Empowering the Modern Value Chain

February 3–5, 2014
Convention Center, San Jose, CA

Oracle Maintenance

Featured Speakers

Geoffrey Moore
Renowned author, speaker and advisor

Mark Hurd
President, Oracle Corporation

Jim Lebs
VP, Supply Chain, Sonic Drive-In

Jane Barrett
GVP, Gartner Supply Chain Research

Kevin Uhls
Dir, Supply Chain IT & ERP, GE Appliances

Brad Webb
Team Oracle USA Member

Ian Burns
Team Oracle USA Member

Are you taking a fresh look at your product-related processes and searching for the right learning opportunity? Look no further! The Value Chain Summit held February 3-5, 2014 in San Jose, California, is the top Oracle supply chain event of the year, and the most effective way to build your team's knowledge, network, and excitement.

Value Chain Summit Overview

The Oracle Value Chain Summit brings together more than 1,000 business professionals to learn how smart companies are transforming their supply chains into information-driven value chains. This unparalleled experience will empower you with the knowledge to drive innovation and maximize revenue. Choose from more than 200 sessions covering nearly every aspect of the supply chain: Product Value Chain (PLM), Procurement, Maintenance, Manufacturing, Value Chain Execution, and Value Chain Planning. New this year is a Cross Value Chain track, an integrated view across all areas.

Maintenance Solution Area

This event represents our 8th Annual Oracle Maintenance Summit, where year after year we've brought together the 3 Oracle Maintenance Solutions from our 3 respective product lines (E-Business Suite, JD assets. Customers repeatedly attend this annual information-sharing and networking event, where they opportunity to meet in industry focus groups to facilitate deeper discussion of key issues in maintenance for Facilities, Manufacturing and Natural Resources.

Track: Enterprise Business Suite

This track provides attendees with an overview of how customers optimize operational decisions and improve process efficiencies with eBS Enterprise Asset Management.

Track: JD Edwards EnterpriseOne

This track delivers line of business and IT managers a better understanding of the benefits associated with using JD Edwards EnterpriseOne Capital Asset Management. Sessions will delve into some of the most inspring use cases from our customers as well as introduce new product featuresfrom JD Edwards.

Track: PeopleSoft

This track provides attendees with insight into how organizations are using PeopleSoft Maintenance Management to maximize productivity, reduce asset downtime and spend, and lower costs with efficient maintenance processing.

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ORACLE VALUE CHAIN SUMMIT SIDE-BY-SIDE AGENDA

MONDAY FEBRUARY 3, 2014	
DAY & TIME	**TITLE & DESCRIPTION**
M 3:00 – 5:30p	Opening General Session featuring Jane Barrett, GVP, Supply Chain Research group of Gartner who will discuss how companies successfully differentiate using modern value chain techniques. Also featuring Brad Webb, a member of the winning Oracle Americas Cup team, who will share his insights into what produced one of the greatest come-from-behind wins in sporting history.
M 5:30 – 7:00p	Welcome Reception

TUESDAY FEBRUARY 4, 2014		
DAY & TIME	**TITLE & DESCRIPTION**	
T 7:00 – 8:00a	Breakfast	
T 8:00 – 10:40a	General Session featuring Geoffrey Moore, renowned speaker and business advisor as well as author of the highly influential books *Crossing the Chasm* and *Escape Velocity*, as well as keynote sessions from Oracle Executives.	
T 10:55 – 11:40a	Solution Area General Session: Maintenance Solution Area Title: Connecting Asset Management to Operational Excellence | Featuring: Reliabilityweb.com, Oracle	
T 11:40 – 12:25p	Solution Area General Session: Maintenance Solution Area Title: EAM Generates Bottom Line Benefits | Featuring: Oracle	
T 12:25 – 1:25p	Lunch	

TRACK SESSIONS

T 1:25 – 2:20p	**Enterprise Business Suite** *Oracle EBS ALM Overview and Product Strategy* Featuring: The J.M. Smucker Company, Oracle	**JD Edwards Enterprise One** *JD Edwards EnterpriseOne Health & Safety Incident Management* Featuring: Oracle	**PeopleSoft** *Haunted House Survival: Strategic Framework of Reliability-Centered Maintenance* Featuring: Oracle
T 2:25 – 3:20p	**Enterprise Business Suite** *Mobile Maintenance* Featuring: Stanford University, Noble Energy, AppTree Software, LLC, Oracle	**JD Edwards Enterprise One** *Driving Towards a Single Instance: Standardization of Maintenance Processes*	**PeopleSoft** *Staying on Course in the Maze of Mirrors: Leveraging Inventory Management* Featuring: Drummond Company

