

**NYOUG 25th Anniversary/NYC Metro Area Meeting - presented by NYOUG & Oracle Corporation
Tuesday December 8, 2009 at the New Yorker Hotel – 481 Eighth Ave. (at 34th Street) in Manhattan**

**Sponsored by Oracle Corporation, Sun Microsystems
Confio Software, Corporate Technologies, Fadel Partners, Oracle GoldenGate,
IBM Systems, Texas Memory Systems, Rolta TUSC, XDuce/LearnDBA**

8:00-9:00	REGISTRATION AND BREAKFAST			
9:00-9:30	Introduction and Welcome: Michael Olin – NYOUG President			
9:30-10:15	KEYNOTE: Jeff Henley – Chairman, Oracle Corporation “Oracle’s Business Transformation: The Next Phase”			
	DBA TRACK 1	DEVELOPER TRACK	DBA TRACK 2	DEVELOPER/ BI/DW Track
LOCATION	Crystal Ballroom	Herald Square	Gramercy Park	Sutton Place
10:30 - 11:30 Session 1	DBA 1-1 Case Study: 11g Upgrade with RAT, SPM and Snapshot Standby Arup Nanda Starwood Hotels	DEV 1 Oracle Forms To Oracle APEX: A Migration Roadmap Daniel McGhan SkillBuilders	DBA 2-1 Oracle on SSD Technology for Performance Steve Fluge Bank of America	DEV/BI/DW 1 De-Mystifying OBIEE/Oracle BI Applications Shyam Varan Nath IBM/Oracle BIWA SIG
11:45-12:45 Session 2	DBA 1-2 0 Slides: Scripts and Tools to Make Your Life Easier Tanel Poder	DEV 2 Oracle APEX API Primer Josh Millinger Niantic Systems	DBA 2-2 Using Preferred Read Groups in Oracle ASM Michael Ault Texas Memory Systems	DEV/BI/DW 2 Fraud and Anomaly Detection Using Oracle Data Mining Charles Berger Oracle Corporation
12:45-2:00	LUNCH sponsored by Sun Microsystems – “Maximizing Oracle Performance with Sun Technologies”			
2:00-3:00 Session 3	DBA 1-3 Oracle 11g Cache Features Put to the Test Dave Anderson SkillBuilders	DEV 3 Effective Utilization of the Database in Web Development Dr. Paul Dorsey Dulcian, Inc.	DBA 2-3 Custom Monitoring Your Database with PL/SQL Bill Schott DTE Energy	DEV/BI/DW 3 Benefits of Agile SOA Methodologies Jordan Braunstein Rolta TUSC
3:15-4:15 Session 4	DBA 1-4 Advanced SQL Performance Tuning Dean Richards Confio Software	DEV 4 Tips & Techniques Integrating Oracle XML DB Coleman Leviter Arrow Electronics	DBA 2-4 Managing Risk: Understanding the New Options in Data Protection Ulf Mattsson Protegrity	DEV/BI/DW 4 What is ITIL and Why Should You Care? Leslie Tierstein newScale, Inc.
4:15-5:00	VENDOR RAFFLES			

New York Metro Area Oracle Users Group Day - December 8, 2009

ABSTRACTS

KEYNOTE: "Oracle's Business Transformation: The Next Phase"

Oracle's business transformation strategy has enabled the company to grow revenues and maintain strong operating margins during the downturn, while freeing up funds to expand Oracle's investment in innovative new products and services. Oracle Chairman Jeff Henley will share how Oracle is preparing internally for the recovery, from integrating the SUN acquisition, to deploying new Oracle applications to help support the company's ongoing transformation into an integrated technology solutions provider.

