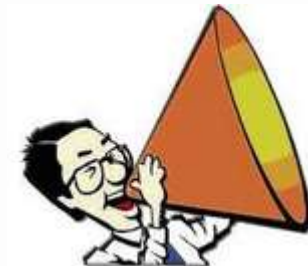


The AMIS Report from Oracle Open World & JavaOne 2010

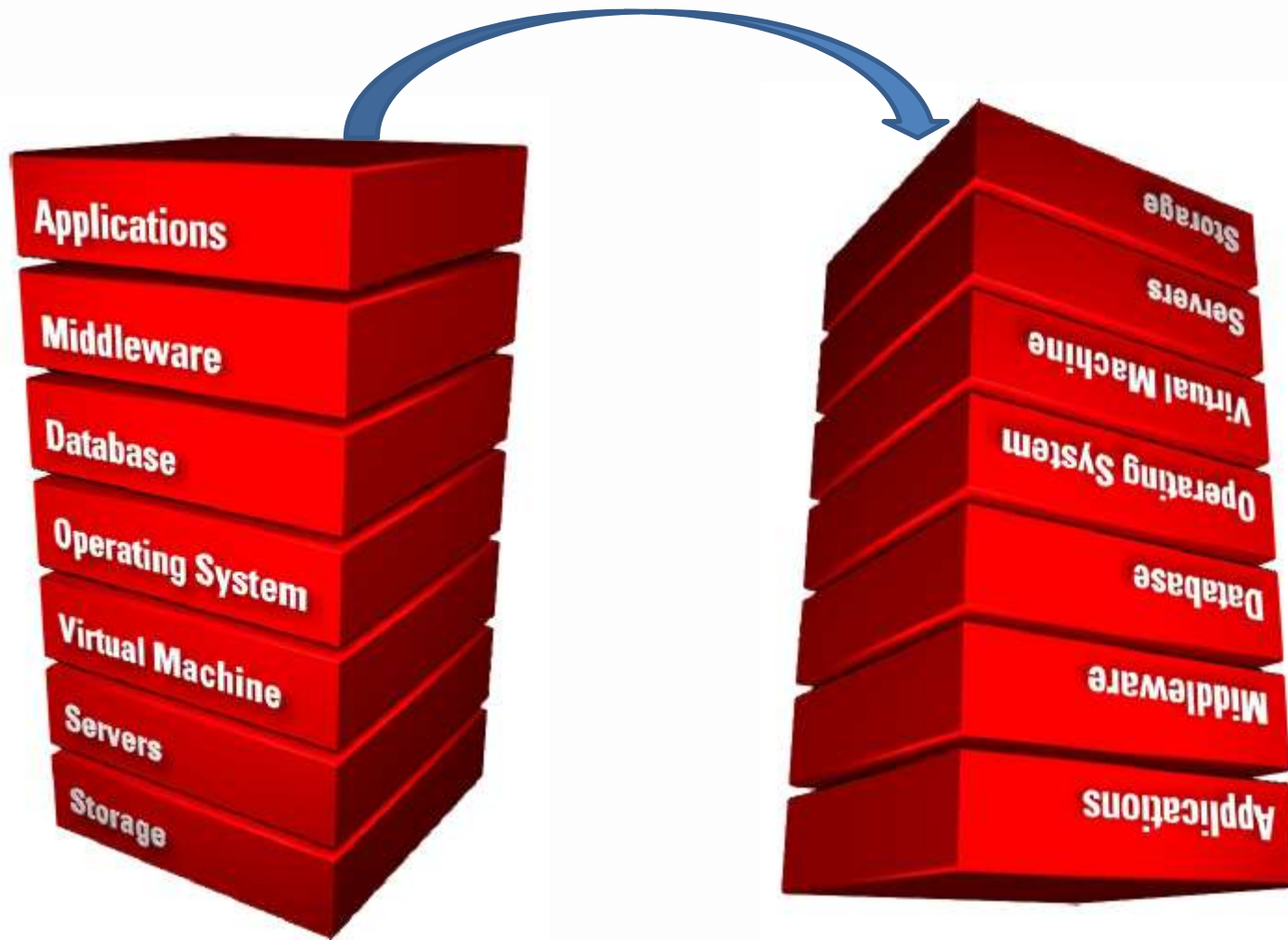


Aino Andriessen, Peter Ebell,
Alex Nuijten, Marco Gralike
& Lucas Jellema

Agenda



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

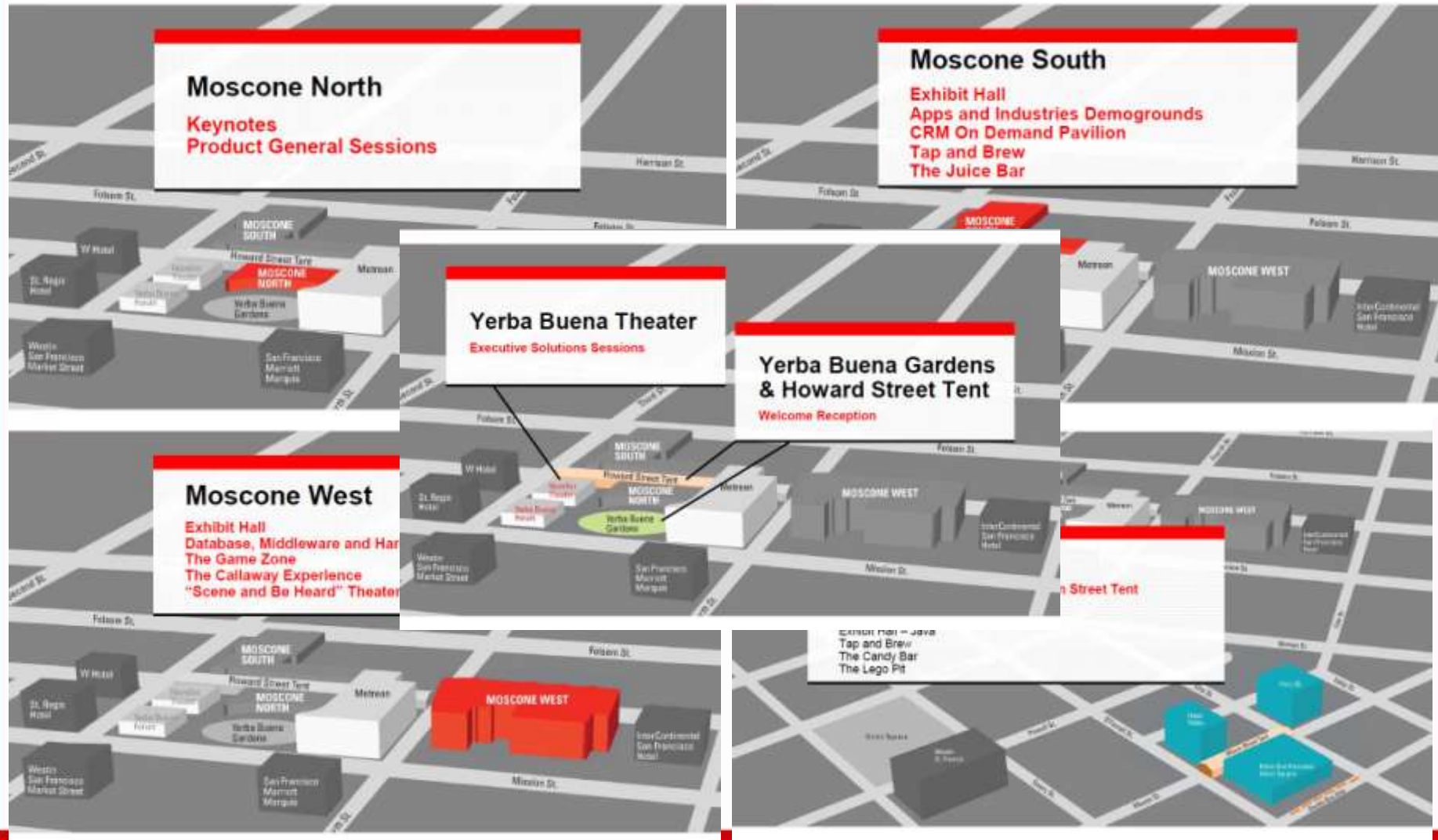
ORACLE

ORACLE

OPEN

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**

2,300
Hours

58
Weeks

726,000
Seats

ORACLE

The Keynotes

SUNDAY

ORACLE
OPEN
WORLD



Larry Ellison
CEO

TUESDAY

ORACLE
OPEN
WORLD



Thomas Kurian



Intel
Thomas Kilroy
SVP & GM

WEDNESDAY

ORACLE
OPEN
WORLD



Dell
Michael Dell
CEO, Dell