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T 3:20 – 4:05p	Networking Break		
T 4:05 – 5:00p	**Enterprise Business Suite** *Customer Panel: Reliability Centered Maintenance* Featuring: Noble Energy, Oracle	**JD Edwards Enterprise One** *Preventive Maintenance Made Easy!*	**PeopleSoft** *The Expert Names Age or Weight : Estimating and Billing in Maintenance* Featuring: Cogentrix Energy Power Management
T 5:05p – 6:00p	**Enterprise Business Suite** *Tuning Your Maintenance System for Manufacturing* Featuring: Land O'Lakes , Sherwin Williams, Oracle	**JD Edwards Enterprise One** *Tuning Your Maintenance System for Natural Resource Industries* Featuring: Kinross Gold	**PeopleSoft** *Tuning Your Maintenance Management System for Facilities* Featuring: Jefferson County Public Schools, Oregon Health & Science University, Oracle
T 6:00 – 7:30p	Reception		

WEDNESDAY FEBRUARY 5, 2014			
DAY & TIME	**TITLE & DESCRIPTION**		
W 7:00 – 8:00a	Breakfast		
W 8:00 – 10:40a	General Session featuring compelling customer insights on empowering the modern value chain from Kevin Uhls, Director, Supply Chain IT & ERP, GE Appliances | Jim Lebs, VP, Supply Chain, Sonic Drive-In		
W 10:40 – 10:55a	Networking Break		
W 10:55 – 11:40a	Solution Area General Session: Maintenance Solution Area Title: *Analytics Driven Maintenance* | Featuring Entercoms, Oracle		
W 11:40a – 12:25p	Solution Area General Session: Maintenance Solution Area Title: *Maintenance Scheduling: "How in the heck do we ever get anything done?"* | Featuring Simmons Foods, East Kentucky Power Cooperative, Viziya, Oracle		
W 12:25 – 1:25p	Lunch		
TRACK SESSIONS			
W 1:25 – 2:20p	**Enterprise Business Suite** *Endeca for eAM: Product Deep Dive* Featuring: Oracle	**JD Edwards Enterprise One** *Successful Upgrades are No Accident: How to Plan and Execute a Successful Upgrade* Featuring: Graymont Mining, Martin Marietta Materials	**PeopleSoft** *EKPC Accelerates Aerial Inspections with Mobility* Featuring: East Kentucky Power Cooperative , Blue Dot Solutions

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W 2:25 – 3:20p	**Enterprise Business Suite** *Optimizing Materials Management* Featuring: Oracle	**JD Edwards Enterprise One** *Using JD Edwards EnterpriseOne on Mobile Devices for When and Where the Work Gets Done* Featuring: GN Johnston, Westmoreland Coal	**PeopleSoft** *Transforming Facilities Maintenance to Achieve Operational Excellence* Featuring: CBRE
W 3:20 – 4:05p	Networking Break		
W 4:05 – 5:00p	**Enterprise Business Suite** *Change Management: Onboarding eAM* Featuring: JM Smucker, EAM Masters, Oracle	**JD Edwards Enterprise One** *JD Edwards EnterpriseOne and the Mobilization of Maintenance* Featuring: Oracle	**PeopleSoft** *Behind Wooden Roller Coaster Enthusiasts: Offshore Environment Work Standards*
W 5:05 – 5:30p	Closing General Session		

MAINTENANCE SOLUTION AREA SESSION DETAIL

GENERAL SESSIONS			
TIME	**TITLE**	**ABSTRACT**	**SPEAKERS**
Tuesday 10:55 – 11:40a	Connecting Asset Management to Operational Excellence	A perfect storm of aging assets, reluctant capital investment, retiring baby boomers and rising stakeholder expectations are causing organizations to reexamine how they manage assets for value. This presentation creates a new way to look at whole lifecycle asset value by examining the decision options that are available for any given asset. It is designed to give asset owners a 360-degree view of asset management, risk management and reliability.	Terrence O'Hanlon, CEO and co-founder, **Reliabilityweb.com and Uptime Magazine** Jennifer Allen, Senior Manager, ALM Strategy, **Oracle**
Tuesday 11:40 – 12:25p	EAM Generates Bottom Line Benefits	This session will include customer case studies on the financial benefits of on an integrated EAM solution. We will hear how Oracle maintenance solutions, through accurate and timely cost information, have: • earned Maintenance a seat in executive committee • provided the visibility to make significant improvement in MRO spend • dramatically improved reporting OEE (Overall Equipment Effectiveness) to increase uptime Come join us as we discuss elevating EAM in economic terms!	**Oracle**
Wednesday 10:55 – 11:40a	Analytics Driven Maintenance	Analytics provide visibility from which to make strategic decisions. This session will explore different types of Asset Management analytics including what are considered 'standards' by SMRP (Society for Maintenance & Reliability Professionals) and PAS 55 to those just emerging (such as ISO	**Entercoms** Phil Carey, Senior Director, ESA/ALM Product Management, **Oracle**

