

**NYC Metro Area Meeting - presented by NYOUG & Oracle Corporation**  
**Tuesday December 13, 2011 at the New Yorker Hotel – 481 Eighth Ave. (at 34<sup>th</sup> Street) in Manhattan**  
**Sponsored by Sponsored by Oracle Corporation, EMC, CCH, Cintra, Confio, Gridiron Systems,**  
**Texas Memory Systems, Quest Software, XDuce, APress**

<b>8:00-9:00</b>	<b>REGISTRATION AND BREAKFAST</b>			
<b>9:00-9:30</b>	<b>Introduction and Welcome: Michael Olin – NYOUG President</b>			
<b>9:30-10:15</b>	<b>KEYNOTE: Tom Kyte "Big Data"</b>			
	<b>DBA TRACK 1</b>	<b>DEVELOPER TRACK</b>	<b>DBA TRACK 2</b>	<b>IMPLEMENTATION TRACK</b>
<b>LOCATION</b>	<b>Crystal Ballroom</b>	<b>Sutton Place</b>	<b>Gramercy Park</b>	<b>Herald Square</b>
<b>10:30 - 11:30 Session 1</b>	<b>DBA 1-1 Oracle Wait Event Tuning Using AWR</b> Mike Ault, Texas Memory Systems	<b>DEV 1 Oracle Database Cloud Service</b> Marc Sewtz Oracle Corporation	<b>DBA 2-1 Virtualization and Oracle Databases</b> Leslie Tierstein Top Tier Consulting	<b>IMP 1 Exadata: Yes You Still Need to do Performance Tuning</b> Kathy Gibbs Confio
<b>11:45-12:45 Session 2</b>	<b>DBA 1-2 Do It Yourself Data Migration</b> Dr. Paul Dorsey Dulcian, Inc.	<b>DEV 2 ADF Faces RC Screen Layout Basics</b> Peter Koletzke Quovera	<b>DBA 2-2 SQL Plan Stability – Post 11g Upgrade</b> Sridhar Doraikannu Verizon Wireless	<b>IMP 2 An Introduction to Oracle Database Appliance</b> Abdul Sheikh Cintra Software & Services
<b>12:45-2:00</b>	<b>LUNCH</b>			
<b>2:00-3:00 Session 3</b>	<b>DBA 1-3 Five Things You Probably Didn't Know About SQL</b> Tom Kyte Oracle Corporation	<b>DEV 3 Just Plug It In!</b> Josh Millinger Niantic Systems, LLC	<b>DBA 2-3 Centralize Oracle Database Authentication and Authorization in a Directory</b> Kevin Moulton/Paul Sullivan Oracle Corporation	<b>IMP 3 Increase Performance of Existing Oracle RAC Up To 10x</b> Erik de la Iglesia GridIron Systems
<b>3:15-4:15 Session 4</b>	<b>DBA 1-4 Exadata Customer Case Studies</b> Kevin Courtney Teleran Technologies	<b>DEV 4 Real Application Testing, Never Get Caught by Change Again</b> Michael Messina Rolta TUSC	<b>DBA 2-4 Key Management and Sensitive Data for DBAs</b> Jonathan Intner Vormetric	<b>IMP 4 Oracle RAC on vSphere5</b> Don Sullivan VMware
<b>4:15-5:00</b>	<b>VENDOR RAFFLES</b>			

# ABSTRACTS

**KEYNOTE 9:30-10:15**

**“Big Data”**

The term "big data" draws a lot of attention, but behind the hype there's a simple story. For decades, companies have been making business decisions based on transactional data stored in relational databases. However, beyond that critical data is a potential treasure trove of less structured data: weblogs, social media, email, sensors, and photographs that can be mined for useful information. This presentation will take a look at what Big Data is and means - and Oracle's strategy for handling it.

**Tom Kyte** is a Senior Technical Architect in Oracle's Server Technology Division. Tom is the Tom behind the AskTom column in Oracle Magazine, answering people's questions about the Oracle database and its tools (<http://asktom.oracle.com/>). He is also the author of *Expert Oracle Database Architecture* (Apress, 2005/2009), *Expert One on One Oracle* (Wrox Press, 2001/Apress 2004), *Beginning Oracle Programming* (Wrox press, 2002/Apress 2004), and *Effective Oracle by Design* (Oracle Press, 2003). These are books about the general use of the database and how to develop successful Oracle applications.

## 10:30-11:30 AM - Session 1 Presentations

**DBA 1-1 10:30-11:30**

**Crystal Ballroom**

**“Oracle Wait Event Tuning Using AWR”**

Attendees will learn how to review AWR and statspack reports to determine what portion of the database needs further tuning based on wait events. This presentation coalesces nearly 20 years of statspack and AWR analysis experience into a how-to guide for wait analysis using AWR reports.