Larry Ellison



Infosys
Kris Gopalakrishnan
CEO & Managing Director



JavaOne

ORACLE
DEVELOP



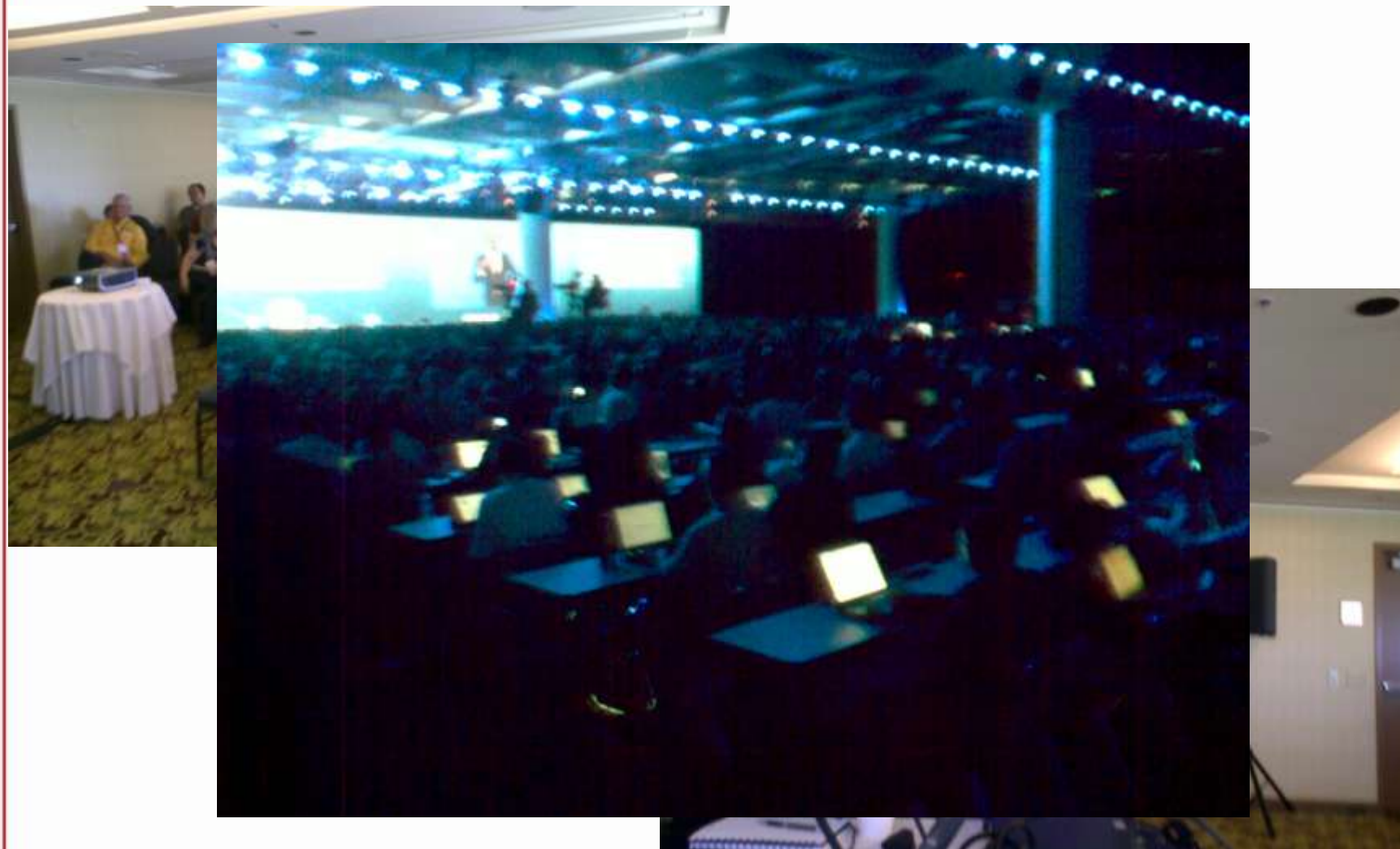
RALLY

Ted Farrell



Ryan Martens
Founder & CTO, Rally Software

The Sessions



The Events







ORACLE
OPEN
WORLD

BLACK
EYED
PEAS

APPRECIATION EVENT Sponsored by



ORACLE
OPEN
WORLD

A promotional graphic for the Oracle Open World event. It features a large, 3D red block with the text "ORACLE OPEN WORLD" in white and black. To the right is a portrait of Don Henley wearing sunglasses, with his name "DON HENLEY" in large, 3D white letters in front of him. The background is dark with red and white light flares.