		55000). A panel comprised of customers with 'real world' experience along with a partner with expertise in the space.	
Wednesday 11:40a – 12:25p	Maintenance Scheduling: "How in the heck do we ever get anything done?"	Approaches to scheduling range from no formal scheduling to completely "hands off" automation. With such a wide range of approaches, you might think that some of these techniques would lead to disaster. The reality is that the best scheduling approach for an organization depends on a variety of factors: organizational culture, planner staffing and skills, the nature of the assets to be maintained, and management goals and objectives. This session will explore the factors, tools and techniques that govern and impact an organization's approach to success in scheduling maintenance. This session will include scheduling professionals, philosophers, and hacks, as well as some of our most effective customers sharing their stories.	Bill Henderson, **Simmons Foods** Amanda Casterline, **East Kentucky Power Cooperative** John Vujicic, **Viziya** Tom Sichko, Director, ALM Strategy, **Oracle**

ENTERPRISE BUSINESS SUITE			
TIME	**TITLE**	**ABSTRACT**	**SPEAKERS**
Tuesday 1:25 – 2:20p	Oracle EBS ALM Overview and Product Strategy	In today's volatile economy, tracking your assets while maintaining their optimal performance is critical to staying competitive. Oracle Asset Tracking and Oracle Enterprise Asset Management have become mission-critical tools for the best-run organizations. This session presents Oracle's vision and roadmap for Oracle Asset Tracking and Oracle Enterprise Asset Management. With over a decade of experience behind us and 1000's of customers with us, we have a bright future in front of us. If your organization cares about the cost, performance, or reliability of your assets, don't miss this session. We will also have the Oracle eAM Special Interest Group (SIG) present to discuss 'best practices' for networking with other customers.	Chuck Armbruster, CMRP, Corporate Reliability Engineering Manager, **The J.M. Smucker Company** Andy Binsley, Senior Director, ALM & Manufacturing Strategy, **Oracle** Kris Sudharsan Krishnamurthy, Senior Director, EBS Development, **Oracle**
Tuesday 2:25 – 3:20p	Mobile Maintenance	With the advent of mobile technology and proliferation of low cost smart phones and tablets, overall sales of mobile devices has skyrocketed over the past few years. More and more people prefer smart phones and tablets over traditional PCs and laptops. This trend is becoming prevalent in the maintenance world, as well. In this session, we will have customers, along with Oracle experts, discussing the different approaches of mobile applications in the maintenance world, including the use of different devices, as well as how a user's profile affects their usage. In addition, we will also touch the benefits of mobile maintenance to: facilitate access to asset and work order data, improve maintenance efficiency and real time visibility of assets, enhance user productivity and increase in ROI.	Michael Fox, Director of Technology for Land, Buildings and Real Estate, **Stanford University** Sridhar Pasham , Senior ERP Analyst, **Noble Energy** Madhuri Shah, Principal Product Manager, **Oracle** **AppTree Software, LLC** Dharmender Gupta, Senior Development Manager, **Oracle**
Tuesday 4:05 - 5:00p	Customer Panel: Reliability Centered Maintenance	In this session, we will discuss on the value of adopting Reliability Centered Maintenance (RCM) practices into Maintenance functions and how organizations can improve and stabilize their equipment reliability metrics by this approach. We will review the system functions within Oracle eAM that facilitate to setup and run an on-going RCM initiative. We will also take a look at the different integration provisions that can be leveraged to collect various data points to support the RCM process. We will listen from few eAM customers on their experience and benefits of	Sridhar Pasham, **Noble Energy** Arunkumar Kaliappan, Principal Product Manager, **Oracle**

