

# DOAG 2013 Applications

October 9 – 11, Berlin, Germany

The leading European Oracle Applications Conference!

## GATHERING OF THE MIGHTY



## DOAG 2013 Applications

### Conference for users of Oracle Business Solutions in Europe!

In 2013, once again, the conference all about Oracle business solutions will take place in cooperation with international Oracle users groups in Berlin. Key topics of the 3-day DOAG 2013 Applications are strategies, business processes, applications, and the Oracle technologies, which they base on. Questions will be dealt with, conceptual designs will be discussed, and solutions for practice will be introduced, all from the point of view of management, users, and the IT department.

### The IT World going to pieces...

...this is what the current business solutions market may look like to quite a number of business deciders today. In a time of social and economic change, intelligent business solutions are called for to master uncertainty and complexity. In a time, where emancipated users request social networking in their business applications, where the use of mobile devices has become a matter of course, and where topics such as "Bring your own device" and Shadow IT are called for in solutions.

This is where the DOAG 2013 Applications comes into play as leading European Oracle Applications conference. It offers an orientation and helps to initiate the right processes. It informs about proven solutions, describes business processes and user scenarios. It shows in keynotes, lectures and workshops how these solutions can be implemented and used in businesses by means of Oracle Applications and technologies. In the accompanying exhibition, software manufacturers and solution and service providers present their capabilities. Modern networking elements, active presentation forms, and a great supporting program complete the event and make it an unforgettable experience - a must for the Oracle Business Solutions Community!

### Sponsors:



## Highlight

### Alexander Huber: Keynote Analogy between Mountain and Profession Oct 9 2013, 4:45 PM, Estrelsaal AB

„Analogy of mountain and profession“ is a lecture in which I use various media. With movies and pictures of my ventures I want to support the content that I want to convey as a speaker. In order to successfully implement ideas and visions, both a clever strategy and planning are required. That is the only way to fully exploit the existing potential: Commitment and activity get dreams going... Perseverance and self-confidence can draw power even from defeat... Values and goals support the path from the small detail to the complex whole. But the motivation is always generated only from the fundamental joy and passion one finds in creation ... Passion as a source of power! The passion of the mountain is a metaphor for life and leaves room for contemplating impressive visually stunning viewpoints... For it is not the mountain that one defeats, it's only the own ego!"

### Professional mountain and extreme climber

The certified mountain guide and ski instructor, born 1968, decided in 1998 to leave his scientific career as a physicist behind and to follow an unknown path into the mountains. Mountaineering in any of its forms in various countries around the world is his passion. Ever since, he was able to fulfill his ever new dreams by means of power and will. In addition, Alexander and his brother Thomas are also successful with appearances in public. Besides their five books, which have been translated into four languages, now it's mainly the more than 500 lectures, with which the brothers inspire the audiences across the globe. Through their mountaineering performances as well as through the countless articles published in the press, with no less than 80 front pages, the brothers are among the most successful climbers of our time. They also inspire the general public with numerous appearances on television.

