



Technology Day 2007

Abstracts & Presenter Bios

Opening Keynote

9am – 10am

Evolutionary Database Development in an Agile World

Robert Freeman

The Church of Jesus Christ of Latter-Day Saints

Abstract: Application design methods have changed over the years, and the database development community has struggled to catch up (and often resist change to the death). DBA's find themselves faced with development methodologies such as Agile, Extreme Programming, Scrum and other evolutionary design paradigms are more and more. This presentation will discuss the Agile development method and discuss the new paradigms that DBA's will have to accept and work with in order to work effectively within the development process. This presentation will introduce agile, and will provide some insight into working with agile development. We will discuss different approaches to database design and also discuss refactoring databases. Finally the presentation will highlight some of the experiences the presenter has had working within the agile framework.

Presenter Bio: As one of the most widely known Oracle experts, Robert is always in high demand as a speaker. Robert is a gifted instructor, having taught database courses at the community college level as well as for IOUG University and various private companies. He has authored numerous books for Oracle Press and other publishers, including several of the most popular Oracle New Features and RMAN Backup & Recovery books available. Robert is an expert in Oracle Real Application Clusters (RAC) and specializes in Oracle backup & recovery and performance tuning for complex databases.

DBA Track

10am – 12pm

Grid Computing: Getting Serious About Secure, Efficient, Cost-Effective IT

Paul Milo

Sun/AMD/Oracle

Abstract: The irresistible force of growth is about to collide with an immovable object: the bottom line. Enterprise IT departments are battling to deliver more applications and services to more users more reliably and securely than ever before. But costs are skyrocketing and businesses are pushing to reduce costs from hardware to real-estate to power.

Leading IT managers are already sold on grid computing and its potential to do more with less in the data center. Please join us to learn how Oracle Grid Computing architecture based on Sun servers, powered by AMD Opteron™ processors, and fueled by Oracle 10g delivers on that potential.

Industry experts from Oracle, AMD, and Sun will share real-world examples that demonstrate:

How Oracle Database 10g can help you prepare now for future Grid Computing deployments
How AMD Opteron processor based Sun servers reduce operational costs while increasing productivity
Why virtualization based on AMD-powered Sun servers and Oracle can improve security, scalability, and availability around the clock and across the globe
How you can move to 64-bit computing at your own pace without sacrificing performance
How to build self-managing and self-healing data centers while reducing operational, real-estate, and hardware costs
You'll also learn how to leverage the Sun Grid Reference Architecture for Oracle 10g RAC to speed implementation times and reduce deployment risks. The Grid Reference Architecture has been developed based on real world experiences with some of the world's largest enterprise customers.

Presenter Bio: Paul is responsible to orchestrate the Marketing and Technology objectives for Sun Alliance with Oracle. He leads the integration of objectives from cross Sun Business Units, service organizations, vertical industry group(s), field sales/marketing and other groups/programs into a cohesive Sun market and technology strategy. Recently, Paul launched the Sun/Oracle Grid/RAC Global marketing campaign with advertising, sales promotions, Reference Architectures and Demand Generation.

Previously at Sun, Paul directed the iForce ERP/Supply Chain Network designed for Sun partners focused on the ERP/Supply Chain market segment. The iForce Network develops an ecosystem of ERP/Supply chain partners, including ISV, SIs, Resellers through market-specific programs (e.g. vertical integration, trade events, PR campaigns, webinar series, etc.), field integration, tools, and partner web listings. In his 6 years at Sun, Paul has held Business Development and Management roles in Web Services and Hosted Applications (ASP) Management. Working with large enterprises such as Sabre, American Airlines, TCPL, Paul developed Web services projects to prove advanced architectures for Web services management and secure reliable messaging.

Prior to joining Sun, Paul has held a number of senior management positions in software and hardware sales/marketing. Paul had worldwide revenue responsibility as VP, Sales for Visual Edge technology and was Director, Asia/Pacific for Xerox, Engineering Systems Division. He has an MBA from American Graduate School of International Management and a BA, Mathematics from the University of the Pacific.

1pm – 2pm
RAC Tuning
Michael Erwin

Hotsos

Abstract: In this presentation, Michael will be answering some common questions about RAC and about RAC tuning. Michael will start with "Why do customers really buy RAC?". He will move on to topics such as "Concurrency, latency, and you" and "Network Engineers versus Database Administrators". The presentation will end with "RAC CPU channel resource utilization" and "Using Method R to diagnose architectural issues via system metrics that your system administrators will not authorize you to view".

