



**The New York Oracle Users Group
General Meeting – Wednesday June 10, 2009
Sponsored by GoldenGate Software and IBM**

AGENDA

Time	Activity	Track/Room	Presenter
8:30-9:00	REGISTRATION AND BREAKFAST		
9:00-9:30	Opening Remarks General Information	(single session) Auditorium	Michael Olin NYOUG President
SESSION 1 9:30-10:30	KEYNOTE: Upgrading to 11g – Best Practices	(single session) Auditorium	Ashish Agrawal Oracle Corporation
10:30-10:45	BREAK		
SESSION 2 10:45 -11:45	Get More for Less: Enhance Data Security and Cut Costs	DBA Auditorium	Ulf Mattson Protegrity
	Oracle Data Mining Option Overview and Demo	Developer Room 118	Charles Berger Oracle Corporation
SESSION 3 11:45 -12:30	Ask the Experts Panel	(single session) Auditorium	Michael Olin Moderator
12:30 -1:30	LUNCH - ROOM 123		
SESSION 4 1:30-2:30	DBA Best Practices: A Primer on Managing Oracle Databases	DBA Auditorium	Mughees Minhas Oracle Corporation
	Practical Data Masking: 7 Tips for Sustainable Security in Non-Production Environments	Developer Room 118	Ilker Taskaya Axis Technology
2:30-2:45	BREAK		
SESSION 5 2:45-3:45	A Comprehensive Guide to Partitioning with Samples	DBA Auditorium	Anthony Noriega ADN
	Designing the Oracle Online Store with Oracle APEX	Developer Room 118	Marc Sewtz Oracle Corporation
3:45-4:00	BREAK		
SESSION 6 4:00-5:00	Migrating Database Character Sets to Unicode	DBA Auditorium	Yan Li
	How Long is Long Enough? Using Statistics to Determine Optimum Field Length	Developer Room 118	Suzanne Michelle NYC Transit Authority

ABSTRACTS

9:30-10:30 AM

KEYNOTE: Upgrading to 11g – Best Practices

This presentation will discuss some of the important challenges and how to overcome these challenges while upgrading to Oracle Database 11g. Topics like SQL plan management and real application testing will be covered.

Ashish Agrawal has been working in the Information Technology field for more than 15 years, including the last 8 years with Oracle Support Services in different roles. He currently works as a Senior Principal Technical Support Engineer with the Oracle Center of Excellence. He is an Oracle Certified Professional (OCP 11g, 10g, 9i, 8i, 7.3.4) who specializes in Oracle Database Administration, performance tuning, Database upgrades, and systems architecture. Ashish holds a Bachelor of Engineering Degree in Electronics Design and Technology from Nagpur University, India.

10:45-11:45 AM

DBA TRACK: Get More for Less: Enhance Data Security and Cut Costs

The faltering economy has not slowed the alarming rate of attempted and successful data theft. This session will review in detail the different options for data protection strategies in an Oracle environment and answer the question “How can IT security professionals provide data protection in the most cost effective manner?” The presentation includes anonymous case studies about Enterprise Data Security projects at several companies, including the strategy that addresses key areas of focus for file and database security in an Oracle environment. The session will also present methods to protect the entire data flow across systems in an enterprise while minimizing the need for cryptographic services. This session will also review approaches to protect the data that are based on secure encryption, robust key management, separation of duties, and auditing.

Ulf Mattson created the initial architecture of Protegrity's database security technology, working closely with Oracle R&D, creating several key patents in the area of database security. His extensive IT and security industry experience includes 20 years with IBM as a manager of software development, and a consulting resource to IBM's Research and Development organization in the areas of IT Architecture and IT Security. Ulf holds a degree in electrical engineering from Polhem University, a degree in Finance from University of Stockholm and a master's degree in physics from Chalmers University of Technology.

10:45-11:45 AM

DEVELOPER TRACK: Oracle Data Mining Option Overview and Demo

Oracle Data Mining, an Option to the Oracle Database EE, rapidly sifts through data to identify relationships, build predictive models, and discover new insights for many business and technical problems including: predicting customer behavior, finding a customer's next-likely-purchase, detecting fraud, discovering market basket bundles, developing detailed profiles of target customers, reducing warranty costs, and anticipating churn. This presentation will include an overview of data mining concepts and Oracle Data Mining features interspersed with several "live" demonstrations of ODM used as a "tool" and embedded inside Applications to make them Powered by Oracle Data Mining.

Charlie Berger is the Senior Director of Product Management, Data Mining Technologies at Oracle Corporation and has been with Oracle for ten years. Previously, he was the VP of Marketing at Thinking Machines prior to its acquisition by Oracle in 1999. He holds a Master of Science in Engineering and a Master of Business Administration from Boston University as well as a Bachelor of Sciences in Industrial Engineering/Operations Research from the University of Massachusetts at Amherst.

1:30-2:30 PM DBA TRACK: DBA Best Practices: A Primer on Managing Oracle Databases

Database administration does not have to be challenging, if done right. This session discusses best practices that are vital to good database management while debunking many myths that are prevalent today. Topics include database configuration, space management, performance tuning, and backup and recovery for Oracle Database 10g and 11g.