**Mike Ault** has worked with Oracle since 1990 and is the author or co-author of over 24 Oracle-related books. Mike is a frequent presenter at Oracle conferences worldwide. Mike is the Oracle Guru for Texas Memory Systems, manufacturers of solid-state devices for enterprise level storage.

**DEV 1 10:30-11:30**

**Sutton Place**

**"Oracle Database Cloud Service"**

This session provides an overview of the Oracle Database Cloud Service, which was introduced at Oracle Open World 2011 as part of Oracle's Public Cloud. Attendees will learn about the architecture and features of this service, see some of the included business productivity applications, and get a demonstration of how to develop, test, and deploy Oracle Application Express applications and RESTful Web Services on the Oracle Public Cloud.

**Marc Sewtz** is a Senior Software Development Manager for Oracle Application Express (APEX) in the Database Tools Group. Marc has 16 years of industry experience, including roles in Consulting, Sales, and Product Development. Marc joined Oracle in 1998, works in New York City and manages a global team of APEX developers and product managers. Marc and his team are responsible for product features such as mobile development, user interface, Oracle Forms conversion, reporting, tabular forms, PDF printing and the integration with BI Publisher. Marc has a Master's Degree in Computer Science from the University of Applied Sciences in Wedel, Germany.

**DBA 2-1 10:30-11:30**

**Gramercy Park**

**"Virtualization and Oracle Databases"**

This presentation provides a high-level overview of virtualization technologies and methodologies to discuss the options available for virtualizing Oracle databases and/or applications using Oracle databases. The advantages and disadvantages of different approaches, namely hosting the virtual machines in the public cloud or in-house, setting up templates, and configuring access will be discussed.

**Leslie Tierstein** is an independent consultant specializing in service catalog management for enterprise IT organizations. She was recently employed by Cisco Systems in their Intelligent Automation Business Unit, responsible for providing training for the Cisco Cloud Portal product suite. She has extensive experience in implementing custom Oracle software applications, and has presented at NYOUG, ODTUG, IOUG and other Oracle conferences.

**IMP 1 10:30-11:30 Herald Square "Exadata: Yes, You Still Need to Do Performance Tuning"**

When you purchase Exadata, the common thought is that once it is in place, all performance problems are fixed. While Exadata can speed up many queries in the beginning, this does not mean that the query runs faster due to well written code. In these cases, as you get more data there is the potential for these queries to degrade in performance, at times, exponentially. In other cases, there are queries that aren't sped up when you move to Exadata and can even be slowed down. This presentation explores Exadata-related wait events and views along with common tips to quickly troubleshoot performance issues

**Kathy Gibbs** has over 18 years of IT work experience and over 12 years of DBA experience including architecting, design, development, implementation, monitoring, and disaster recovery of databases. Before starting with Confio, Kathy worked in the financial, retail, and telecom industries working with critical OLTP and OLAP databases. Kathy operates as a liaison between technical and the end-users or management teams to provide solutions.

**11:45 AM-12:45 PM - Session 2 Presentations**

**DBA 1-2 11:45-12:45 Crystal Ballroom "Do it Yourself Data Migration"**

Data profiling tools are expensive and provide little value beyond what could be written in a day. ETL tools are complex, VERY expensive and built to support extremely complex migration environments. Data migration is the hidden nightmare of a project. Incorrectly managed, data migration can consume more resources than development. This presentation provides a roadmap for data migration, from data profiling to final loading, and incremental data updates. Several projects that had to move hundreds of GBs of information will be discussed. A simple mapping repository that was used to generate 100% of all mapping code will also be demonstrated.

**Dr. Paul Dorsey** is president of Dulcian, Inc. an Oracle consulting firm specializing in business rules and web-based application development and chief architect of Dulcian's BRIM<sup>®</sup> tool. Paul has co-authored seven Oracle Press books on JDeveloper, UML Modeling, and Oracle database tools as well as *PL/SQL For Dummies*. He is an Oracle Ace, past IOUG and ODTUG volunteer of the year and an Oracle 9i Certified Master. Dr. Dorsey's submission of a Survey Generator built to collect data for The Preeclampsia Foundation was the winner of the 2007 Oracle Fusion Middleware Developer Challenge, and Oracle selected him as the 2007 PL/SQL Developer of the Year.

**DEV 2 11:45-12:45 Sutton Place "ADF Faces RC Screen Layout Basics"**

Application Development Framework Faces Rich Client (ADF Faces RC) components available in JDeveloper 11g offer a wide variety of choices for placing elements on the page using layout components. It also provides properties that allow developers to set properties to declare rather than writing lines of code to create the final layout. This presentation discusses those topics as well as providing tips such as changing the tab order and features like the embedded support for visual editing, including some little known utilities like the Design This Container. The session ends with some advice about how to approach creation of a specific layout including using resources such as cheat sheets, component guides, and component documentation.