Jeffrey O. Henley is Chairman of Oracle Corporation. He has held this position since January 2004. Mr. Henley was Oracle's Chief Financial Officer and an Executive Vice President from March 1991 to July 2004, and he has been a member of Oracle's Board of Directors since June 1995. He also serves on Oracle's Executive Management Committee. Prior to joining Oracle in 1991, Mr. Henley served as Executive Vice President and Chief Financial Officer at Pacific Holding Company, a privately held company with diversified interests in manufacturing and real estate, and as Executive Vice President and Chief Financial Officer at Saga Corporation, a multibillion-dollar food service company. He also served as Director of Finance at Memorex Corporation in its large storage division, and as Controller of International Operations at Fairchild Camera and Instrument Corporation. Mr. Henley has a BA in economics from the University of California at Santa Barbara and an MBA in finance from UCLA. In 2004, he received the UCLA Anderson School's Outstanding Alumnus award.

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

DBA 1-1 10:30-11:30 Crystal Ballroom "Case Study-11g Upgrade with RAT, SPM & SnapshotStandby"

This session describes a real life case study with detailed steps, commands and screenshots of our 11g upgrade experience from 10g. Attendees will learn how to use Database Replay and SQL Performance Analyzer to gauge the impact of the upgrade in advance, fine tune parameters by replaying the captured workload from production. Arup will explain the differences between SQL Plan Management baselines and SQL Profiles, show how they were used to stabilize the plans, and how SQL Tuning Advisor was used to tune the regressed queries. Snapshot Standby database was used to further tune the production database without jeopardizing operations. Attendees will learn from our success and failures to better plan your own upgrade process.

Arup Nanda has been an Oracle DBA for more than 16 years spanning every aspect of a DBA's work - from modeling to performance tuning. He is the Lead Database Architect at Starwood Hotels.

DEV 1 10:30-11:30 Herald Square "Oracle Forms to Oracle APEX – A Migration Roadmap"

Many organizations are seeking an HTML-based migration path for their Oracle Forms applications. The main platforms available, including JSP/JSF, .NET, and PHP, are object oriented and may require extensive time and training for those new to them. Another solution is Oracle Application Express, which can provide an HTML-based solution while leveraging existing SQL and PL/SQL knowledge. Attendees will learn about the main differences between the two platforms, the pros and cons of the alternatives (JSP/JSF, .NET, PHP), the general migration process and how to avoid some pitfalls along the way.

Dan McGhan is a senior Apex developer and instructor at SkillBuilders.com. He has been developing Apex applications since HTMLDB and is the designer and coder of the famous Brown University Energy Efficiency application (BEE). Dan can be reached at danMcghan@skillbuilders.com.

DBA 2-1 10:30-11:30 Gramercy Park "Oracle SSD Technology for Performance"

Results of performance tests conducted with SAN storage, SAN SSD and FusionIO SSD technologies will be reviewed, with comparisons of each for TPC-C and Oracle disk I/O performance. A brief mention of the methods used to test including tools (Benchmark Factory and Orion) will also be included.

Steve Fluge has 15 years of Oracle experience, as a DBA and Consultant. He has presented at Oracle OpenWorld on the topics of migration to Oracle RAC with OCFS, and 10g performance on Itanium. Steve has also created a demo database for Oracle Spatial on Itanium for an Intel keynote presentation.

DEV/BI/DW 1 10:30-11:30 Sutton Place "De-Mystifying OBIEE/Oracle BI Applications"

Attendees will learn how to meet their BI and Analytical Reporting needs using OBIEE and/or Oracle BI Applications. They will learn how to simplify the implementation cycles, deal with real-world challenges and learn strategies for overcoming them. A product demo will show the step-by-step installation and configuration processes. Pointers to vital resources using real world customer implementation experience of Oracle BI Apps 7.9.6 and higher versions will also be discussed.

Shyam Nath is an OBIEE Architect at IBM. He has implemented several OBIEE and OBI Applications projects. He is a Certified DBA since 1998 and had worked on several Oracle Data Warehousing and BI projects including at Citigroup in NY. He is the founder and President of Oracle BIWA SIG (<http://OracleBIWA.org>) and a regular speaker at NYOUG, IOUG-Collaborate and Oracle OpenWorld. Shyam is also a regular blogger/micro-blogger on Oracle BI/DW topics. Currently (Aug '09), Shyam is the top expert in Oracle BI Apps Forum, helping several users to troubleshoot and plan their BI projects.