Presenter Bio: For the past 27 years, Mike has worked on clustering technology into high performance solutions. During the past twelve years, he has focused on optimizing the performance of Oracle Real Application Clusters and GRID by using the techniques and method pioneered by Cary Millsap and Jeff Holt. In this session, the goal is to impart and summarize over a quarter of a century of knowledge, observation, lessons learned and the general realities around using cluster technology with Oracle's RDBMS.

Prior to joining Hotsos in 2005, Mike served for nine years at Oracle Corporation as one of the company's leading performance and system architectural engineering experts. At Oracle, he wrote and taught several internal and customer courses, co-founded the RAC Pack, directed the highly successful North American Performance Architecture & RAC Consulting Practice and developed the RAC Accelerator as well as the Oracle 11i Apps on RAC consulting offerings before being asked to start the North American Fusion-Middleware Team.

2pm – 3pm
Cut Patch Fever
Matt Zito

GridApp

Abstract: It is an inevitable occurrence for all IT organizations – frequent patch releases from database vendors. However, getting these patches intelligently deployed, without exposing your infrastructure to security vulnerabilities, has never been as important. In today's world of increasing corporate and regulatory security requirements, DBAs are expected to be more security conscious than ever, and patching is at the forefront.

A diverse mix of hardware and software applications and platforms can further complicate the patching process, making effective strategies in database patching the new area where IT can achieve significant efficiencies and savings. So exactly how do IT executives ensure that patches are getting to the right databases as fast as possible, with minimal impact on other applications, no significant downtime, and minimal costs? When there's hundreds to thousands of databases to patch (not to mention the exponential number of clients that link to databases) and not enough time, the answer is "standardization and automation".

Join Matthew Zito, Chief Scientist for GridApp Systems, as he discusses the importance of creating patching policies to improve security across the entire database infrastructure. Matthew will explain how automation can detect unpatched database servers, reduce the time to patch deployment, and cut the feverish patching efforts of IT administrators - all while keeping costs in check.

Presenter Bio: Matthew 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, Mr. Zito worked at leading information storage company EMC, where he designed and implemented a variety of storage infrastructures and conducted research on deployed security models used within EMC technology.

Prior to joining EMC, Mr. Zito served as Infrastructure Architect at Register.com, where he pioneered the use of centralized management and automation to run large production application infrastructures. As one of the first companies to use Linux end-to-end in the datacenter, Mr. Zito worked closely with a variety of major hardware and software providers to implement Linux support for their products. His expertise in technologies such as Oracle, distributed clustering, and infrastructure performance optimization allowed Register.com's infrastructure to scale cost-effectively and far beyond its original life expectancy.

Matthew Zito has worked with Linux for almost 10 years, testing, contributing, and advocating Linux as the future of the enterprise datacenter.

Developer Track

10am – 11am

Oracle Windows and .NET

Karin Brandauer

Oracle Corp

Abstract: This presentation will discuss the history of Oracle on the Windows and the future in implementing .NET solutions. Integration of the Oracle and Microsoft architectures is covered, including Oracle Developer Tools for Visual Studio .NET, managing Microsoft products via Oracle Enterprise Manager, and upcoming 11g new features for ODP.NET.

Presenter Bio: Karin has been working for Oracle Support for 10 years. She started working on the Windows Workgroup Tech team supporting Windows NT/95, Novell Netware, and IBM OS2 for the core database. She then moved to the clustered database and high-availability support group specializing in RAC on Windows. She wrote several external and internal documents including the step-by-step guides for 9i RAC on OCFS and RAW, and assisted in 10g documentation for the Clustered Database Installation. She was part of the group that did Parato analysis of RAC Service Requests to minimize impact to support. She has continued working in the RAC area while moving into the Windows Bug Diagnostics and Escalation team. This expanded her exposure to Windows in the areas of Networking and programmatic interfaces such as OO4O, OLEDB, ODBC, ODP.Net and ORAMTS. She has presented at OpenWorld and assisted Oracle Development at Microsoft Tech Ed.