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		implementing RCM methodology with Oracle eAM and 3rd party products.	
Tuesday 5:05 – 6:00p	Tuning Your Maintenance System for Manufacturing	This industry specific customer panel will address their key maintenance challenges and EAM requirements, as well as the benefits achieved from deploying their respective EAM system. We will have representatives from the 3 product lines: E-Business Suite, JD Edwards, and PeopleSoft.	Jenny Ketcham, **Land O'Lakes** Keith Kanderski, **Sherwin Williams** Jennifer Allen, Senior Manager, ALM Strategy, **Oracle**
Wednesday 1:25 – 2:20p	Endeca for eAM: Product Deep Dive	There are eAM screens for the way work normally gets done - but then there are the problems and exceptions that regularly crop up and inevitably add to the list of customizations and special reports that IT has to create. Are you interested in promoting self-service and cutting back on the IT to-do list? Oracle E-Business Suite Extensions for Oracle Endeca enable enterprises to optimize operational decisions and improve process efficiency with real-time access to operational data. Join this session to see how Endeca's sweet spot of information-driven navigation and search-based approach helps users make sense of it all. Learn how this integrated extension to eAM brings together both structured and semi-structured data and provides visualizations including faceted search, range filters, tag clouds, charts and key indicators – with seamless navigation to the underlying transactions to take action.	Gael Fransson, Architect, Product Management, **Oracle**
Wednesday 2:25 – 3:20p	Optimizing Materials Management	Successful MRO inventory management is dependent upon three key factors: having the right parts, at the right time, in the right quantity. There are countless examples of companies keeping maintenance, repair, and operations (MRO) parts inventories that are literally out of control - meaning they may have too many parts, have duplicate part codes for the same part, keep inaccurate counts of parts on hand, and hold parts that are not recorded. This presentation will review the best practices in MRO Inventory management and how Oracle's Enterprise Asset Management customers have implemented different approaches to achieve efficient MRO inventory management.	**Oracle**
Wednesday 4:05 - 5:00p	Change Management: Onboarding eAM	Oracle eAM has the features and functions necessary to enable real and measurable business benefits. However, achieving those benefits often requires changes in maintenance processes, practices, data and culture. Getting eAM implemented properly and making the necessary maintenance improvements can be a long and arduous journey. This session will provide valuable insight on how to get everyone onboard and manage the change. We will have customers, aka 'change agents' sharing how they are managing organizational changes and people issues. The panel will also discuss the use of management tools such as documented maintenance processes, procedures, data standards, maintenance performance metrics and work order policies to communicate changes, reinforce expectations and track progress.	Ann Marie Calhoun, **JM Smucker** Jay West, **EAM Masters** Jennifer Allen, Senior Manager, ALM Strategy, **Oracle**

JD EDWARDS ENTERPRISE ONE			
TIME	**TITLE**	**ABSTRACT**	**SPEAKERS**
Tuesday 1:25 – 2:20p	JD Edwards EnterpriseOne Health & Safety Incident Management	Asset intensive companies are at greater risk of safety incidents! Learn about a relatively new JD Edwards EnterpriseOne module that provides the capability to track and manage all types of incidents and near-misses, as well as analyze	Louise Farner, Principal Product Strategy Manager, **Oracle**

		critical safety metrics and provide regulatory reporting. Come learn how any employee can record the initial details of an incident, the system can then automatically notify interested parties, you can manage investigation and follow-up tasks, track incident costs and action items and record inspections and potential incidents, such as near misses, and of course report to OSHA and the Bureau of Labor Statistics.	
Tuesday 2:25 – 3:20p	Driving Towards a Single Instance: Standardization of Maintenance Processes	Hear how this customer overcame the challenge of multi-instances by driving towards a single instance. Learn about their solutions, processes and tools that were utilized.	tbd
Tuesday 4:05 - 5:00p	Preventive Maintenance Made Easy!	From spreadsheets to out of the box standardized process for preventive maintenance. Learn how this customer allows their users to track site information in one easy to access location. JDE is the central source of data and is used as a support tool by planning and maintenance management. All component and system repairs for units are generated in JDE using model work orders based on comprehensive component breakdown by system.	tbd
Tuesday 5:05 – 6:00p	Tuning Your Maintenance System for Natural Resource Industries	This Natural Resources industry specific customer panel will address their key maintenance challenges and EAM requirements, as well as the benefits they have achieved through tuning of their maintenance system.	Alberto Van Oordt, **Kinross Gold**
Wednesday 1:25 – 2:20p	Successful Upgrades are No Accident: How to Plan and Execute a Successful Upgrade	Learn how several customers orchestrated successful upgrades to Release 9.1, prepared maintenance users for the new features and addressed particular challenges.	Iara Ramanauskas, **Graymont Mining** Ben Brown, **Martin Marietta Materials**
Wednesday 2:25 – 3:20p	Using JD Edwards EnterpriseOne on Mobile Devices for When and Where the Work Gets Done	More and more of our customers are tackling the issue of using mobile devices to perform maintenance out in the field. This panel will describe how they conquered these challenges.	Joachim Roeder, **GN Johnston** Jon Wells, **Westmoreland Coal**
Wednesday 4:05 - 5:00p	JD Edwards EnterpriseOne and the Mobilization of Maintenance	As mobile devices become commonplace, the ability to do maintenance activities on site or on location where the equipment is has never been easier. JD Edwards is investing strongly in mobilization to facilitate timely and accurate recording of maintenance activities when and where it takes place. Come see what's new and coming in this exciting area. Your ideas from last years' summit are coming to fruition!	Louise Farner, Principal Product Strategy Manager, **Oracle**