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

DBA 1-2 11:45-12:45 Crystal Ballroom "Zero Slides: The Scripts and Tools to Make Your Life Easier"

As the title already says, this presentation has no slides at all! Instead Tanel will demonstrate some of the most useful tools he uses for accurate Oracle performance troubleshooting. The toolset ranges from plain SQL statements to UNIX and DTrace scripts and some custom-built GUI tools and of course a new version of Tanel's Oracle Session Snapper will be covered. During the session you will be taken through few troubleshooting case studies following a systematic troubleshooting methodology. For anyone interested in Oracle internals and performance tuning, this session should be a fun learning exercise!

Tanel Poder is an experienced consultant with deep expertise in Oracle database internals, advanced performance tuning and end to end troubleshooting. He is one of the first Oracle Certified Masters in the world, passing the OCM DBA exam in 2002; an Oracle ACE director and also a proud member of the professional OakTable Network. In addition to teaching his seminars and speaking at major Oracle conferences worldwide, he publishes his work at his Oracle performance tuning blog <http://blog.tanelpoder.com>

DEV 2 11:45-12:45 Herald Square "Oracle Application Express API Primer"

Oracle Application Express comes with a series of provided API's such as APEX_UTIL,MAIL,ITEM, APPLICATION, CUSTOM_AUTH, etc. This presentation will go through the ones that we have found to be the most valuable and describe how and where to use them in your applications. Why build something when Oracle has already done it for you?! This presentation will walk through examples of using the provided Apex API's. We demonstrate how to build a manual tabular form using the APEX_ITEM API, how to reference arrays and debug using the APEX_APPLICATION API, in addition to a host of others.

Josh Millinger is the Founder of Niantic Systems, LLC, a Princeton, NJ-based consulting/development firm. He worked at Oracle for 11 years serving the partner community as their technical liaison. He currently focuses on Application Express development and related technologies

DBA 2-2 11:45-12:45 Gramercy Park "Using Preferred Read Groups in Oracle ASM with Data Masking"

Oracle11gR2 ASM provides the capability to use a preferred read mirror to allow geo-mirroring and use of high and low speed assets in the same ASM disk group. This presentation shows how to utilize the preferred read mirror concept to optimize your performance and reliability. Attendees will see by example how to setup and utilize the new preferred read mirror in Oracle ASM. Examples from actual installations will be used as well as performance comparisons for when high and low speed disk groups are used with and without preferred read.

Mike Ault has worked with Oracle since 1990 and computers since 1980. Mike has written over 2 dozen books about Oracle and Oracle related technologies. Mike is a frequent presenter at international, national and regional user groups. Mike has also written numerous articles for various Oracle related publications. Mike works for Texas memory Systems as their Oracle Guru.

DEV/BI/DW 2 11:45-12:45 Sutton Place "Fraud and Anomaly Detection Using Oracle Data Mining"

How do you find needles in haystacks? How can you detect rare events, fraud, anomalies, and network intrusions in your corporate databases and operations? Oracle Data Mining's (ODM) Anomaly Detection algorithm trains on what is considered "normal" and then flags any record(s) that, on a multi-dimensional basis, appear to not fit in. Find suspicious expense report submissions, find non-compliant tax submissions, combat fraud in healthcare claims and save huge amounts of money in fraud and abuse. This presentation and demo will show several use cases of ODM's anomaly detection.

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.

Lunch Presentation

1:25-1:55 Grand Ballroom - Maximizing Oracle Performance with Sun Technologies

For over 25 years, Sun and Oracle have collaborated to build highly available solutions with massive scalability, unmatched performance and savings to meet the needs of growing enterprises. This presentation examines the latest intelligent optimizations with the Oracle Exadata V2 Database machine, as well as innovation around key Oracle solutions such as Data Warehousing, Oracle 11g, Siebel CRM, and Oracle Business Intelligence Enterprise Edition.