**Peter Koletzke** is a technical director and principal instructor for Quovera, in Mountain View, California, and has over 27 years of industry experience. Peter has presented at various Oracle users group conferences more than 290 times and has won over a dozen Oracle user-group awards including NYOUG Editor's Choice (three times). He is an Oracle Certified Master and Oracle ACE Director as well as co-author of eight Oracle Press books about Oracle development tools.

**DBA 2-2 11:45-12:45 Gramercy Park "SQL Plan Stability – Post 11g Upgrade –  
Our Experience at Verizon Wireless"**

This presentation reviews the step-by-step process of our experience with SQL performance issues after upgrading to Oracle Database 11g. It explains the various steps that can be taken to mitigate the risk of encountering SQL performance issues after the upgrade and how we addressed it. This will not only be helpful for those who are planning to do an 11g upgrade, but also for DBAs to identify the problems in non-prod and how quickly one can address the SQL performance issues between prod and non-prod.

**Sridhar Doraikannu** is an Oracle certified DBA with more than 20 years of IT experience including fifteen years of experience as an Oracle Database Administrator. He has a Bachelor of Science degree in Mathematics from the University of Madras, India and a Graduate Certificate in Project Management, MS and MBA degrees in Information Systems from the Stevens Institute of Technology. He has presented at Oracle OpenWorld and NYOUG.

**IMP 2 11:45-12:45 Herald Square "An Introduction to Oracle Database Appliance"**

The Oracle Database Appliance offers a unique pay-as-you-grow software licensing model to quickly scale from 2 to 24 processor cores without incurring the costs and downtime usually associated with hardware upgrades. In this introduction to the Oracle Database Appliance, Abdul will explore the key features and benefits, including Rapid Installation and patching process, ability to enable CPU cores as needed for a unique pay-as-you-grow licensing, triple redundant high performance storage, 12TB Raw and 4TB Usable, highly available dual node cluster based on a 11gR2 RAC database cluster, single 4U Enclosure requiring no integration of components, and single vendor support for hardware and software.

**Abdul Sheikh**, CTO and Partner, co-founded Cintra Software and Services in 1996, an Oracle Platinum Partner. Abdul is the technical force behind Cintra. By combining his deep knowledge in information systems technologies with his well-cultivated business sense, Abdul has co-piloted the growth of Cintra in the US and the UK since 1996.

**2:00-3:00 PM - Session 3 Presentations**

**DBA 1-3 2:00-3:00 Crystal Ballroom "Five Things You Probably Didn't Know About PL/SQL"**

PL/SQL turns 23 years old this year—it was first introduced in 1988 with the Oracle6 Database. This session looks at five technical things about PL/SQL you probably did not know: under-the-covers features that make PL/SQL quite simply the most efficient language with which to process data in the database.

**Tom Kyte** is a Senior Technical Architect in Oracle's Server Technology Division. (see full bio above)

**DEV 3 2:00-3:00 Sutton Place "Just Plug It In!"**

Application Express introduced the ability to "plug-in" functionality to your applications if what you need is not provided by default. Plug-ins can be anything from a slider widget, to a star rating system, to just about anything. Why limit yourself to what the builder provides when you can expand by just "plugging-in?" This presentation shows how to take non-standard functionality and plug it into Application Express. This ability helps expand the capabilities of applications and make them more professional looking and easier for end users to perform their duties. In addition, Josh will discuss the basic steps of how to create plug-ins if the need ever arises.

**Josh Millinger** graduated in 1995 from the University of Wisconsin with a BS in Computer Science before joining Oracle Corporation for an 11-year stint. After Oracle he formed Niantic Systems, a leading provider of APEX solutions. He currently resides in Princeton, NJ.

**DBA 2-3 2:00-3:00 Gramercy Park "Centralize Oracle Database Authentication and Authorization in a Directory"**

In this session, two Oracle security professionals will explain how to centralize all of your database users in a directory, and then configure the Oracle database to accept authentication and authorization from that central directory. In this way, your administrative burden will be greatly reduced, your users will have many fewer user IDs and passwords to remember, the security in your Oracle database environment will be enhanced, and you will more easily meet your regulatory compliance requirements. User authentication methods discussed will include User ID/password, Kerberos, and more.

**Paul Sullivan** has been an information security professional for more than 10 years, and is a part of Oracle's East Coast Enterprise Security team. Paul joined Oracle with the acquisition of Sun Microsystems.

**Kevin Moulton** has been an information security professional for more than 25 years, and manages Oracle's East Coast Enterprise Security Team. Kevin has been with Oracle for 6 years.

