

# DAY ONE MONDAY, NOVEMBER 5

	Financial Reporting, Consolidations & Close	Budget, Forecasting & Planning	Business Intelligence Foundation (OBIEE&Essbase)	BI Analytics	Emerging Products & Technologies	Supporting Your EPM and BI Solutions
	Coral Spring I Lobby Level	Coral Spring II Lobby Level	Blue Spring I Conference Level	Blue Spring II Conference Level	Rainbow I Conference Level	Rainbow II Conference Level
7:30-5:00	Registration – Peabody Ballroom Foyer					
7:30-8:30	Continental Breakfast – Peabody Grand P					
8:30-8:35	OAUG /Florida OAUG Welcome Address – Peabody Grand Q					
8:35-9:30	General Session: Driving Better Business Outcomes with Oracle Business Analytics – John O'Rourke, Oracle- Peabody Grand Q					
9:45-10:45	It's Never Too Late: Converting from Hyperion Enterprise to Hyperion Financial Management <i>Tony Coffman, Perficient</i>	Optimize Your Planning, Budgeting, and Forecasting Using Hyperion Planning and Strategic Finance <i>Hanyl Lee, Blue Stone International</i>	Get Proactive: Best Practices for Supporting Oracle Business Intelligence (BI) Product <i>Kim Scianna, Oracle</i>	Gentex Corp Gains Insight of Enterprise Data - A Rapid BI Analytics Implementation Case Study <i>Sakib Kadak, Blink Consulting</i>	Big Data Analytics, 'R' You Ready <i>Shyam Nath, IBM</i>	Customer Panel: Better Together - Customers with Oracle EPM and ERP <i>John O'Rourke, Oracle</i>
11:00-12:00	Hyperion Financial Close Suite – New Applications <i>Mike Malwitz, Oracle Janette Kosior, Oracle</i>	What's New in Hyperion Planning 11.1.2.2 <i>Guy Matthieu, Stratford Technology</i>	Convert Your Oracle Essbase BSO Cube to ASO <i>Todd Kalisz, Magellan Health Services</i>	Using Oracle BI to Assure Retention, Progression and Graduation Success <i>Maria Forney, Oracle</i>	Implementing Oracle Hyperion Profitability and Cost Management in a Professional Services Firm <i>Pete Cammisia, Innovus Partners</i>	Analytic MDM: Succeed with DRM and Data Governance Processes <i>Dan Dosmann, Rolta</i>
12:00-1:00	Lunch – Peabody Grand P Exhibitor Showcase – Peabody Grand O					
1:15- 2:15	HFM Application Design for Performance <i>Chris Barbieri, Edgewater Ranzal</i>	Design Flexible Driver-Based Budgeting in Oracle Hyperion Planning <i>Karen Hensely, Oracle</i>	Essbase 11.1.2.2 - What's the Big Deal? <i>Alex Ladd, MindStream Analytics</i>	A Running Start: Using Business Intelligence Applications to Accelerate BI & EPM at General Dynamics <i>Stephen Bowden, Peloton</i>	Introduction to Predictive Analytics in Hyperion Planning <i>Troy Segin, interRel Consulting</i>	How to Refresh your EPM Roadmap <i>Ron Dimon, Checkpoint</i>
2:30-3:30	Hyperion Financial Close Suite- What's New, What Coming <i>Mike Malwitz, Oracle Janette Kosior, Oracle</i>	Essbase to Hyperion Planning-US Foods, the Move to Improving Planning and Forecasting <i>Len Romano, Emerging Solutions</i>	Essbase Calculations – Observations from the Road <i>Chris Chase, The Bean Group</i>	Evolving Hyperion Web Analysis to OBIEE 11G <i>Tracy McMullen, interRel Consulting</i>	Hyperion (Oracle EPM) DataIntegration Extravaganza <i>Todd Rebner, AdvancedEPM Consulting</i>	Keep Your Hyperion Running, Full Speed Ahead <i>James White, Secure-24</i>
3:30-4:00	Afternoon Break – Peabody Grand O Exhibitor Showcase – Peabody Grand O					
4:00-5:00	Platinum Presentation – Hot Topics in Regulatory Reporting: GAAP, IFRS, Sustainability, Solvency II, and XBRL – John O' Rourke, Oracle - Peabody Grand Q					
5:00-6:30	Welcome Reception – Peabody Grand O					