11am – 12pm

Development Database Best Practices

Michael Lumbard

Quest

Abstract: Industry experts estimate that software bugs cost the worldwide economy billions of dollars. These bugs pose tremendous financial burdens, due to the poor performance and logic errors they create. In addition, they also decrease productivity, increase frustration, and make it difficult for companies to meet changing business requirements. In an age of outsourcing and multi-skilled developers – whose focus may not be on database development – there is a pressing need for a process to ensure the deployment of the highest quality code to production. Currently organizations are challenged with the task of automating processes within the development lifecycle, thus inhibiting all development teams, regardless of skill set, from consistently producing the highest quality performing code. In addition, management has limitations in effectively validating code before it's deployed into production.

This session will be based on a Best Practice methodology that utilizes database development solutions leveraging a proactive automated methodology developed by industry experts. This will provide the audience with an overview into the workflow that can ensure that the highest quality of code is delivered, optimized and validated for better performance – regardless of user skill set. Top quality and easy-to-maintain SQL code will result while eliminating any bottlenecks found in the development process. This session will also highlight how individual developers and teams can assume responsibility for quality database code production, potentially decreasing the development cycle and enhancing management's visibility into code quality. By implementing development best practices, organizations can achieve these goals and measure which development teams or developers are producing the highest quality code.

Presenter Bio: Michael Lumbard began his career with Quest Software in 2000. He has 25 years of experience in the computer industry with an extensive background as a Product manager, Senior DBA and Programmer.

With vast knowledge and expertise in Oracle solutions, as a Senior Systems Consultant, Michael has presented at various Quest sponsored events across North America demonstrating the legendary Toad for Oracle.

1pm – 2pm

XML Generation and Delivery

Lewis Cunningham

PricewaterhouseCoopers, LLP

Abstract: In today's integrated environment, XML is on everyone's radar. Learn how to leverage Oracle for all of your XML Generation and Delivery (i.e. methods for creating XML and methods for getting that XML out of the database) needs. For generating XML, we will cover manual creation (not good), SQL/X, and Xquery. For delivery, we will look at WebDAV, flat files and procedural output (varchar2, clob, XMLType). The session will begin with a very brief XML introduction.

Presenter Bio: Lewis Cunningham is an Oracle Ace, a soon-to-be author and a Database Architect. Lewis's specialties are Oracle, PL/SQL, SQL, XML and other words with Ls in them. Lewis also has a fondness for SOA, security and most anything related to databases. Lewis is an Oracle 9i Certified PL/SQL Developer and a member of both ODTUG and ACM. Lewis has been a developer, DBA, manager, team lead, architect and consultant. He has worked with Oracle since 1993.

2pm – 3pm

Oracle Database 10g: Best Practices for Windows Deployments

Karin Brandauer

Oracle Corp

Abstract: This presentation will discuss the Oracle on Windows architecture on both 32-bit and 64-bit ports and provide tips for getting the best performance out of both environments. General best practices for the Oracle RDBMS will be covered, as well as the Oracle high-availability solutions available for the Windows platforms including RAC/CRS, Data Guard, and Failsafe.

Presenter Bio: Karin has been working for Oracle Support for 10 years. She started working on the Windows Workgroup Tech team supporting Windows NT/95, Novell Netware, and IBM OS2 for the core database. She then moved to the clustered database and high-availability support group specializing in RAC on Windows. She wrote several external and internal documents including the step-by-step guides for 9i RAC on OCFS and RAW, and assisted in 10g documentation for the Clustered Database Installation. She was part of the group that did Parato analysis of RAC Service Requests to minimize impact to support. She has continued working in the RAC area while moving into the Windows Bug Diagnostics and Escalation team. This expanded her exposure to Windows in the areas of Networking and programmatic interfaces such as OO4O, OLEDB, ODBC, ODP.Net and ORAMTS. She has presented at OpenWorld and assisted Oracle Development at Microsoft Tech Ed.

Management Track

10am – 11am

Advanced MetaLink and Support Best Practices

Chris Warticki

Oracle Corp

Abstract: Are you receiving proactive alerts and notifications, from Support, on a weekly basis? A weekly email of the solutions created and bugs discovered for the products that you are using? Are you using RDA proactively or only when Support asks you for it? Are you familiar with the tools; LTOM, OS Watcher, HangFG, StackX and RACDDT? What about the 200+ EBusiness Diagnostics or the 300+ DBA Scripts? Are you spending too much time hunting and pecking around MetaLink searching for information? If you're not using the Knowledge Browser, you may be wasting time. This session will create efficiencies in using MetaLink, more importantly in working effectively with Support. All the above, along with diving into Configuration Support Manager, will be discussed..