ORACLE
OPEN
WORLD

DON
HENLEY

ORACLE
OPEN
WORLD

APPRECIATION EVENT Sponsored by



ORACLE OPEN WORLD

STEVE MILLER BAND



APPRECIATION EVENT Sponsored by



ORACLE
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WORLD

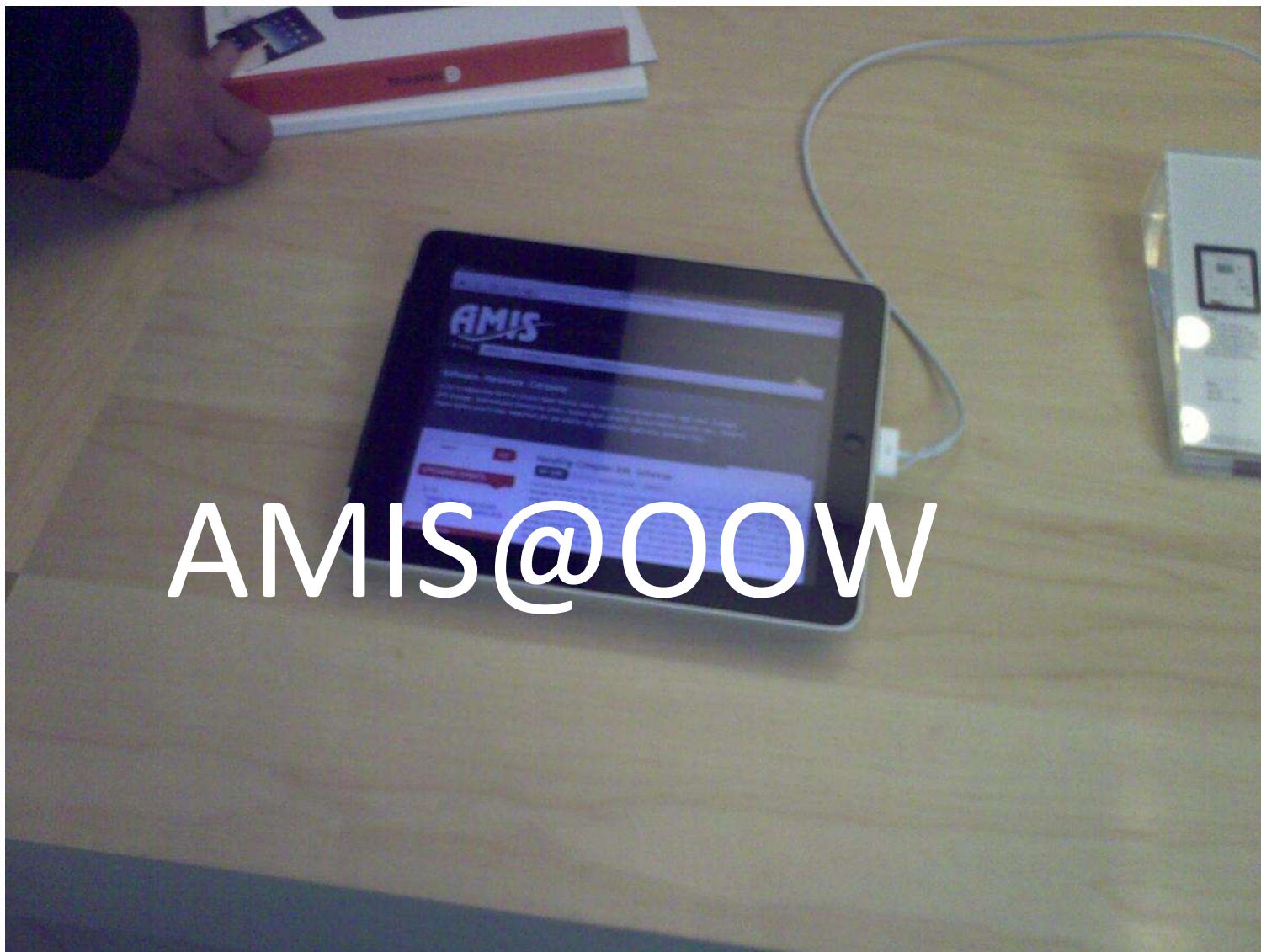
MONTGOMERY
GENTRY

APPRECIATION EVENT Sponsored by



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OPEN
WORLD











NIDA











MASON
CLOSED
AHEAD

ORACLE

ENTE

TOYOTA
RENTALS
\$24.99

HOTEL

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
5313335	Developing Large Oracle Application Development Framework 11g Applications	Andrius Baranovskis, Red Sun Consulting
5310641	Renogenetics for PL/SQL: Infusing with Java Best Practices and Design Patterns	Lucas Jellema, AMIS, Alex Nuijts
5317171	Building Secure Multimedia Web Applications: Tips and Techniques	Martel Kratochvil, Pictio; Meli Annemalai, Oracle
5315680	Database Applications Lifecycle Management	Martelo Ochso, Facultad de Cie Exactas
5315689	Building a High-Performance, Low-Bandwidth Web Architecture	Paul Dorsey, Dulcan, Inc.
5316003	Managing the Earthquake: Surviving Major Database Architecture Changes	Paul Dorsey, Dulcan, Inc.; Mich Rosenblum, Dulcan, Inc.
5314869	Introduction to Java: PL/SQL Developers Take Heed	Peter Koletzke, Quovers
5316284	Deploying Applications to Oracle WebLogic Server Using Oracle JDeveloper	Peter Koletzke, Quovers; Duncan Oracle
5316527	Using Collections in Oracle Application Express: The Definitive Intro	Raj Mattam, Nianic Systems
5313382	Using Oracle Database 11g Release 2 in an Oracle Application Express Environment	Roel Hartman, Logica
5313757	Debugging with Oracle Application Express and Oracle SQL Developer	Dimitri Giannis, Sumnews