**IMP 3 2:00-3:00 Herald Square "Increase Performance of Existing Oracle RAC Up to 10x "**

This session presents actual IT case studies and reference architectures for integrating Solid State Disk (SSD) into existing storage infrastructures to boost performance and enable virtualization, especially in big data environments where data volumes are growing rapidly, and applications and users are demanding high-speed concurrent access. Attendees will see how large Oracle environments can be more strategic in their deployment of SSD and reap 10-fold performance acceleration without the need to reconfigure or move applications or data, without forklift hardware upgrades, and without changing data protection policies.

**Erik de la Iglesia** is currently the chief architect at Gridiron systems responsible for machine learning, analytics, and flash technology. He was previously a founder and chief architect of content security pioneer Reconnex (McAfee) and architect of WebStacks (Extreme Networks). With 23 patents issued and over 2 dozen in process, his work has spanned full and semi-custom logic design, programmable logic systems, and software applications. Erik holds a BSEE with Highest Honors from University of Florida and MSEE from Stanford where he was an NSF Graduate Research Fellow.

**3:15-4:15 PM - Session 4 Presentations**

**DBA 1-4 3:15-4:15 Crystal Ballroom "Exadata Customer Case Studies: Key Considerations"**

Some database consolidations targeted for an Exadata machine can be quite complex and need careful planning to mitigate perceived (and real) project risks in order to satisfy the client's expectations and Exadata's promise. Attendees will learn about best practices to consider when consolidating into an Exadata environment including understanding Smart Scan readiness, presence of database hints, presence of database errors, presence of unruly queries, and the presence of unused data. This presentation examines several important deployment considerations through the lens of real-world customer experiences.

**Kevin Courtney** brings over twenty-five years of senior and executive information technology experience blending a set of consulting skills in business management, technology strategy, design and deployment, program and project management, product development and marketing across numerous industries He has developed and managed a data warehousing/business intelligence professional services practice.

**DEV 4 3:15-4:15 Sutton Place "Real Application Testing – Never Get Caught By Change Again"**

Real Application Testing (RAT) with Database Replay and SQL Performance Analyzer provides the ability to be more proactive in ensuring that application, database, operating system, hardware, etc. changes and upgrades never negatively impact database and system operations again. This presentation will review the features and use of real application testing with test cases.

An Oracle ACE, Database OCP 9i/11g and Exadata Implementation Specialist, **Michael Messina** has over 18 years experience with Oracle Technology including in-depth background in Performance Tuning, High Availability and Disaster Recovery implementations. Michael has presented at Oracle Open World, Collaborate, Rocky Mountain Oracle Users Group Training Days, Midwest Oracle Users Group and Indiana Oracle Users Group.

**DBA 2-4 3:15-4:15 Gramercy Park "Key Management and Sensitive Data for DBAs"**

Most DBAs want to do what they're good at and enjoy: manage databases. However, securing the sensitive information that is stored in Oracle databases has become critical in our highly regulated world. Properly managing the keys that protect data that is encrypted in Oracle databases has become a big issue. In addition, DBAs need to consider sensitive data surrounding the Oracle database. For example, an Oracle database could encounter an error that would cause it to send information containing sensitive data into a trace file or the alert log. This presentation will discuss the general issues in encryption key management for DBAs and where sensitive data might reside in and around an Oracle database.

**Jonathan Intner** is an Oracle DBA by trade who started studying data and information security about 5 years ago. Over the past 20 years, he has been an Oracle DBA and \*nix SA at a number of companies, mostly in the pharmaceutical arena. He currently works as a Solution Architect for Vormetric, a company that produces a comprehensive data security solution to protect customer data across applications, databases, file systems and storage architectures to defend against a broad set of threats to data, including admin abuse, rogue users, malware, physical theft and unintended user access.

**IMP 4 3:15-4:15 Herald Square "RAC on vSphere5"**

This session will describe the viability and value of running Oracle RAC on vSphere 5. The presentation will also include content focused on the skills necessary for a DBA to develop to remain current with Oracle and virtualization technology. It will include best practices and a step-by-step guide for virtualizing infrastructure for Oracle 11gr2 RAC on the VMware vSphere platform. Storage and networking design options will be discussed. Attendees will find out about lessons learned, recipes for success and common mistakes to avoid when virtualizing RAC databases. Attendees will also learn how to live migrate Oracle RAC nodes from one physical host a different host within the ESX cluster when under load, with minimal impact to the users.

**Don Sullivan** has been a VMware SE Database Specialist covering North America for the past year and a half. Don spent seven years with Oracle University teaching Oracle Server technologies and ATS consultant and five years with HP as part of the Polyserve acquisition. Don is an Oracle Certified Master.