Presenter Bio: Chris, Sr. Customer Support Manager from Oracle Global Customer Services, has been working for Oracle for over 8 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 34 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. Chris is a member of the I.T. Advisory Committees at the University of Central Florida and Valencia Community College.

11am – 12pm

Identity Management: Making Single Sign-On possible using Active Directory - OID sync and WNA.

Hari Muthuswamy

Eagle Business Solutions

Abstract: Hari's presentation focuses on the foundation behind an enterprise Single Sign-on, namely OID and its synchronization with AD. The Presentation discusses the benefits of AD/OID synchronization along with Windows Native Authentication (WNA). It also discusses the specifics of how to set up the environment and lessons learned.

Presenter Bio: Hari Muthuswamy is a Partner and CTO of Eagle Business Solutions an Oracle focused software development and DBA consultancy. He is Senior Oracle Application Server Administrator, Portal Developer and Oracle DBA. He has experience in being a part of multiple large-scale Database, Application Server and Portal implementations.

He has over ten years of experience in Internet Application Development using Oracle technologies, Database Administration and Application Server Administration. He was also a Senior Instructor in Oracle University teaching the Database Administration track of classes, PL/SQL and Data Modeling.

1pm – 2pm

Different Approaches to Data Growth Management: Which is right for You?

Jeff Budge & Farhan Mohammad Applimation

Abstract: Many organizations have been running enterprise applications for several years now. Add to this multi-year accumulation of data both expanding application functionality as well as increasing complexity and it's no wonder that users and administrators are suffering the effects of larger and larger database footprints. While data growth problems are as old as the applications themselves, unprecedented growth rates and strict compliance mandates render traditional solutions ineffective.

This discussion will address various methods of data growth management and identify pros and cons of each. We'll examine database partitioning, purge routines, performance tuning, off-the-shelf-solutions and more as we identify the types of scenarios in which each method is appropriate.

Presenter Bio: Jeff Budge is the North American Technology Director for CSC's Global Oracle Practice. Jeff is responsible for the creation of solution offerings, technology competencies and go to market strategies and for development, coordination and management of vendor relationships and alliances with vendors such as Oracle and Applimation. Previously, Mr. Budge was North American Technology Director for Deloitte Consulting's Oracle Practice. Jeff has repeatedly served as an advisor to CIOs, CTOs, and other IT executives of Fortune 100 companies in areas such as technology implementation, application security, operational support, Sarbanes-Oxley audit remediation, and project/program management.

Farhan Mohammad is a Senior Sales Engineer at APPLIMATION. His extensive experience implementing both enterprise systems as well as solutions for managing the data growth of those systems makes him uniquely qualified to understand the challenges that today's applications present to organizations. Before joining Applimation Farhan was a consultant in Deloitte's Oracle Applications practice.

2pm – 3pm

11g New Features

Chris Haight

Oracle Corp

Abstract: Highlighting the Potential New Features of Oracle 11g

Presenter Bio: Christopher Haight, Principal Solution Architect for Core Database Technologies. 25 years experience in the IT industry with 11 of those at Oracle. Major disciplines and focus areas include RAC, DSS, large OLTP environments.

Middleware Track

10am – 11am

Dividing the Keys to the Kingdom - Oracle Data Vault

Eric Siglin

Oracle Corp

Abstract: Once upon a time the royal family entrusted the safety and security of their information assets to their most trusted servant the Royal Database Administrator. Things went along well for many years until one day the Chancellor of the Exchequer convinced the monarchs that putting that much power in one place could lead to abuse of trust and that the duties of the Royal Database Administrator should be divided up to best protect the information assets of the kingdom.

See what adding the Oracle Database Vault option to your Oracle 10g database can do to help enforce the separation of duties between database administration, account administration and data security.