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 Giannis, Sumnews
5313890	Why and How to Engage a Complex Event Processor in 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 Kriess

Oracle OpenWorld - ready to start - [main](#) - [Oracle presentations @ SOA & Cloud Symposium 2010](#)

SOA Partner Community Awards 2010

By [Andrius Baranovskis](#) on September 22, 2010 1:36 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](#), [Sty for embedding our SOA as ISV](#). And the winners are:

- **SOA 11g Griffith rival:** [Mark Simpson](#) for the SOA Suite 11g project at Wesleyan Insurance and Mobility Operations, UK
- **BPM 11g eProveed:** [Gert-Jan de Lamske](#) for the BPM 11g project in Production at Herstal
- **OSB 11g Invada:** [Guido Schmitz](#) several OSB 11g project at Wincard, Swiss Army, and Swiss RHB and Swiss Driver License
- **Specialization OPITZ CONSULTING:** [Tordis Wenterberg](#) 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:** [Rad Samra](#) consulting [Andrius 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:** [Sven Bensch](#) - Web2.0 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!



for Director, interviews Lucas Jellema (OTN Live 2010)

Content Catalog & Suggest-a-Session

0:51 PM

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 be an Oracle Mix member to vote. Voting is open through June 20. For the most votes 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 Jellema](#)[Lucas 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

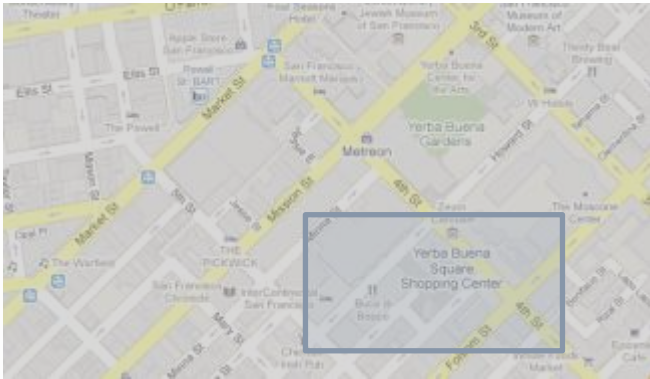
Sessions

- Interfacing with Your Database via Oracle XML DB [Marco Gralike](#) September 22, 2010

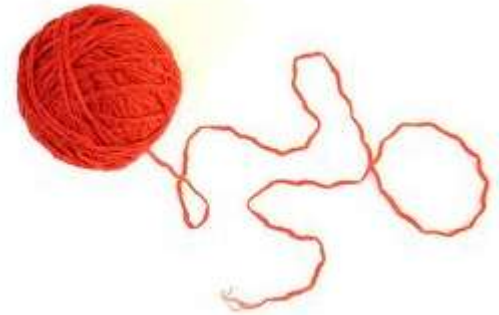
AMIS@OOW...Advantage...?