Mike Seto is Sun's Global Partner Executive for Oracle. The Sun/Oracle global alliance is a multi-billion dollar relationship dedicated to providing our joint customers with secure, reliable, and scalable enterprise-class solutions. Mr. Seto leads a global team focused on developing deeper and broader relationships between Oracle and Sun executives, sales and partners to deliver the best IT platforms available to address the business challenges of today and tomorrow. Mr. Seto has over eighteen years of sales and sales management experience. He joined Sun ten years ago as an enterprise account manager for iPlanet. In 2004, Mr. Seto began managing the BEA alliance and transitioned into the leadership role for global Oracle team in 2006.

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

DBA 1-3 2:00-3:00 Crystal Ballroom "Oracle 11g Cache Features Put to the Test"

Dave follows up his sought-after Oracle 10g New Features presentation (<http://www.nyoug.org/Presentations/2004/10ginfo.pdf>) with a look at the SQL and PL/SQL caching features found in 11g. Learn how to implement caching and see Dave's benchmarks. This will be a technical and practical presentation with working examples presented where possible.

Dave Anderson founded SkillBuilders.com in 1994. He has worked in the IT field since March 1980 and has 25 years of hands-on relational database experience. He currently makes Oracle databases work well and fast for large banks, insurance companies and small companies like SkillBuilders.com.

DEV 3 2:00-3:00 Sutton Place "Effective Utilization of the Database in Web Development"

With the ever changing web application development environment, the benefits of placing more information in the database are becoming increasingly evident. This presentation (targeted at experienced PL/SQL developers) will discuss how to implement this approach in real world projects with a brief overview of the advantages of this approach along with specific details about how to implement the approach in SQL and PL/SQL. Emphasis will be placed on using collections, dynamic SQL/PL/SQL and server-side support for stateless programming.

Dr. Paul Dorsey is the founder and president of Dulcian, Inc. an Oracle consulting firm specializing in business rules and web based application development. He is the chief architect of Dulcian's Business Rules Information Manager (BRIM[®]) tool. Paul is the co-author of seven Oracle Press books on Designer, Database Design, Developer, and JDeveloper, which have been translated into nine languages as well as the Wiley Press book *PL/SQL for Dummies*. Paul is an Oracle ACE Director. He is President Emeritus of NYOUG and the Associate Editor of the International Oracle User Group's SELECT Journal. In 2003, Dr. Dorsey was honored by ODTUG as volunteer of the year, in 2001 by IOUG as volunteer of the year and by Oracle as one of the six initial honorary Oracle 9i Certified Masters. Paul is also the founder and Chairperson of the ODTUG Symposium, currently in its tenth year. 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. paul_dorsey@dulcian.com

DBA 2-3 2:00-3:00 Gramercy Park "Custom Monitoring Your Database with PL/SQL"

Want to know when a particular table is locked and who is locking it? Are current archive logs being shipped to that standby database? You can automate monitoring for these and a whole lot more conditions by using PL/SQL packages and dbms_jobs to customize the monitoring - and alerting - of an Oracle Database. This presentation describes the fundamental concept of using Jobs to periodically call a PL/SQL procedure to watch for specific conditions, and then to take action.

Bill Schott has been a DBA at DTE Energy for 14 years, with experience using Oracle 7.3 thru 10.2. He is a past presenter at ECO, MOUG, IOUG-A and other conferences and he is passionate about sharing knowledge, tips and techniques across the Oracle DBA community.

DEV/DW/BI 3 2:00-3:00 Sutton Place "Benefits of Agile SOA Methodologies"

Service Oriented Architecture (SOA) is complex, lengthy, and riddled with challenges. Is SOA dead as claimed earlier this year? Many organizations have had frustrating experiences in the path they chose and some have even given up on their SOA initiatives and struggling how to show immediate results. This session will present a refreshing and effective approach to achieving rapid and incremental results in SOA, all the while educating participants on how to keep their projects aligned with the "big-picture" SOA Roadmap. Approaches include how to leverage an Agile methodology with SOA, when to use top-down vs. bottom-up vs. middle-out, and how to ensure business success through the use of SOA pilots. The session will also cover fundamental principles of Service Oriented Architecture by explaining definitions, concepts, and practices. This will help participants gain a common understanding of what SOA is, what constitutes SOA, and why it is so important to businesses.