# Wednesday, October 9, 2013

|              |  |
|--------------|--|
| 9:30 am      | <b>Welcome and Opening Address</b><br><i>Dr. Frank Schönthaler, DOAG BSC, Steven R. Hughes, OAUG, N. N., Oracle Deutschland</i>  |
| 9:45 am      | <b>Keynote: Supplier and User – Is this relationship exciting or a keyed up? Oracle and the German Applications Market</b><br><i>Prof. Dr.-Ing. Norbert Gronau, Lehrstuhl Wirtschaftsinformatik &amp; Electronic Government, Universität Potsdam</i>   |
| 10:30 am     | <b>Keynote: Oracle Applications Strategy &amp; Roadmap</b><br><i>Dr. Andrew Sutherland, Senior VP, EMEA Technology, Oracle EMEA</i>  |
|              | <div style="display: flex; justify-content: space-between;"> <div style="width: 15%; background-color: #0070C0; color: white; padding: 5px; border-radius: 10px; text-align: center;"> <b>Logistics &amp; Supply Chain Management</b><br/><small>(Simultaneous Translation)</small> </div> <div style="width: 15%; background-color: #0070C0; color: white; padding: 5px; border-radius: 10px; text-align: center;"> <b>Applications in the Cloud</b> </div> <div style="width: 15%; background-color: #0070C0; color: white; padding: 5px; border-radius: 10px; text-align: center;"> <b>Enterprise Performance Management- &amp; BI Applications</b> </div> </div> |
| 11:30 am     | <div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <b>Mobile Oracle Applications in Logistics and SCM</b><br/><i>Jochen Rahm, PROMATIS</i> </div> <div style="width: 30%;"> <b>Oracle Taleo Talent Management Customer Story</b><br/><i>N. N., Oracle Deutschland / Taleo User</i> </div> <div style="width: 30%;"> <b>Oracle meets SAP - BI Financial Applications on SAP ECC 6.0</b><br/><i>David Michel, Apps Associates</i> </div> </div>  |
| 12:30 pm     | <div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <b>Lunch Break</b> </div> <div style="width: 30%;"> <b>Drive Project Success with Project Portfolio Management</b><br/><i>Joachim Schulte, Oracle Deutschland</i> </div> <div style="width: 30%;"> <b>Keynote: Hyperion EPM Product Strategy &amp; Roadmap</b><br/><i>Andreea Vasiliu, PhD, Director Product Strategy EPM EMEA, Oracle EMEA</i> </div> </div>   |
| 1:30 pm      | <div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <b>Logistics Insource vs Outsource - there is a choice using OTM</b><br/><i>Barry Hayes, Lourens Andriessse, MavenWire EMEA / OTM SIG</i> </div> <div style="width: 30%;"> <b>Lunch Break</b> </div> <div style="width: 30%;"> <b>Taking Oracle Business Intelligence Mobile</b><br/><i>Edward Roske, interRel Consulting</i> </div> </div>   |
| 2:30 pm      | <div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <b>Faster, more secure, more transparent: Process Optimization in Procurement</b><br/><i>Peer Korbel, PRIMUS DELPHI GROUP<br/>Dirk Unkelbach, Native Instruments</i> </div> <div style="width: 30%;"> <b>Fusion Applications and the Cloud – Strong Team or Marriage on call duty?</b><br/><i>Sven Kinze, Apps Associates</i> </div> <div style="width: 30%;"> <b>Oracle EBS + Oracle EPM - Reporting, Analysis and Planning</b><br/><i>Martin Bilgeri, Hutchison 3G Austria<br/>Arno Fortmann, Confirm business consulting</i> </div> </div>                                 |
| 3:15 pm      | <div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <b>100% integrated + 100% Oracle: Invoice Processing with WC Content</b><br/><i>Michael Pergande, PROMATIS<br/>Sven Herrmann, myToys</i> </div> <div style="width: 30%;"> <b>Oracle Fusion iProcurement Cloud Service</b><br/><i>Magdalene Ritter, Oracle Deutschland</i> </div> <div style="width: 30%;"> <b>Advanced Business Analytics in Manufacturing and Logistic Processes</b><br/><i>Michael Weiler, PROMATIS</i> </div> </div>   |
| 4:00 pm      | <b>Keynote: The Future of PLM - An Integrated and Interdisciplinary Approach</b><br><i>Prof. Dr.-Ing. Martin Eigner, Lehrstuhl für Virtuelle Produktentwicklung (VPE), TU Kaiserslautern</i>   |
| 4:45 pm      | <b>Multimedia-Keynote: Analogy of Mountain and Profession</b><br><i>Alexander Huber, Profi-Bergsteiger und Extrem-Kletterer</i>  |
| 5:45 pm      | <b>Summary, Nomination of DOAG BSC Ambassador and End of Conference Day 1</b><br><i>Dr. Dietmar Neugebauer, DOAG Vorstandsvorsitzender, Dr. Frank Schönthaler, DOAG BSC</i>  |
| 6:00 pm      | <b>Get-Together in Exhibition Area</b>   |
| from 7:00 pm | <b>Evening Event</b>   |