Agenda



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

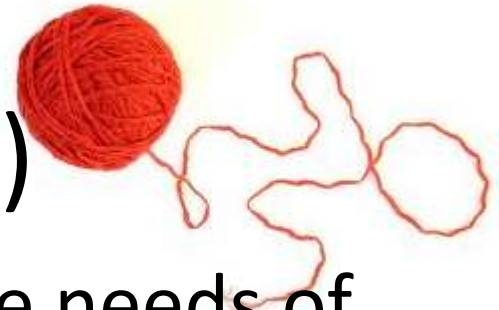


Cloud



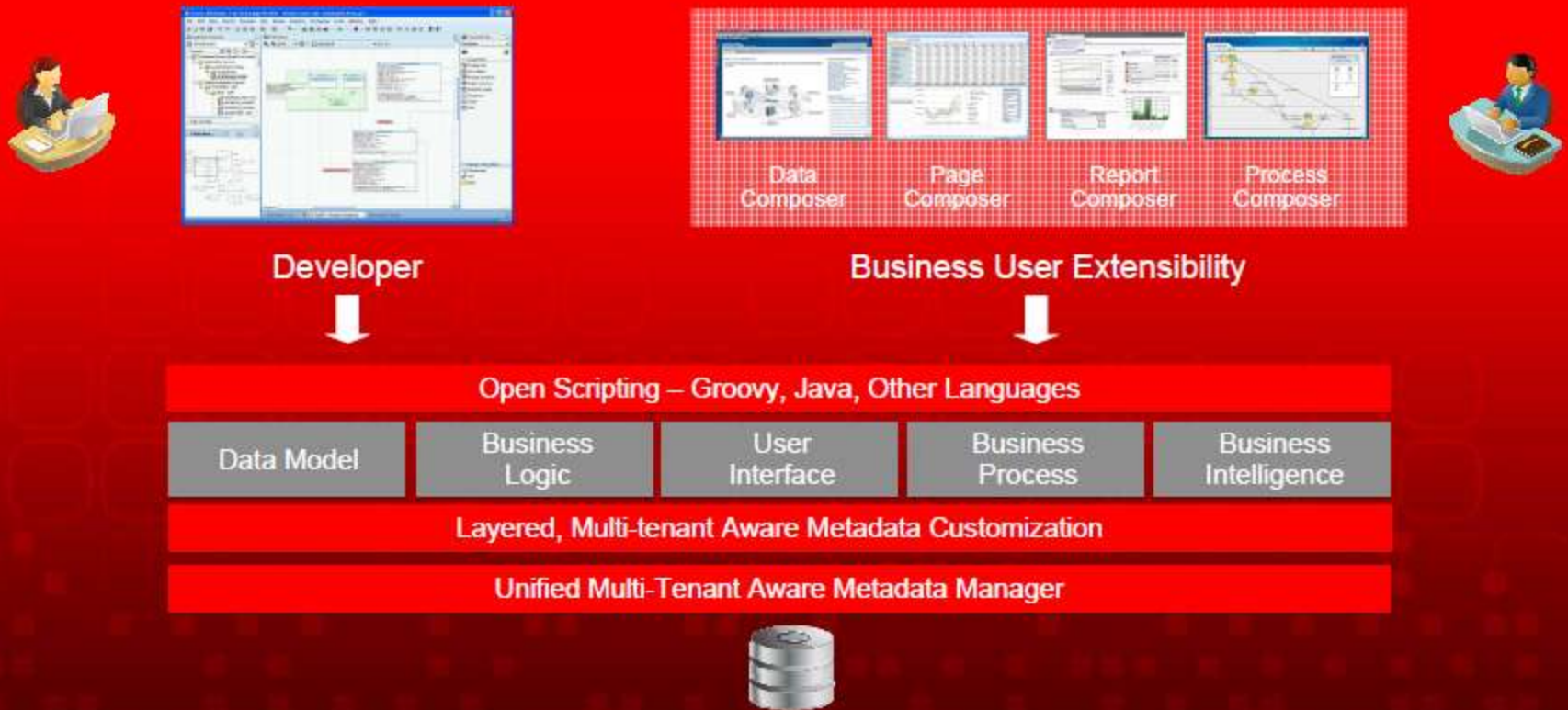
- Enterprise Cloud or Private Cloud
 - Consolidate on centrally managed infrastructure
 - Within Virtualized environments
 - Lower Administration effort
- Scale dynamically between applications & departments within fixed enterprise boundaries (hardware & licenses)
- SaaS – SalesForce.com

Customization (or: configurability)

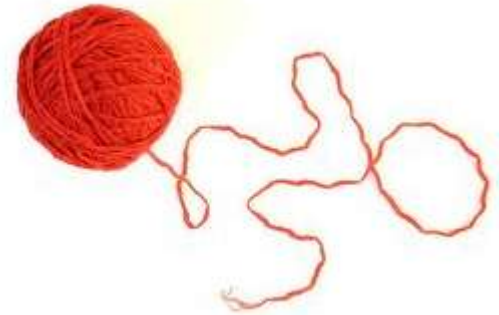


- Tailor (standard) applications to the needs of various user groups or users
- Provide Design Time @ Run Time facilities
 - Look & feel, page composition, business logic, content, security (provisioning)
- Functional Application Administration becomes a powerful job!
- Customization embedded in FMW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

Application Configurability

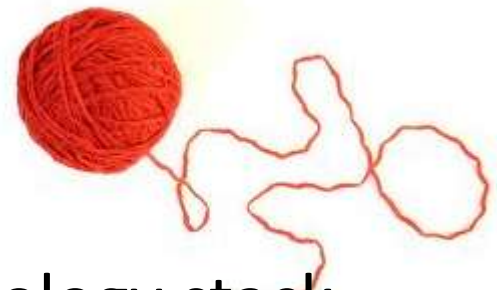


Cores



- 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
 - Parallelization, multiple threads, concurrency
 - Licensing....
- Themes for O/S, VMs and the Java language: deal with (large numbers of) cores

Consolidation



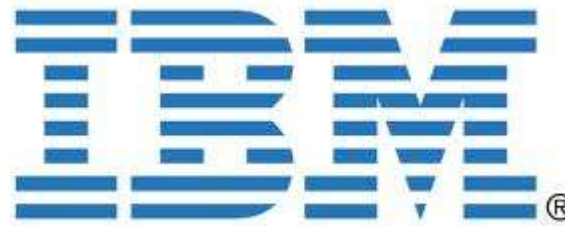
- Stabilize organization, portfolio & technology stack
 - Complete integration of Sun, BEA, Stellent, Golden Gate, MySQL, AmberPoint, ...
 - The Oracle Tax
- Outline strategy for products (hardware & software)
- Stable baseline for the FMW & Database stack
 - RDBMS 11gR2 PS2 and FWM 11gR1 PS3
- Focus on productivity, ease of use, footprint