PEOPLESOFT			
TIME	**TITLE**	**ABSTRACT**	**SPEAKERS**
Tuesday 1:25 – 2:20p	Haunted House Survival: Strategic Framework of Reliability-Centered Maintenance	Surviving the creepiest haunted attraction, without nightmares, is not totally dissimilar from sweet slumber following the disciplined rigor of applying the strategic framework of Reliability-Centered Maintenance II. This lively discussion will delve into John Moubray's publication with emphasis on how Failure Analysis in PeopleSoft Maintenance Management, as well as capabilities of PeopleSoft release 9.2 and beyond, can support Moubray's axioms.	Mike Madden, Master Principal Sales Consultant, **Oracle;** Loida Chez, ALM Product Management Director, **Oracle**

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Tuesday 2:25 – 3:20p	Staying on Course in the Maze of Mirrors: Leveraging Inventory Management	A distribution network determines the warehouse from which stock should be sourced. Come learn how one customer manages work order-sourced demand across multiple Inventory Business Units.	Jeff Shimizu, **Drummond Company**
Tuesday 4:05 - 5:00p	The Expert Names Age or Weight : Estimating and Billing in Maintenance	Maintenance activities are not limited to the service and repair of company-owned equipment. Maintenance activities may also include field services by teams specializing in complex system overhaul. Learn how customers can use PeopleSoft Maintenance Management to estimate and bill for maintenance services rendered, as a business.	Jeff Marakoff, **Cogentrix Energy Power Management** Tony Halcomb, **Cogentrix Energy Power Management**
Tuesday 5:05 – 6:00p	Tuning Your Maintenance Management System for Facilities	This industry specific customer panel will address their key maintenance challenges and EAM requirements, as well as the benefits achieved from deploying their respective EAM system. We will have representatives from the 3 product lines: EBS, JDE, and PSFT.	Mike Gordon, Director – Support Services, **Jefferson County Public Schools** Alane Collar, **Oregon Health & Science University** Mark Rosenberg, Senior Director, ESA/ALM Product Management, **Oracle**
Wednesday 1:25 – 2:20p	EKPC Accelerates Aerial Inspections with Mobility	East Kentucky Power Cooperative (EKPC) engaged Blue Dot Solutions to design and develop an Aerial Patrol Inspection application that enabled its Line and Right of Way Inspectors to easily, efficiently, and accurately record a variety of issues while traveling at high speed. These issues, in turn, trigger the generation of Work Orders in EKPC's PeopleSoft ALM (Asset Lifecycle Management) system. The resulting solution leverages their current investment in PeopleSoft and Esri, and is a good example of how mobile technologies have advanced to the point that even highly specialized applications can prove beneficial and provide a justifiable Return on Investment.	Eddie McNutt, **East Kentucky Power Cooperative** Ty Christopher, **Blue Dot Solutions**
Wednesday 2:25 – 3:20p	Transforming Facilities Maintenance to Achieve Operational Excellence	In this session you will learn how one organization plans to leverage PeopleSoft 9.2 to achieve business process efficiencies and become the leading information-driven enterprise in its industry.	Steven Woods, **CBRE**
Wednesday 4:05 - 5:00p	Behind Wooden Roller Coaster Enthusiasts: Offshore Environment Work Standards	If you have ever observed roller coaster enthusiasts at classic amusement parks, you know they are a passionate group with fervent opinions. Ensco is passionate about work practices. Come hear the opinions of Ensco maintenance professionals concerning successful standardization of work practices with a dynamic international workforce in preparation of PeopleSoft Maintenance Management deployment.	tbd

Register today!

Visit **www.oracle.com/goto/OVCS** to register and for more information.

CONTACT US

Send questions about the Maintenance Solution Area at the Oracle Value Chain Summit to Jennifer.Allen@Oracle.com.