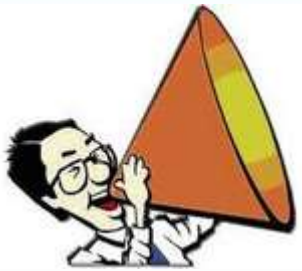
Oracle Exalogic Elastic Cloud

- Fastest Java PerformanceBest Java Cost/Performance100% Fault Tolerant & Scalable On-DemandSoftware BreakthroughsNetwork Performance with Zero Buffer CopiesParallel Workload SchedulingDynamic Workload Balancing and Transaction Affinity with DatabaseBuilt in Application & Network Isolation for Consolidation

Oracle Weblogic Server Grid
- 30 Compute Servers; 360 Cores
- 2.8 TB DRAM
- 960 GB Solid-state Disk

Infiniband Network
- 40 Gb/sec Inifiband Links
- 1.2 micro second latency
- 10 Gigabit Ethernet out

Integrated Storage Appliance
- Software Images & Application Files
- Patch Centrally
- 40 TB SAS Disk Storage
- 4 TB Read & 72 GB Write Caches

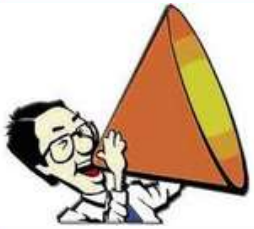


Exadata – V2-8

Exadata: Oracle's Most Successful New Product

Extreme Performance

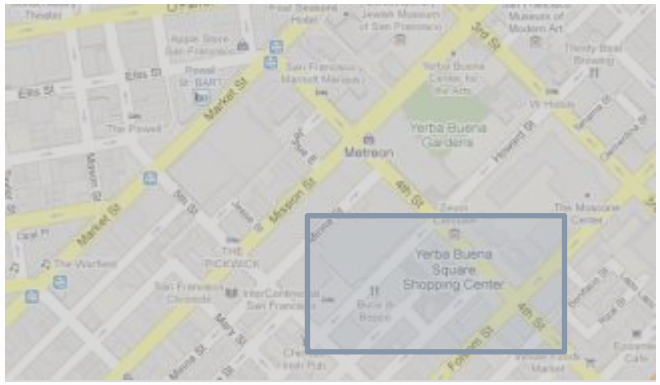
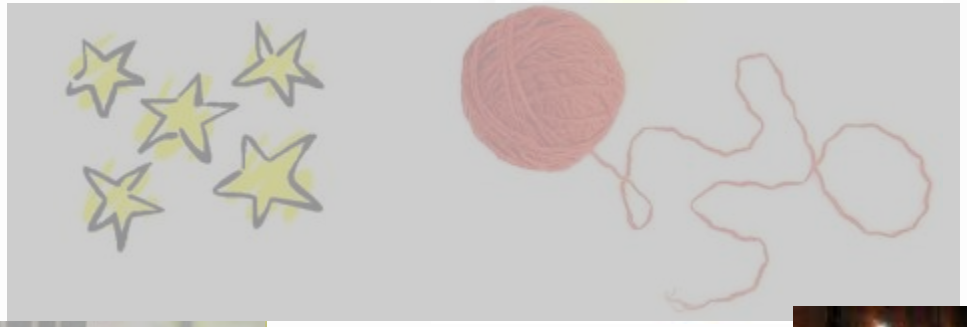
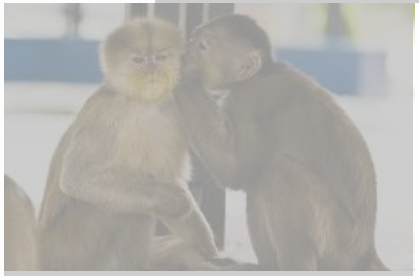
BNP PARIBAS CORPORATE & INVESTMENT BANKING
中国移动通信 CHINA MOBILE
MERCK
P&G
Carrefour
SOGETI
CommonwealthBank
SoftBank
SK telecom
LinkShare
ASIANA AIRLINES
FamilyMart
Sears
THOMSON REUTERS
TUI
OSI RESTAURANT PARTNERS, LLC
AMTRAK
Bank of America
Virgin mobile
KnowledgeBase Marketing
HISCOM
TURKCELL
BANCO AZTECA
PSBank
AFG



Additional

- All Oracle Apps products have new releases
  - Lot of FMW 11g integration (UCM, SOA Suite,…)
  - EBS will go to Forms 11g on WLS (2012?)
- Database Firewall – trap SQL Injection
- Data Integration strategy: GoldenGate & ODI
- Solaris 11
- Sparq Roadmap (100s of cores)
- Virtualization: OVM, VirtualBox, Solaris Container, Virtual Assembly Builder

Agenda


Yerba Buena Gardens
Metreon
Yerba Buena Square Shopping Center

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