Competition



- SalesForce.com
- IBM
- SAP



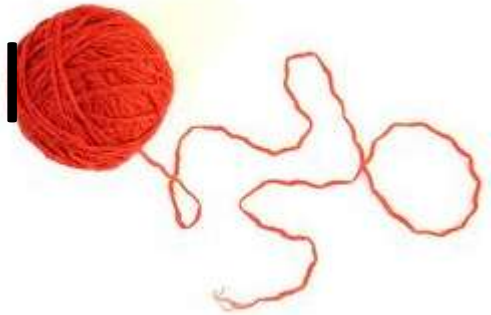
Complete



- 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



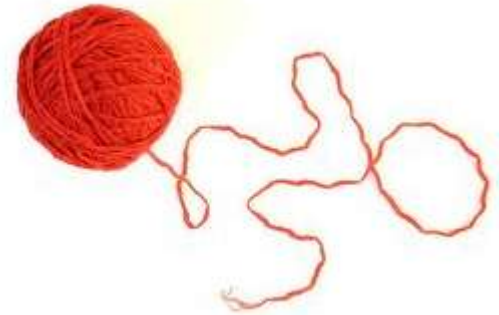
116
Countries
Represented

59%
Of the World's
Countries

41,000



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



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

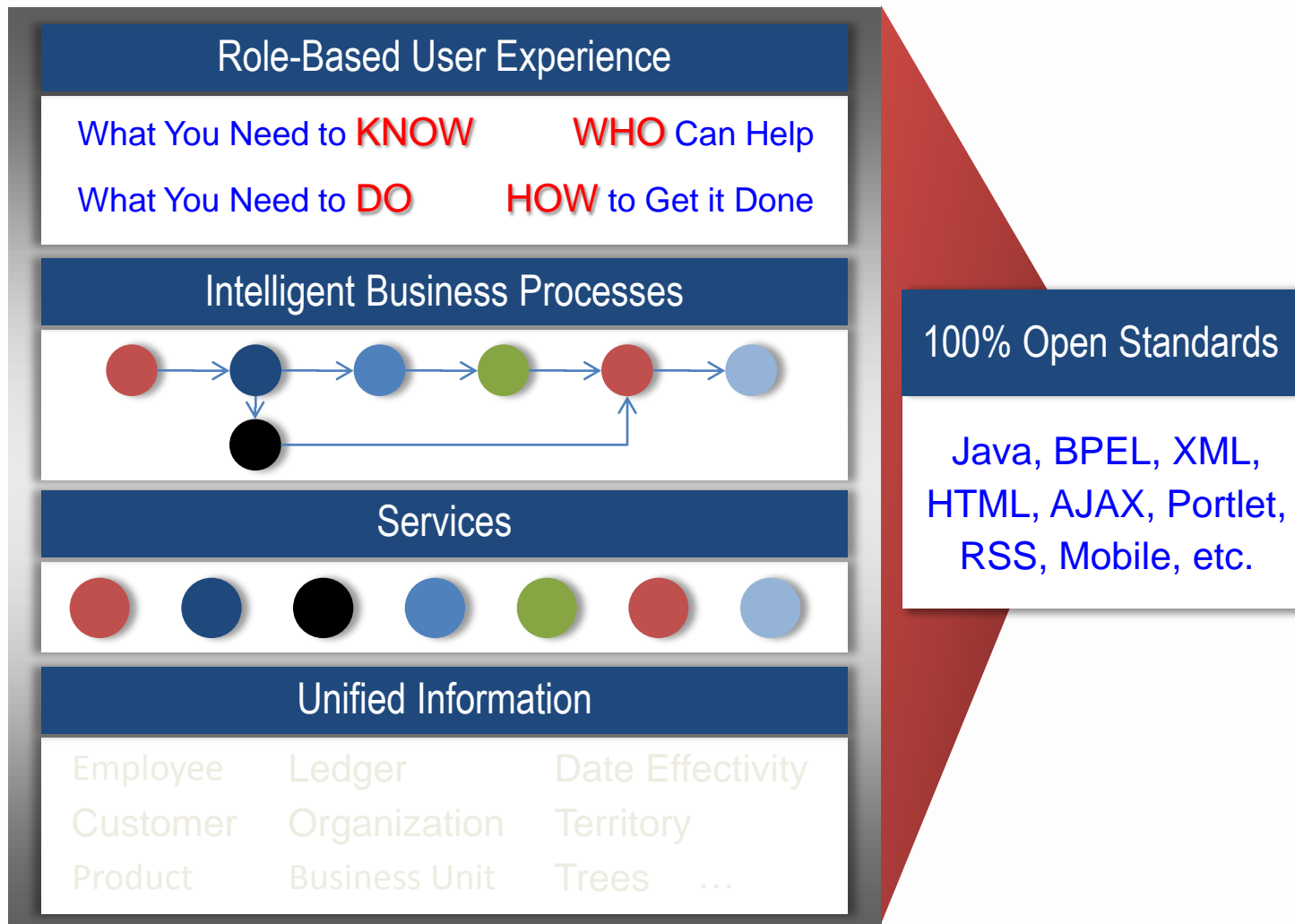
The New
Standard for
Adoption



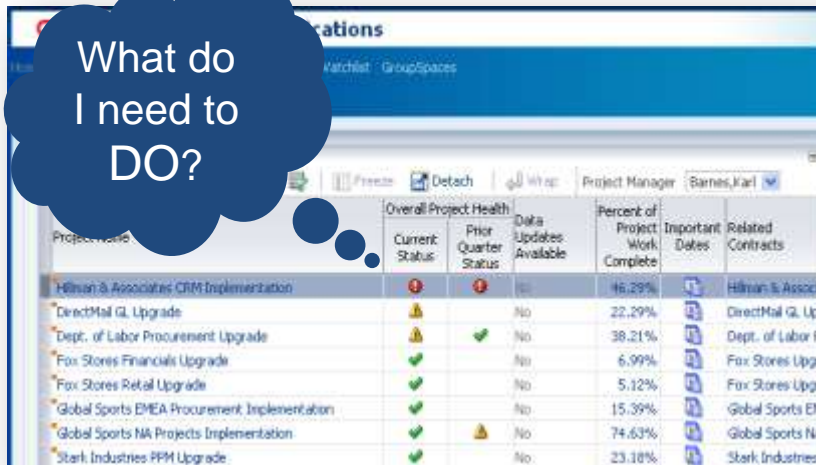
Complete choice of
options, from cloud to
device and suite to
module

The New Standard for Innovation

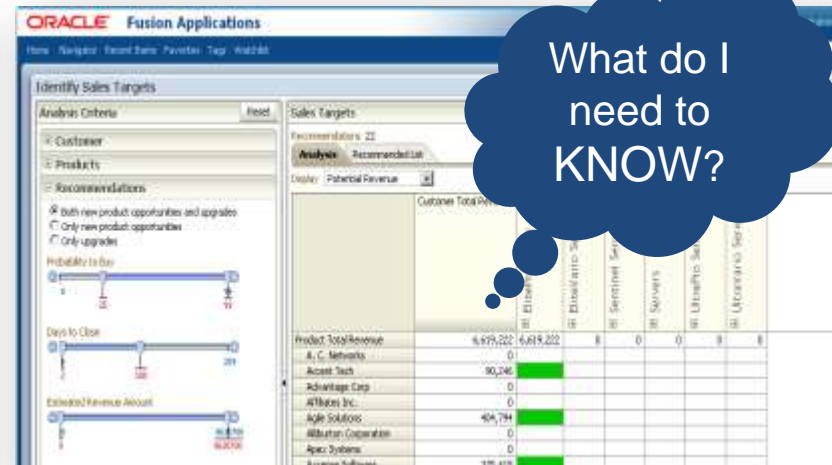
Complete Applications Platform



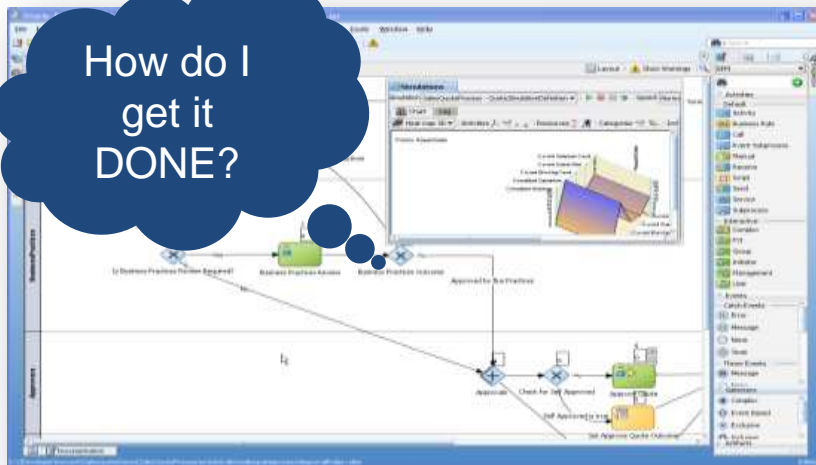
The New Standard for Work



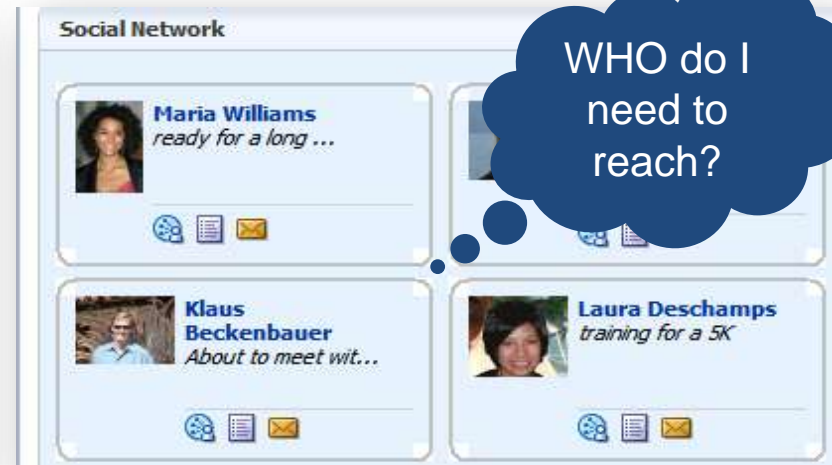
Exception-based Management



Embedded Business Intelligence



Configurable Applications & Processes



Embedded Collaboration

The New Standard for Work

Role-Based User Experience

The screenshot displays the Oracle AMIS application interface, which is designed for a role-based user experience. The interface is divided into several sections:

- Top Navigation Bar:** Includes the Oracle logo, tabs for "Welcome", "General Accounting", and "Manager Resources", and a user profile section for "Terry Lucca" with links for "Personalization", "Administration", "Help", and "Logout".
- Left Sidebar:** Contains a "Watchlist" with sections for "Notifications" (6 Manager, 4 Requir), "Goals" (2 Employee Goals Require Approval, 2 Organization Goals Published, 3 New Goals Shared), "Expenses" (1 Requesting Information, 2 Rejected, 5 Drafts Pending Submission), and "Awaiting Completion" (My Benefits, My Profile). Below this is a "Reports & Analytics" section with a folder tree (My Folders, Shared, HCM, Financials, Misc, Procurement). At the bottom is an "Activity Stream" showing recent updates from users like Gloria, Fred Johnson, Julie Han, and Paul Myers.
- Main Content Area:**
 - Worklist: Notifications and Approvals:** A table showing various requests and approvals. A blue callout box labeled "Line of Business Role" points to the "Status" column, and another blue callout box labeled "Manager Role" points to the "From" column.

