Suncoast Oracle Users Group

Tech Day, Tuesday 13, May 2008

Welcome to the Annual Suncoast Oracle Users Group Tech Day. This year's event will host some of the premier speakers in their fields. We are offering four technical tracks for our breakout sessions. These are the:

- **Developer track**, designed for the software application developer to gain insight into the technologies available for application development in an Oracle environment.
- **DBA track,** designed for database administrators to help keep abreast of the ever changing technology.
- **Middleware track,** Provides information on bringing the enterprise together and managing the complex architectures presented by today's applications.
- **Management track**, Provides insight into maximizing your company's investment in Oracle products as well as providing insight into the future direction of Oracle technologies.

The SOUG Tech day for 2008 is pleased to present pre-eminent speakers in their fields. Bradley Brown and Steven Feuerstein will be keynoting.

Keynotes

9:00 Steven Feuerstein: Weird PL/SQL

Steven Feuerstein is a Senior Technology Advisor at Quest Software. He is considered one of the world's leading experts on the Oracle PL/SQL language, having written ten books on PL/SQL, including "Oracle PL/SQL Programming" and "Oracle PL/SQL Best Practices" (both from O'Reilly & Associates). He has been developing software since 1980 and spent five years with Oracle (1987-1992).

You probably think that PL/SQL is dull and ordinary programming language. Not so! Parts of it can be downright WEIRD. In this presentation, Steven offers what he considers to be some of the stranger nooks and crannies of the PL/SQL language, perhaps in the process making them a little bit less weird

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3:00 Bradley Brown: Internal and External Application Integration

Bradley D. Brown is Chairman of the Board, Chief Architect, and Cofounder of TUSC. Thomas Kurian, Senior Vice President, Oracle Server Technologies, at Oracle Corporation says, "Brad is among the foremost experts on Oracle's technology in the world." He is well established in the publishing industry, especially since he is regularly featured in "Oracle Magazine." Brown added to an impressive list of best-selling Oracle books he has written in the past decade. "Oracle Application Server 10g Web Development" was coauthored with TUSC Technical Management Consultant Christopher Ostrowski. Prior to that he authored web development books for each release of Oracle going back to the Oracle 8i release. Additionally, he has had published "Oracle Application Server Web Toolkit Reference" and most recently "Oracle HTML DB Handbook."

This presentation will review Service Oriented Architecture (i.e. Web Services) and how by using Web Services, your customers (whether internal or external) are able to seamlessly access your core technology as if that technology is running in its own environment. If you have customers or vendors who have provided you with Web Services that you need to integrate into your existing applications, you'll want to attend this SIG meeting.

DBA Sessions

10:00 – 11:00 Fred Gomez: Snapshots and RMAN

Fred Gomez has worked for Oracle for ten and half years, the first seven years I was a DBA Instructor, taught Oracle from V7.3 through V10iR1 including Data Guard, RAC, Performance and Tuning, Backup and Recovery, Advanced Replication, New Features classes. His last three years he has worked in the Oracle Partner Solutions Group. He has presented on a variety of subjects at Oracle Engagements. These included topics such as RAC, NAS and SAN, Backup and Recovery, SMO (Snap Manager for Oracle), Snap Mirror, and all the products Oracle uses on Netapp Filers.

This presentation will focus on the use of Aggregate Volumes, Flex Volumes, and Snap Shots to create an efficient and flexible foundation used to base your backup/recovery strategy.

11:00 – 12:00 Mike Ault: 11G Tuning Universe

Mike Ault is an Oracle database specialist at Quest Software and a widely recognized Oracle expert. He has more than 16 years of experience as an Oracle DBA and consultant at several companies and in a variety of industries. A prolific author, Mike has published more than 20 Oracle-related books. He is a frequent speaker at local, regional and international Oracle conferences

This presentation will cover the new tools in Oracle11*g* that allow the database administrator to tune virtually every aspect of their database environment. SQL, access, backup, and replay utilities make the DBA more able to tune and control his or her database than ever before. This presentation will feature demonstrations of several of the tools from a manual viewpoint.

1:00 – 2:00 Nick Donatone: DataGuard 11G New Features

Nick Donatone, Principal Grid Sales Consultant, Oracle Corporation. Nick has been working with Oracle software since Version 4 (1986). He is one of the founders of the New Jersey Oracle Users Group (NJOUG) and was president/co-president of the NJOUG for more than 18 years. .

Oracle's dataguard product has matured with new features aimed at Improving not just Data Protection, but also data availability and manageability. This presentation will walk you through these new features and show you how to maximize the return on your Oracle investment by taking advantage of features such as advanced compression, lost-write protection, improved failover/ switchover, and tighter integration with RMAN.

2:00 – 3:00 Mike Ault: Storage Tuning

Mike Ault is an Oracle database specialist at Quest Software and a widely recognized Oracle expert. He has more than 16 years of experience as an Oracle DBA and consultant at several companies and in a variety of industries. A prolific author, Mike has published more than 20 Oracle-related books. He is a frequent speaker at local, regional and international Oracle conferences.