Mughees Minhas is responsible for the self-managing solutions of the Oracle Database with special interest in areas such as performance diagnostics, SQL optimization and tuning, space management and load testing. He has more than 13 years of experience working with Oracle databases and is currently senior director of product management in Oracle's Server Technologies division

**1:30-2:30 PM DEVELOPER TRACK: Practical Data Masking: 7 Tips for Sustainable Security
in Non-Production Environments**

While data masking has become a popular control over confidentiality exposures in development and testing systems, implementing a sustainable program in a modern enterprise environment can be challenging, both organizationally and technically. This session recounts stories from the field of data masking in financial services corporations and reviews one vendor's most valuable lessons learned.

Ilker Taskaya is a data masking practice manager at Axis Technology, LLC specializing in financial services data security solutions. He manages the data masking solution offering for Axis, including services delivery and product development. Prior to 2006, he consulted in data warehousing for clients in financial services, insurance, and health care. Ilker began his career 15 years ago as a database analyst.

2:45-3:45 PM DBA TRACK: A Comprehensive Guide to Partitioning with Samples

This presentation discusses partitioning options for each currently available Oracle version, in particular Oracle 11g. The focus is on implementing the new partitioning options available in 11g, while enhancing performance tuning for the physical model and applications involved. The presentation covers both middle-to-large-size and VLDB databases with significant implications for consolidation, systems integration, high-availability, and virtualization support. Topics covered include subsequent performance tuning and specific application usage such as IOT-partitioning and composite partitioning choices.

Anthony D. Noriega is a computer scientist and IT Consultant, OCP instructor and Adjunct Professor, who has focused his efforts in database technology, network computing, software engineering, and object-oriented programming paradigms. At ADN, Anthony spends most of his time as a database analyst, architect, and developer, and DBA. Anthony holds an MS Computer Science from NJIT, where he was also a doctoral candidate in the same field, an MBA from Montclair State University, and a BS in Systems Engineering from Universidad del Norte (Barranquilla, Colombia). He has been a Senior Consultant for several financial and industry-leading American and European corporations.

2:45-3:45PM DEVELOPER TRACK: Designing the Oracle Online Store with Oracle APEX

Oracle Application Express (Oracle APEX) is a robust, scalable and secure web application development and deployment tool that takes full advantage of the Oracle database. So when Oracle decided to build a new online store, Oracle APEX was the perfect choice to get up and running quickly. This presentation provides an overview of the techniques and processes employed in the development of the Oracle Online Store user interface. The live demonstration will walk to audience step-by-step through the creation of a new user interface design using Photoshop, deriving HTML mockups from the Photoshop files and converting the static HTML files into XHTML-compliant Oracle APEX themes and CSS style sheets.

Marc Sewtz is a Software Development Manager for Oracle Application Express in the Database Tools Group, part of the Oracle Server Technologies Division. Marc has over 15 years of industry experience, including roles in Consulting, Sales and Development and joined Oracle in 1998. Marc manages a global team of Oracle Application Express developers and product managers and is responsible for Oracle Application Express product features such as Oracle Forms to Oracle Application Express conversion, the Oracle Application Express Reporting Engine, Tabular Forms, PDF printing and the integration with Oracle BI Publisher. Marc has a Masters degree in Computer Science from the University of Applied Sciences in Wedel, Germany.

4:00-5:00 PM DBA TRACK: Migrating Database Character Sets to Unicode

To meet the needs of globalization, more and more companies are facing the challenge of migrating their existing database character sets to Unicode. Not understanding the issues and proper steps necessary to achieve this migration can lead to problematic outcomes. This presentation will show how to use *csscan* and *csalter* to convert database character sets to Unicode. It will also cover some of the issues, options, and resolutions that may be encountered during implementation.

Yan Li has been working with Oracle products for over 15 years as a DBA for different companies. She has been a member of NYOUG and benefited from her association with the group for many years. This is her first public presentation.

**4:00-5:00 PM DEVELOPER TRACK: How Long is Long Enough?
Using Statistics to Determine Optimum Field Length**

You need a VARCHAR2 field to hold data for a variety of purposes, e.g., for an extract, summary or generic view, perhaps as a base for a report or a foreign data import. How do you figure out an optimum length for that field/column, as well as determine how much data you can stuff into it? Unlike MS Excel/Access, table columns cannot "expand" (no matter the software, there are limits). How do you determine an optimum length for a field / column? How do you handle any exceptions? This presentation provides examples and ideas using statistical "analysis of variance" (ANOVA) principles to answer these questions.

Suzanne Michelle has been working with databases, database structures, and system interfaces since 1981 when she taught her MBA fellows how to use VisiCalc. She created her first relational system with Lotus123 in 1986 that fit on a floppy. Suzanne now works for NYC Transit where she created (in 1995) and still manages (and finds challenging) the "Unified General Order System" by which NYC Subways plans and manages track access work. Subway riders see the tip of the planning iceberg via Service Change signs fed by the Oracle 10g database (with a Forms6i front end) that Ms. Michelle and her colleagues design and support.