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|          | <div style="display: flex; justify-content: space-between;"> <div style="width: 15%; background-color: #0070C0; color: white; padding: 5px; border-radius: 10px; text-align: center;"> <b>Project Management - Concepts, Methods, Application</b> </div> <div style="width: 15%; background-color: #0070C0; color: white; padding: 5px; border-radius: 10px; text-align: center;"> <b>Innovation &amp; Product Life cycle Management</b> </div> <div style="width: 15%; background-color: #0070C0; color: white; padding: 5px; border-radius: 10px; text-align: center;"> <b>Customer Management</b> </div> <div style="width: 15%; background-color: #0070C0; color: white; padding: 5px; border-radius: 10px; text-align: center;"> <b>Integration &amp; Application Management</b> </div> </div> |
| 11:30 am | <div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <b>Keynote: Project Management Institute (PMI) &amp; Primavera</b><br/><i>Dick Faris, Senior VP, Primavera Global Business Unit, Oracle Corp.</i> </div> <div style="width: 30%;"> <b>Transforming the Return on Innovation with Fusion Innovation Management</b><br/><i>James Ramsay, Oracle UK</i> </div> <div style="width: 30%;"> <b>Oracle Customer Data Librarian</b><br/><i>Axel Bröker, International Atomic Energy Agency</i> </div> </div>   |
| 12:30 pm | <div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <b>Lunch Break</b> </div> <div style="width: 30%;"> <b>Oracle Instantis EPPM and SaaS Solutions for Multi-Project Initiatives</b><br/><i>Klaus Niemann, Oracle Deutschland</i> </div> <div style="width: 30%;"> <b>Realignment of Relationship Management in Indirect Sales</b><br/><i>Dr. Jan Greitens, DekaBank</i> </div> </div>  |
| 1:30 pm  | <div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <b>PM Certification as a Career Booster for the Project Manager</b><br/><i>Werner Schmeh, GPM Deutsche Gesellschaft für Projektmanagement e.V.</i> </div> <div style="width: 30%;"> <b>Lunch Break</b> </div> <div style="width: 30%;"> <b>Lunch Break</b> </div> </div>   |
| 2:30 pm  | <div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <b>Project Management @ BASF</b><br/><i>Stephan Lamm, BASF SE</i> </div> <div style="width: 30%;"> <b>Social Innovation Labs: Generation and Implementation of Innovations</b><br/><i>Dr. Frank Schönthaler, Prociris consulting, Prof. Dr. Andreas Oberweis, KIT</i> </div> <div style="width: 30%;"> <b>CRM and Electronic Signatures: Improve Customer Experience while Cutting Costs</b><br/><i>Abdelmalik El Guesou, legodo ag</i> </div> </div>  |
| 3:15 pm  | <div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <b>Project Management and Culture - Does it go well together and why?</b><br/><i>Beate Willauer, Martin Zuber, Willauer Partner GmbH Institut für Führungskultur</i> </div> <div style="width: 30%;"> <b>R2 „Reduced Rework“ Initiative</b><br/><i>Ralf Kittel, Oracle Deutschland<br/>Guido Weischedel, GfKM - CMII Europe</i> </div> <div style="width: 30%;"> <b>The Power of ORACLE's complete Customer Experience!</b><br/><i>Frank Vogt, Oracle Deutschland</i> </div> </div>  |
|          | <div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <b>Dissatisfied Users? Long Response Times? - That's not necessary!</b><br/><i>Jens Zwer, Oracle Deutschland</i> </div> <div style="width: 30%;"> <b>Setup HR Integration in Fusion Apps On-Premise</b><br/><i>Ulrich Janke, Oracle Deutschland</i> </div> </div>  |

9:30 am **Keynote: Uncertainty and Volatility: New Challenges in Company Management**  
*Stefan Debus, Wirtschaftsprüfer, Senior Manager, Standortleiter Frankfurt für Corporate Treasury Solutions, PricewaterhouseCoopers*

9:30 am **Keynote: Crazy or Courageous? Lessons learned from making it happen**  
*Patrick Ott, Regional Executive Operations Development, Amway Europe India Africa* Presented by: OAUG

**Oracle E-Business Suite**  
 (Simultaneous Translation)

10:30 am Migration from SAP to Oracle, Experience after a Corporate Merger  
*Dirk Blaurock, Dirk Blaurock IT Consulting, Kurt Teichenthaler, Hutchison 3G Austria*