Years ago when storage systems were simply a bank of drives, DBAs had to give a lot of thought to how data was written to disk. But with the widespread adoption of RAID arrays—and now with automated storage management (ASM)—DBAs largely focus their attention elsewhere. However, storage can have a significant impact on database performance

- Find the optimal block size
- Match striping parameters to I/O
- Fix fragmented indexes
- Partition data to improve performance
- Understand the underlying structure of ASM

Developer Sessions

10:00 – 11:00 Ben Boise: Simplify Oracle Application Performance

Ben Boise has been with Quest Software since June 2007 as a Solutions Architect. Ben has over 12 years in IT and has worn numerous hats during this time. He has experience in Systems Support, Software Testing, Software Development and Professional Services.

Do you ever find yourself struggling to pinpoint the source of database bottlenecks? And, once you find the issue, can you quickly fix the problem while improving overall database performance? In this session you will learn some of the steps you can take to alleviate these problems. These tips and tricks will also help you become more productive and proactive by allowing you to solve database-related performance issues before end users are impacted.

11:00 – 12:00 11G Nick Donatone: PL/SQL New Features

Nick Donatone, Oracle Corporation. Nick has been working with Oracle software since Version 4 (1986). He is one of the founders of the New Jersey Oracle Users Group (NJOUG) and was president/co-president of the NJOUG for more than 18 years. Nick is Vice President of the Philadelphia Area Oracle User Group (PHLOUG).

This presentation will highlight new 11g PL/SQL features. The main new features discussed are Compound Triggers, Trigger Ordered Executions, CONTINUE command, Sequences, OTHERS command, Disabled Triggers, Parameter Names in Functions, and Interchangeable REF Cursor - Dynamic Cursor. PL/SQL tips and techniques with an emphasis on efficient PL/SQL coding will be discussed as well.

1:00 – 2:00 Steven Feuerstein: Options for Automated Testing of PL/SQL

Steven Feuerstein is considered by many to be one of the world's leading experts on the Oracle PL/SQL language, having written ten books on PL/SQL (all published by O'Reilly Media), *Oracle PL/SQL Programming* and *Oracle PL/SQL Best Practices*. Steven has been developing software since 1980, spent five years with Oracle (1987-1992) and has served as PL/SQL Evangelist for Quest Software since January 2001. He is an Oracle ACE Director and writes regularly for Oracle Magazine, which named him the PL/SQL Developer of the Year in both 2002 and 2006. Since 2005 he has focused his attention on improving the testing of PL/SQL programs, primarily through the creation of Quest Code Tester for Oracle, which automates PL/SQL code testing.

Since 1999, Steven has been paying special attention to, and building tools to help with, the testing of PL/SQL programs. Software quality, and in particular the persistent large quantity of bugs in code, constitute an ongoing, worldwide software crisis. This

session will review options available for the automation of program testing, from open source utilities to commercial products.

2:00 – 3:00 Fred Schaner: Essentials of Test Data Management

Fred Schaner is an experienced technology professional having spent more than a decade working for high growth software and service organizations and technical standards bodies including EPCglobal Inc., RealMedia and Apptix. Steve has spoken at numerous conferences and regional events including the CIO Forums.

This presentation will focus on two areas. The first is Archiving Strategies to Support Data Retention, Security and Compliance Requirements. This portion of the session we will explore the business and technical issues driving data retention; the issues caused by data growth and suggested best practices and solutions for addressing these issues. The second area is Managing Test Data Effectively and Ensuring Data Privacy in the Testing Environment which examines the full anatomy of a data privacy project as relates to the implementations of the best practice of data masking

Management Track

10:00 – 11:00 Chuck Egeter: Starting a Successful Small Business

Chuck Egerter is the founding partner of Eagle Business Solutions, based in Clearwater Florida. He has taken the company from a one man startup in 2003 to a successful team of solid professionals focusing on Oracle technology consulting and software development. Chuck has an Industrial Engineering degree from UCF and spent many years in IT Project Management and aerospace manufacturing before starting Eagle.

This session will be an overview of the strategy, process and considerations that go into starting a successful small business. The perspective is largely from Eagle Business Solutions process, but the ideas and steps are generic.

11:00 – 12:00 Chris Warticki: Metalink and Software Configuration Manager

Chris Warticki, Sr. Customer Support Manager from Oracle Global Customer Services has been working for Oracle for nearly 10 years. The Customer Support Management team exists to help our customers maximize their Support investment and leverage the support tools and resources available. Chris was a former Support manager for the RDBMS (Admin, Parallel Sever and Replication) and Unix (Install) support teams. As a member of the CSM team, Chris represents the Support organization for all 450+ products and 40+ acquisitions, for all customers and internal lines of business. Chris has been a featured presenter at OpenWorld, Collaborate, IOUG, OAUG, OHUG, HEUG, HIUG and dozens of regional and local user groups.