Status	Assigned To	Request	From	Sent
		Request for Terry Green (58,536.42 USD) requires app...	Requisition Appr...	Terry Green 04-08-2009 9:00
		Vacation request for Samuel Nielsen (7/21-7/28, 7 days) requires ...	Vacation Approv...	Samuel Nielsen 04-09-2009 12:00
		Requisition US9087 For Mindy Crawford (663.00 USD) requires ap...	Requisition Appr...	Mindy Crawfo... 04-10-2009 13:58
		Purchase Requisition 20305 for Joe Smith (91,022.10 INR) requir...	Requisition Appr...	Joe Smith 04-08-2009 14:08
		Job Offer U54234 for Jamie Miller requires response information	Offer Response	HROffers 04-06-2009 17:09
		Purchase Order PO234567 requires receipt confirmation	PO confirmation	Buyer 04-07-2009 8:00
		Expense EX32345 for Claudia Mendez (5,699.65 USD) requires inf...	Expense Appro...	Pat Thomas 04-08-2009 10:05
		Job offer US3522 for Matt Williams was accepted	Job Offer	HROffers 04-08-2009 12:11

 - Person Gallery:** A section titled "My Organization" showing a hierarchical organizational chart. At the top is Leslie Hann, Finance Director. Below him are four employees: Anna Pascal (Accountant), Pat Miller (Accountant), Jason Blake (Senior Manager), and Stella Hann (Accountant). Each employee card includes their name, title, email, phone number, and a "General" tab.

The New Standard for Work

Context-Driven Applications

The screenshot displays the Oracle HR Cloud user interface. At the top, the Oracle logo is visible on the left, and a search bar and user login information ('You are logged in as Leslie Hann') are on the right. Below the header, there are tabs for 'Welcome', 'General Accounting', and 'Manager Resources'. The main content area is titled 'My Organization' and includes an 'Organization Chart' and a 'Hierarchy Grid'. A 'Table' view is selected, showing a list of employees with columns for Name, Phone, Email, Id, and Predicted Risk. A 'Contextual Action' menu is open for 'Pat Miller', showing options like 'Profile', 'Meeting with Ravi 12 minutes ago', 'Chat', 'Notes', 'Schedule appointment', 'Add to my address book', 'Assign to-do', 'Portrait', and 'LinkedIn'. The menu also displays contact information for Pat Miller, including work, mobile, and email addresses, and a work address in San Diego, CA. Other visible components include a 'Turnover' chart, a 'Workforce Trend' chart, and a 'PTO Liability' table.

Name	Phone	Email	Id	Predicted Risk
Leslie Hann	(813) 419-0861	lhann@vision.com	12345	
Anna Pascal	(986) 819-8861	apascal@vision.com	23456	
Pat Miller	(793) 465-3470	pmiller@vision.com	34567	
	(430) 442-6755	pshurtliff@vision.com	45678	
	(776) 211-9031	swong@vision.com	56789	
	(251) 331-1855	blake@vision.com	67890	
	(700) 796-6338	rford@vision.com	78901	
	(700) 796-6338	swong@vision.com	89012	
	(700) 796-6338	ahahn@vision.com	90123	

Worker Name	PTO Entitlement and Balance	Liability (United States Dollars)
Susan Wong		10,225
Jason Blake		8,167
Anna Pascal		5,782



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



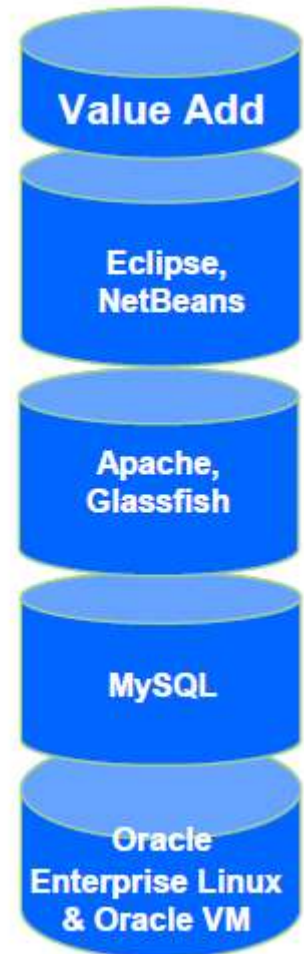
Java & JEE

- 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 manageability
- 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, Infiniband connections
 - Many cores (320)
 - Oracle Linux, Oracle VM, Oracle JRockit JVM, Oracle WebLogic





Exalogic

Oracle Exalogic Elastic Cloud

- **Fastest Java Performance**
Best Java Cost/Performance
100% Fault Tolerant & Scalable
On-Demand Software Breakthroughs
Network Performance with Zero Buffer Copies
Parallel Workload Scheduling
Dynamic Workload Balancing and Transaction Affinity with Database
Built 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 Infiniband Links
- 1.2 micro second latency
- 10 Gigabit Ethernet out

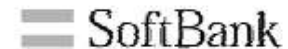
Integrated Storage Appliance

- 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





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