11:30 am Experiences with APRO Software for the eBusiness Suite  
*Daphne Schmitz, Toshiba Europe*

12:15 pm Lunch break

1:15 pm **Keynote: E-Business Suite Product Strategy & Roadmap**  
*Dr. Nadia Bendjedou, Sr. Director Product Strategy, Oracle Corporation*

2:15 pm SAP Conv, Multi Legal Entity Challenges Resolved During EMEA Rollout  
*Shaun Cronje, American Tower, Erik Wijgman, Apps Associates*

3:00 pm **EB Tax and Oracle® Financials for Europe**  
*Julia Schlei, Jeppesen*

3:45 pm **E-Balance - Professional Overview and Solution Example**  
*Alexander Götz, PwC, Karsten Roigk, PRIMUS DELPHI GROUP*

4:45 pm **Keynote: Oracle Applications Strategy in the German-speaking Market**  
*N. N., Mitglied der Geschäftsführung, Apps Lead, Oracle Deutschland*

5:15 pm **OAUG Panel: Oracle Fusion Applications: Practical Experience and Future Potential**  
*Steven R. Hughes, OAUG, Patrick Ott, Amway, Debra Lilley, Fujitsu / UKOUG Events Team, Kurt Teichenthaler, Hutchison 3G Austria, Dr. Frank Schönthalder,*

6:15 pm **Summary and End of Conference Day 2**  
*Fried Saacke, DOAG*

6:30 pm **Get-Together in Exhibition Area**

**Oracle Fusion Applications**

Extending Fusion Applications: What, Who, Why, When, and HOW  
*Debra Lilley, Fujitsu / UKOUG*

Best Practices in Integration with Fusion CRM  
*Gregor Bublitz, ec4u expert consulting*

Lunch break

Fusion HCM in the Cloud - An implementation story  
*Tim Warner, Certus Solutions (UK) LLP*

How BI & EPM are used in Fusion Applications  
*Debra Lilley, Fujitsu / UKOUG*

Implementing Fusion Territory Management: Do's and Don'ts  
*Gregor Bublitz, ec4u expert consulting*

Fusion FAQs  
*Alyssa Johnson, Rolta / OAUG presented by: OAUG*

**Hyperion**

Keynote: EPM and Business Intelligence Product Strategy & Roadmap  
*Rich Clayton, VP Business Analytics Product Group, Oracle Corp.*

Strategic Financial Planning at RHI Group  
*Jann Tadorian, Inplenion Deutschland*

What's New in Oracle EPM Hyperion 11.1.2.3  
*Edward Roske, interRel Consulting*

Lunch break

Harmonization of a Fiscal Consolidation at TUI  
*Dirk Wemhöner, R.S.V.P. Management Solutions and Customer*

Practical Experience Report: Building integrated Hyperion Planning Solutions  
*Ralf Rassing, perteq Software Solutions*

Strive for Performance - Management Reporting on Oracle Exalytics  
*Thomas Abendroth, Deloitte Consulting, Sven Hüschemenger, Deutsche Telekom*

**Primavera**

Project and Claim Management at a Glance  
*Matthias Lichtenthaler, Accenture*

Quality management made easy – Interaction with Primavera P6  
*Anke Röber, Selbstständig*

Project Management for Large-Scale Plant at ThyssenKrupp Uhde/ Process Technologies GmbH  
*Malte Wittling, Katrin Bucher ThyssenKrupp Uhde*

Lunch break

A Next Generation Primavera Architecture: Integrating P6 EPPM with BPM/SOA to support complex Pharma development processes  
*Dr. Thomas Kuhn, Bayer Business Services, Dr. Thomas Tesch, OpRiskSolutions Int. Ltd, Dr. Claus Rau, Bayer Pharma AG*

Requests for improvements for P6 EPPM: Status and further proceeding  
*Primavera Community*

Reporting in Primavera P6 R8 via BI Publisher  
*Eva Granz, proadvise, Udo Walter, Siemens Energy, Tobias Lang, proadvise*