Presenter Bio: Eric Siglin is a Principal Instructor for Oracle University specializing in the Database administration track of courses. Eric has been an IT professional for over 21 years and as a DBA for over 16 years of that. He is an Oracle9i Certified Master and has OCP certification in versions 7.3, 8.0 and 8i. This is not his first time teaching Oracle's courseware. He was Oracle University's Partner Instructor of the Year in 2001 and 2002.

11am – 12pm

Tips & Tricks for SGA Friendly PL/SQL

Erick Siglin

Oracle Corp

Abstract: In this encore of his presentation last year, Eric Siglin presents an updated look at tips and techniques you can do with your PL/SQL. Discover some little known and often-forgotten things that can make your code scream!

Presenter Bio: Eric Siglin is a Principal Instructor for Oracle University specializing in the Database administration track of courses. Eric has been an IT professional for over 21 years and as a DBA for over 16 years of that. He is an Oracle9i Certified Master and has OCP certification in versions 7.3, 8.0 and 8i. This is not his first time teaching Oracle's courseware. He was Oracle University's Partner Instructor of the Year in 2001 and 2002.

1pm – 2pm

Oracle Data Integrator (formerly Sunopsis)

David Graham

Oracle Corp

Abstract: Using OBIEE advanced features and capabilities overview", this was a very popular presentation at Openworld. Oracle Business Intelligence Suite Enterprise Edition (EE) offers an integrated, comprehensive, standards-based BI platform that provides the best foundation for building enterprise-wide BI solutions. It features a unified, highly scalable architecture that provides intelligence and analytics from data spanning enterprise sources and applications. It empowers the largest communities with a full range of information access and delivery methods including live Interactive Dashboards, full ad hoc analysis over the Web, proactive detection and alerts, advanced pixel-perfect reporting, mobile analytics, Web Services and business process integration, and more.

Presenter Bio: *David* is recognized as a thought leader in the implementation of enterprise business intelligence, data warehousing, and analytics projects. He has personally been involved in over 300 implementations during his career. His experience covers the complete range of projects; from custom developed to pre-packed solutions from all the current leading vendors Prior to joining Oracle *David* was the Eastern Region Business Development Manager and Master Analytics Consultant for Siebel Systems. He has also held positions as the Director of Services at CoreHarbor, a leading Business Intelligence and eProcurement service provider, and as a Regional Manager at Computer Associates, Sterling Software, Information Advantage, and IQ Software. He is a certified consultant in CRM, Business Intelligence, Data Warehousing and eProcurement and has been an invited speaker on Business Intelligence, Data Warehousing, and Analytics topics at multiple university and commercial engagements throughout the US and internationally in Canada, Germany and the UK.

2pm – 3pm

Data Privacy – The Internal Threat

Tom Rydz

Princeton Softech

Abstract: Privacy breaches are making headlines, as organizations scramble to protect the confidentiality of their critical customer and business data. While companies are making great strides in protecting data privacy in production application environments, the idea of implementing similar strategies in their testing environments is often overlooked. Taking a proactive strategy to combat this internal threat will remove this vulnerability within your enterprise. Join us for a presentation on combating the internal threat to your application databases and learn how to protect your organization.

Presenter Bio: Tom is currently the Regional VP of sales for Princeton Softech. Tom has been in this industry for 20+ years, holds a BS in Computer Science and has, prior to his sales career, managed a development team that designed and implemented online as well as batch processing systems.

Closing Keynote

3pm – 4pm

Oracle Database RMAN Backup and Recovery - A Beginner's guide

Robert Freeman

The Church of Jesus Christ of Latter-Day Saints

Abstract: More and more Oracle sites are using RMAN as their preferred backup and recovery solution. In this session Robert Freeman who is the author of Oracle Database 10g RMAN Backup and Recovery will discuss the benefits of RMAN as well as discuss how RMAN can be used to provide a robust backup and recovery solution for your Oracle Database. Robert will cover some of the more important features of RMAN such as persistent parameter configuration, autobackup of control files and SPFILES, and compressed backup images.

Presenter Bio: As one of the most widely known Oracle experts, Robert is always in high demand as a speaker. Robert is a gifted instructor, having taught database courses at the community college level as well as for IOUG University and various private companies. He has authored numerous books for Oracle Press and other publishers, including several of the most popular Oracle New Features and RMAN Backup & Recovery books available. Robert is an expert in Oracle Real Application Clusters (RAC) and specializes in Oracle backup & recovery and performance tuning for complex databases.



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