The best support is NO Service Request! This workshop will help you learn how to use Software Configuration Manager effectively to organize, collect, and manage configurations. You will learn about HealthCheck recommendations and how to save time logging and resolving Service requests. Are you using the 11 resources other than MetaLink? Are you using the dozen tools and tests within RDA? Are you using the Performance Tuning Tools and Scripts?   This session will make your life easier and more efficient.

1:00 – 2:00 Fred Gomez: NetApp and Oracle

Fred Gomez has worked for Oracle for ten and half years, the first seven years I was a DBA Instructor, taught Oracle from V7.3 through V10iR1 including Data Guard, RAC, Performance and Tuning, Backup and Recovery, Advanced

Replication, New Features classes. His last three years he has worked in the Oracle Partner Solutions Group. He has presented a variety of subjects at Oracle Engagements such as RAC, NAS and SAN, Backup and Recovery, SMO (Snap Manager for Oracle), Snap Mirror, and all the products Oracle uses on Netapp Filers.

In this presentation Fred will show the power realized by leveraging the integration of Oracle and NetApp technologies. He will focus on the areas of   Aggregate Volumes, Flex Volumes, Snap Shots, Snap Restore with examples of
Best Practices for Oracle on NetApp.

2:00 – 3:00 Willie Hardie: Oracle 11G Product Direction

Willie Hardie is the Vice President Oracle Database Product Marketing. His areas of responsibility include the Oracle Database as well as Oracle Database Options including Real Application Clusters, Real Application Testing, Advance Compression, Total Recall and Active Data Guard, among others. Mr. Hardie is also responsible for the marketing efforts for Oracle Data Warehousing software.

He has been in IT for over 25 years and has specialized in relational database technologies for over 20 years. Originally from Edinburgh in Scotland, he has worked with Oracle Databases since Release 5.

In this session Mr. Hardie will explore the new directions the Oracle 11G product family will take in response to customer requests and emerging technologies in the IT sector, and new options available to customers in how they store their data. He will focus on new features such the additional native support for XML, greater scalability, new data compression capabilities and the ability to handle parallel upgrades.

Middleware Presentations

10:00 – 11:00 Mathew Zito: Database Automation

Mathew Zito is an expert in large-scale infrastructures, with extensive experience in designing and deploying some of the world's largest system, network, and application architectures. Before joining GridApp, he worked at EMC, where he designed and implemented a variety of storage infrastructures. Prior to joining EMC, Zito served as Infrastructure Architect at Register.com, where he pioneered the use of centralized management and automation

Matt will examine industry acknowledged best practices in the area of database management and share lessons learned straight from GridApp's experience managing databases for some of the nation's leading e-commerce sites. Matt will also delve into the intricacies of managing heterogeneous database environments and how automation can help your organization reap the benefits of a clustered database infrastructure. Whether your organization is migrating to Oracle RAC, struggling under the burden of managing an increasing number of databases or if you simply want to discover how to optimize your systems with significantly fewer resources, you'll want to hear what's next on the database management horizon.

11:00 – 12:00 Bill Nelson: OID and Security

Bill Nelson is the Vice President of Professional Services for GCA Technology Services - an Oracle partner specializing in Identity Management solutions. Bill has been working in the identity management space for over 10 years and has extensive experience with user provisioning, access control, and enterprise directory solutions. Bill is an author, teacher, presenter and native of the Tampa Bay area.

This presentation provides an overview of identity and access management from the business perspective and describes the core areas where companies are implementing IAM solutions.

1:00 – 2:00 Sean Donahue SOA and the Oracle Appserver

Sean Donahue has worked for companies delivering business and technical solutions to IT organizations for over 18 years. During the latest 18 months with Oracle, the focus has been on Fusion Middleware, which includes technologies such as Portal/WebCenter, SOA & Integration technologies, and Identity Management solutions

In this presentation, Sean will offer an overview and update on Oracle Application Server technology as well as providing insight into Oracle's SOA and integration strategy. The presentation will also include how this strategy fits into plans for current Oracle Applications and Fusion Apps.

2:00 – 3:00 Paul Veilleux: Simplifying the storage grid for Oracle 10g/11g Database

Paul Veilleux spent 15 years with the Oracle Corporation running Oracle's Global Data Center, in addition to running Partner Strategies for Oracle's Technology Business Unit. Currently Executive Director, Global Alliances, Pillar Data Systems.

This presentation will provide an overview of storage solutions from Pillar Data Systems and how Pillar delivers the highest performance and interoperability with Oracle applications. You will see how joint technology solutions from Pillar and Oracle provide cost reduction and simplified management across the database and storage tiers. In addition, you will learn about how Oracle and Pillar have collaborated to deliver Certified Configs for Oracle Unbreakable Linux, integration and performance advantages with Pillar Plug-ins for Oracle Enterprise Manager and Oracle ASM, in addition to Joint 10g/11g Accelerators.