**Agile PLM**

Keynote: Oracle Enterprise PLM Strategy & Roadmap  
*Denis Senpere, VP PLM, Oracle EMEA*

Fusion Product Hub - Product Data as a Service  
*Dietmar Schraub, Oracle Deutschland*

Using Agile PLM in Electronics / Hi-tech – Practical Use Case  
*Dr. Helmut Maier, Dr. Maier CSS*

Lunch break

Integrated Product Compliance Management in Agile PLM  
*Dr. Christina Schröder, Oracle Deutschland*

Hands-On Workshop: Key Performance Indicators: Oracle Product Lifecycle Analytics  
*Elmar Frühe, Oracle Deutschland*

**Oracle CRM**

Experience during the Upgrade and Development of Application Management  
*Matthias Heiduck, Wolfgang Prüfert, S Broker AG & Co. KG*

Donor Support with Peoplesoft CRM & OBIEE  
*Jens Barthen, Evangelisches Werk für Diakonie und Entwicklung e.V.*

Lunch break

Keynote: Oracle CRM Product Strategy & Roadmap  
*N. N., Oracle*

Data Quality in CRM - The early Bird catches the Worm  
*Dr. Elmar Stenzel, Eugen Visinescu, Steria Mummert Consulting*

Building up a CRM System at the German Autobahn Toll System incl. the Implementation of a Deletion Concept  
*Jens-Carsten Storm, T-Systems GEI, Elmar Bränswig, Toll Collect*

Die Harder or The Best Way to Integrate ACRs and iPacks for Oracle Siebel  
*Oliver Seiffert, Rüdiger Gnausch, IBM Deutschland*

**JD Edwards**

Time-to-Delivery – Integrated Processes from Product Idea to Freezer  
*Sascha Dylla, R&R Deutschland*

JD Edwards EnterpriseOne in a new Outfit – Experiences after the Release Upgrade from XE to 9.1  
*Thomas Becker, Canton Elektronik*

Lunch break

Keynote: JD Edwards News from the Oracle Open World  
*N. N.*

Advantages, Chances and Risks of a clear JD Edwards Upgrade Strategy  
*Enrico Meier, Hilcona*

Upgrades become more rewarding... A Success Story from the Financial Sector  
*Wolfgang Bossmann, Chart Industries*

Reduced Waste through Systematic Process Quality Improvement in line with the Introduction of JDE EnterpriseOne  
*Michael Barthelmess, WireCo Europe*

**Business Intelligence**

Keynote: EPM and Business Intelligence Product Strategy & Roadmap  
*Rich Clayton, VP Business Analytics Product Group, Oracle Corp.*

Operative BI & Next-Best-Action - Oracle Action Framework and Real Time Decisions for more Agility during the Decision-making Process  
*Björn Ständer, Oracle Deutschland*

Lunch break

Business Intelligence - the next Game Changer? Use Case from a Major Swiss Bank  
*Manfred Kulmitzer, ifb*

Demand Driven Supply Chain Management  
*Peter Schneider, Capgemini Deutschland Holding*

Endeca – Support in Decision-making in Times of Information Overload  
*Michael Binder, PRIMUS DELPHI GROUP*

Using OBIEE to Retrieve Essbase Data: The 7 Steps You Won't Find Written Down  
*Edward Roske, interRel Consulting*

DOAG BSC, Alyssa Johnson, President-elect / OAUG Presented by: OAUG

## Thursday, October 10, 2013: Community Workshops

### Agile PLM: Hands-On Workshop

#### Key Performance Indicators: Oracle Product Lifecycle Analytics

Many companies have limited overview of product portfolio, product-related project management, innovation, product quality and key success factors. In this workshop you will experience the Oracle Product Lifecycle Analytics software through practical work on your own computer using real case studies:

- Optimization of the product portfolio through the use of role-based dashboards and analyses
- Monitor, measure and improve critical PLM processes and reduce project risks
- Quick and easy configuration of new dashboards, key performance indicators (KPIs) and reports using PLM data from Agile PLM and other systems

This 1.5-hour workshop will be held after the Community Day program.

Binding registration with indication of your e-mail address up to 2 weeks before the event at [sfi@doag.org](mailto:sfi@doag.org).