### Gold Sponsors:



# DAY TWO TUESDAY, NOVEMBER 6

	Financial Reporting, Consolidations & Close	Budget, Forecasting & Planning	Business Intelligence Foundation (OBIEE&Essbase)	BI Analytics	Emerging Products & Technologies	Supporting Your EPM and BI Solutions
	Coral Spring I Lobby Level	Coral Spring II Lobby Level	Blue Spring I Conference Level	Blue Spring II Conference Level	Rainbow I Conference Level	Rainbow II Conference Level
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8:00-8:30	Continental Breakfast – Peabody Grand P Exhibitor Showcase – Peabody Grand O					
8:30-9:30	10 Most Common HFM Design Flaws <i>Brian Maguire, Maquire Solutions</i>	Secrets of the Hyperion Planning Gurus: Mastering Data Forms in 11.1.2 <i>Tracy McMullen, interRel Consulting</i>	Oracle Essbase 101: The First Step Toward Enterprise Performance Management <i>Tim Nicknish, Acuity</i>	Case Study – Oracle Reporting Strategy, Roadmap and Execution at a Telecommunications Company <i>Craig Parker, Genband</i>	Taking EPM to New Levels with Oracle Hyperion Data Relationship Management <i>R. Michael Smith, TopDown Consulting</i>	What Are Your Users Doing? Open the Black Box to Enjoy Peak Performance with Accelatis <i>Jonathon Berry, Accelatis</i>
9:45-10:45	Oracle EPM: It's Not Your Grandfather's Hyperion <i>Pablo Bryan, FlameBridge Consulting</i>	Benefits of Implementing One of the Oracle Planning Modules <i>Sean Bernhoit, Linium</i>	What's New in OBIEE 11g – Overview and Live Demonstration <i>Glenn Hoormann, Ludus Inc.</i>	Breaking Away from the Excel Add-In: Welcome to the Hyperion Smart View 11.1.2.2 <i>Glenn Schwartzberg, interRel Consulting</i>	FDM & ERPi with Essbase - Streamlining Data Integration and Challenging Dogma <i>Anthony Scalese, Edgewater Ranzal</i>	Why A Dedicated Cloud for Oracle Applications? <i>Anicetus Fernando, OneNeck</i>
11:00-12:00	Tips, Tricks and the Things Everyone Tells You Can't be Done with Hyperion Financial Reports <i>Alex Ladd, MindStream</i>	Wow! Public Sector Planning and Budgeting Rocks! <i>Don Ford, Perficient</i>	Learn How to Leverage Essbase Studio to See Local ERP Level Details Through Your Global COA <i>Todd Rebner, AdvancedEPM Consulting</i>	Volatility is the Norm not the Exception: Best Practices in "What If Analysis/Driver-Based Modeling" <i>Deanna Sunde, The Hackett Group</i>	Exalytics: In-Memory Business Intelligence for Oracle Essbase & OBIEE <i>Edward Roske, interRel Consulting</i>	Automating Lifecycle Management to Improve Your Enterprise Performance Management Backup Process <i>Brian Williams, Vertical Edge Consulting Group</i>
12:00-1:00	Lunch – Peabody Grand P Exhibitor Showcase – Peabody Grand O					
1:15- 2:15	Making Oracle Hyperion Financial Management Faster: HFM Rules Profiling <i>Jonathon Berry, Accelatis</i>	Leggett & Platt Enables Profitability Driven Forecasting <i>Carl Yost, MarketSphere</i>	Best Practices in Using ODI <i>Matthias Helios, Mindstream</i>	Effective BI Dashboards - Best Practices and Worst Pitfalls <i>Arun Chaturvedi, Application Software Technology Company</i>	Unix vs Windows? Virtual vs Physical? How to right-size your Hyperion Environment <i>Eric Helmer, Linium</i>	Protecting Your EPM Investment By Building a Winning Hyperion Support Team <i>Jim Glazar, FlameBridge Consulting</i>
2:30-3:30	Concurrent ERP and HFM Implementation <i>Qing Lauder, IBM Global Services</i>	Improving Forecasts With Allocations In Hyperion Planning / Essbase <i>Steve Light, ClearLine Group</i>	Introduction to Agile Database Development Methods <i>John McGale, Performance Architects</i>	Don't Do This! Effective Strategies to Avoid Building Ineffective ASO Cubes <i>Dave Collins, MarketSphere Consulting</i>	Extending Business Analytics to Unstructured Data with Oracle Endeca Information Discovery <i>Bruce Edwards, Oracle</i>	Installing Oracle EPM for Real <i>Rob Donahue, Rolta</i>
3:45-4:45	FDM, ERPi, EPMA, DRM, EAL – Understanding the Alphabet Soup of Integration <i>Anthony Scalese, Edgewater Ranzal</i>	Case Study: Group 1 Drives Profitability with Oracle Hyperion Applications and TopDown Consulting <i>Juan Porter, TopDown Consulting</i>	Beyond Import Metadata Wizard: Top Five Things To Know About Using Essbase as a Data Source for OBIEE <i>John McGale, Performance Architects, Inc</i>	Product Cost and Profitability Analysis in the Process Manufacturing Industry <i>Srinivasa Chinnam, Deloitte Consulting</i>	Automating EPMA <i>Sarah Craynon-Zumbrum, Rolta</i>	Upgrade-a-palooza: Best Practices for Upgrading and migrating to EPM 11.1.2.x Fusion <i>Eric Helmer, Linium</i>