Jordan Braunstein serves as the Business Integration & Architecture Partner at Rolta TUSC and is responsible for managing the TUSC SOA Center of Excellence. This includes delivering tangible results and support to customers through consulting, education, and overall partnership support, to ensure our clients achieve positive returns throughout their SOA Journey. Prior to joining, Braunstein started and Managed BearingPoint's Public Services SOA practice, focusing on deriving value and hard-line results for defense and civilian government agencies, state and local governments, and higher education institutions.

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

DBA 1-4 3:15-4:15 Crystal Ballroom "Advanced Oracle SQL Performance Tuning"

Many DBAs and Developers are faced with tuning poorly performing SQL statements. However, many tuning projects fail because the process being used is inefficient. This presentation will walk through a process Confio Software uses with great success and will include topics such as: indexing strategies, use of histograms, SQL wait event data, column selectivity and several more that will help the you succeed on future tuning projects.

Dean Richards has over 20 years of Oracle and SQL Server project development, implementation and strategic database architecting experience. Before coming to Confio Software, Dean held engineering positions at McDonnell Douglas and Daugherty Systems and was also a technical director for Oracle Corporation managing all aspects of key accounts including short and long-term technical planning and strategic alliances.

DEV 4 3:15-4:15 Herald Square "Tips & Techniques: Integrating Oracle XML DB"

Many times during a project life cycle, new technology is introduced that presents first time challenges. The author will present a project using Oracle XML DB. The presentation will cover the project, why XML DB was chosen, how XML DB was used and technical issues encountered. This presentation describes several examples using XMLTYPE, CLOBs, XML DB methods, XMLAGG, XMLELEMENT and XMLFOREST. Additionally, namespace examples and an introduction to XML Schema Definition (XSD) will be presented.

Coleman Leviter is employed as an IT Software Systems Engineer at Arrow Electronics. He has presented at IOUG's Collaborate 07, 08 and 09. He is the WEB SIG chair and sits on the steering committee at the NY Oracle Users' Group (www.nyoug.org). He has worked in the financial services industry and the aerospace industry where he developed Navigation, Flight Control and Reconnaissance software for the F-14D Tomcat at Grumman Aerospace. Coleman has a BSEE from Rochester Institute of Technology, an MBA from C.W. Post and an MSCS from New York Institute of Technology. Coleman recently completed Oracle's Certified Professional Exam (OCP). He may be contacted at cleviter@ieee.org

DBA 2-4 3:15-4:15 Gramercy Park "Managing Risk: Understanding the New Options in Data Protection"

Sometimes data security and business processes do not play well with each other. The situation becomes even uglier when regulatory compliance is added into the mix. Too often, enterprises feel that they have to choose between data security, compliance and business needs. This session will detail the latest methodologies and technologies such as Type Preserving Encryption, Data Masking, Tokenization and Database Activity Monitoring to protect data in an Oracle environment with a focus on solutions designed specifically to support critical business processes. Attendees will also learn how to conduct a risk-based analysis to determine the scenarios where these new technologies are best suited in their environments. We'll also explore new ways to measure and manage risk and compliance. This presentation also includes anonymous case studies that detail risk management security plans in an Oracle environment.

Ulf Mattsson 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.

DEV/BI/DW 4 3:15-4:15 Sutton Place "What is ITIL and Why Should You Care?"

ITIL stands for "IT Infrastructure Library"; it consists of a set of practices and guidelines for standardizing IT practices. This presentation will start with an overview of some of those practices and discuss how they can affect your daily life as an database developer, DBA, server administrator or practitioner of another IT discipline. It will also include a discussion of commercial software products available for ITIL implementation and a demonstration of one such product (but without marketing hype).

Leslie Tierstein is Manager of Knowledge Services for newScale, Inc, a provider of Catalog and Portfolio Management software located in San Mateo California. Before joining newScale she accrued many years of experience as an Oracle developer and technical project manager. She is an experienced presenter, having presented at conferences such as NYOUG, ODTUG, IOUG, and RMOUG, and the technical editor of several Oracle Press books, including *Oracle JDeveloper 10g Handbook* and *Oracle Designer Handbook*.