## Friday, October 11, 2013: Community Workshops

### Application Implementation Best Practice: Best-practice models, methods and techniques when implementing Oracle applications

With a technically mature and future-proof platform as well as a second-to-none range of functions easily covering industry specifications, Oracle attempts to continue extending its position on the German-speaking application market. However, despite the entire product focus one should not forget that an application solution can only be just as good as the implementation procedure it uses. This is all the more true in a region that is characterized by a limited range of application expertise.

With this background, DOAG BSC takes on the subject of application implementation in a community workshop. On the basis of hands-on use cases, experienced specialists present different implementation approaches with their advantages and disadvantages, and in a discussion with the attendees they give attention to the use of these approaches regarding Oracle applications. The focus lies on practically presenting established procedure models - Best practice instead of theoretical treatise! There will still be enough room for questions and discussions.

## Keynotes:

### October 9, 2013

9:45-10:30 AM

Supplier and User – Is this relationship exciting or a keyed up? Oracle and the German Applications Market

*Professor Dr.-Ing. Norbert Gronau, Chair for Business Computer Science & Electronic Government, University of Potsdam*

10:30-11:15 AM

Oracle Applications Strategy & Roadmap

*Dr. Andrew Sutherland, Senior VP, EMEA Technology, Oracle EMEA*

11:30-12:15 AM

Project Management Institute (PMI) & Primavera

*Dick Faris, Senior VP, Primavera Global Business Unit, Oracle Corp.*

12:30-1:15 PM

Hyperion EPM Product Strategy & Roadmap

*Andreea Vasiliu, PhD, Director Product Strategy, EPM EMEA, Oracle EMEA*

4:00-4:40 PM

The Future of PLM - An Integrated and Interdisciplinary Approach

*Prof. Dr.-Ing. Martin Eigner, Lehrstuhl für Virtuelle Produktentwicklung (VPE), TU Kaiserslautern*

4:45-5:45 PM

Multimedia Keynote: Analogy between Mountain and Profession

*Alexander Huber, Professional mountain and extreme climber*

### October 9, 2013

9:00-9:30 AM

Uncertainty and Volatility: New Challenges in Company Management

*Stefan Debus, Senior Manager, Site Manager Frankfurt for Corporate Treasury Solutions, PricewaterhouseCoopers*

### October 10, 2013

9:30-10:15 AM

Crazy or Courageous? Lessons learned from making it happen

*Patrick Ott, Regional Executive Operations Development, Amway Europe India Africa*

10:30-11:15 AM

Keynote: EPM and Business Intelligence Product Strategy & Roadmap

*Rich Clayton, VP Business Analytics Product Group, Oracle Corporation*

10:30-11:15 AM

Oracle Enterprise PLM Strategy & Roadmap

*Denis Senpere, VP PLM, Oracle EMEA*

10:30-11:15 AM

Business Intelligence Product Strategy & Roadmap

*N. N., Oracle*

1:15-2:00 PM

Oracle CRM Product Strategy & Roadmap

*N. N., Oracle*

1:15-2:00 PM

E-Business Suite Product Strategy & Roadmap

*Dr. Nadia Bendjedou, Sr. Director Product Strategy, Oracle Corporation*

1:15-2:00 PM

JD Edwards News from the Oracle Open World

*N. N.*

4:45-5:45 PM

Oracle Applications Strategies in the German-speaking Market

*N. N., Member of the Management Board, Apps Lead, Oracle Deutschland*

## Visitor Service

### Accommodation

A room contingent at a special rate has been reserved for you for October 8-11, 2013 at the Estrel Convention Center Berlin. This contingent is available for reservation until September 9, 2013. Please reserve the rooms using the keyword "DOAG":

Single room: 115 Euro/room/night  
Double room: 127 Euro/room/night  
(Breakfast 18 Euro per Person/day)

Reservations under: [reservierung@estrel.com](mailto:reservierung@estrel.com) or phone.: +49 30 6831 22522

### Tickets

Ticket prices and the online registration can be found here:  
[applications.doag.org](http://applications.doag.org)

### Early bird until September 8, 2013!

More information:  
0700 11 362438

### Contact

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Eventpartner:

