Empowering the Modern Value Chain

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

Oracle Maintenance

More than 1,000 Maintenance and Supply Chain business professionals will gather in San Jose for the Oracle Value Chain Summit.

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 inspiring use cases from our customers as well as introduce new product features from 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.
### ORACLE VALUE CHAIN SUMMIT SIDE-BY-SIDE AGENDA

#### MONDAY FEBRUARY 3, 2014

<table>
<thead>
<tr>
<th>DAY &amp; TIME</th>
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<tbody>
<tr>
<td>M 3:00 – 5:30p</td>
<td>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.</td>
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<tr>
<td>M 5:30 – 7:00p</td>
<td>Welcome Reception</td>
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#### TUESDAY FEBRUARY 4, 2014

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<tr>
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<tr>
<td>T 7:00 – 8:00a</td>
<td>Breakfast</td>
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<tr>
<td>T 8:00 – 10:40a</td>
<td>General Session featuring Geoffrey Moore, renowned speaker and business advisor as well as author of the highly influential books <em>Crossing the Chasm</em> and <em>Escape Velocity</em>, as well as keynote sessions from Oracle Executives.</td>
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</tbody>
</table>
| 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 |
| T 2:25 – 3:20p | Enterprise Business Suite  
*Mobile Maintenance*  
Featuring: Stanford University, Noble Energy, AppTree Software, LLC, Oracle |
| | JD Edwards Enterprise One  
*JD Edwards EnterpriseOne Health & Safety Incident Management*  
Featuring: Oracle |
| | JD Edwards Enterprise One  
*Driving Towards a Single Instance: Standardization of Maintenance Processes* |
| | PeopleSoft  
*Haunted House Survival: Strategic Framework of Reliability-Centered Maintenance*  
Featuring: Oracle |
| | PeopleSoft  
*Staying on Course in the Maze of Mirrors: Leveraging Inventory Management*  
Featuring: Drummond Company |
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!*
Featuring: Cogentrix Energy Power Management

| PeopleSoft
*The Expert Names Age or Weight: Estimating and Billing in Maintenance*
Featuring: Land O’Lakes, Sherwin Williams, Oracle

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

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**WEDNESDAY FEBRUARY 5, 2014**

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<thead>
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<tr>
<td>W  7:00 – 8:00a</td>
<td>Breakfast</td>
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<tr>
<td>W  8:00 – 10:40a</td>
<td>General Session featuring compelling customer insights on empowering the modern value chain from Kevin Uhls, Director, Supply Chain IT &amp; ERP, GE Appliances</td>
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<tr>
<td>W  10:40 – 10:55a</td>
<td>Networking Break</td>
</tr>
</tbody>
</table>
| 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
## Oracle Value Chain Summit 2014 – Maintenance

**Empowering the Modern Value Chain**

#OVCS

### SCHEDULE AND SESSIONS ARE SUBJECT TO CHANGE

### Enterprise Business Suite:
- **W 2:25 – 3:20p**
  - 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

### Networking Break
- **W 3:20 – 4:05p**

### Enterprise Business Suite:
- **W 4:05 – 5:00p**
  - 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

### Closing General Session
- **W 5:05 – 5:30p**

### MAINTENANCE SOLUTION AREA SESSION DETAIL

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| **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 |
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| Wednesday        | Maintenance Scheduling                      | 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          | 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          | 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          | Customer Panel: Reliability Centered        | 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*  
Anunkumar Kaliappan, Principal Product Manager, *Oracle* |
|                  | Maintenance                                |                                                                                                                                                                                                          |                                                                                                                                                                                                 |
implementing RCM methodology with Oracle eAM and 3rd party products.

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<td>Tuesday</td>
<td>Tuning Your Maintenance System for Manufacturing</td>
<td>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.</td>
<td>Jenny Ketcham, Land O’Lakes</td>
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<td>Keith Kanderski, Sherwin Williams</td>
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<td>Jennifer Allen, Senior Manager, ALM Strategy, Oracle</td>
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<tr>
<td>Wednesday</td>
<td>Endeca for eAM: Product Deep Dive</td>
<td>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.</td>
<td>Gael Fransson, Architect, Product Management, Oracle</td>
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<td>Wednesday</td>
<td>Optimizing Materials Management</td>
<td>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.</td>
<td>Oracle</td>
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<tr>
<td>Wednesday</td>
<td>Change Management: Onboarding eAM</td>
<td>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 on board 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.</td>
<td>Ann Marie Calhoun, JM Smucker</td>
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<td>Jay West, EAM Masters</td>
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<td>Jennifer Allen, Senior Manager, ALM Strategy, Oracle</td>
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**JD Edwards Enterprise One**

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<td>Tuesday</td>
<td>JD Edwards EnterpriseOne Health &amp; Safety Incident Management</td>
<td>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</td>
<td>Louise Farner, Principal Product Strategy Manager, Oracle</td>
</tr>
</tbody>
</table>
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.

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<td>2:25 – 3:20p</td>
<td>Preventive Maintenance Made Easy!</td>
<td>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.</td>
<td>tbd</td>
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<td>4:05 - 5:00p</td>
<td>Preventive Maintenance Made Easy!</td>
<td>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.</td>
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<td>Alberto Van Oordt, Kinross Gold</td>
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<td>2:25 – 3:20p</td>
<td>Successful Upgrades are No Accident: How to Plan and Execute a Successful Upgrade</td>
<td>Learn how several customers orchestrated successful upgrades to Release 9.1, prepared maintenance users for the new features and addressed particular challenges.</td>
<td>Iara Ramanauskas, Graymont Mining Ben Brown, Martin Marietta Materials</td>
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<td>2:25 – 3:20p</td>
<td>Using JD Edwards EnterpriseOne on Mobile Devices for When and Where the Work Gets Done</td>
<td>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.</td>
<td>Joachim Roeder, GN Johnston Jon Wells, Westmoreland Coal</td>
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<td>4:05 - 5:00p</td>
<td>JD Edwards EnterpriseOne and the Mobilization of Maintenance</td>
<td>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!</td>
<td>Louise Farner, Principal Product Strategy Manager, Oracle</td>
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<td>Tuesday</td>
<td>Haunted House Survival: Strategic Framework of Reliability-Centered Maintenance</td>
<td>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.</td>
<td>Mike Madden, Master Principal Sales Consultant, Oracle; Loida Chez, ALM Product Management Director, Oracle</td>
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<tr>
<td>Time</td>
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<td>Description</td>
<td>Speaker(s)</td>
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<td>Tuesday</td>
<td><strong>Staying on Course in the Maze of Mirrors: Leveraging Inventory</strong></td>
<td>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.</td>
<td>Jeff Shimizu, Drummond Company</td>
</tr>
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| 2:25 – 3:20p | **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  
Power Management |
| Tuesday   | **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 |
| 5:05 – 6:00p | **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 | **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 |
| 2:25 – 3:20p | **Behind Wooden Roller Coaster Enthusiasts: Offshore Environment**       | 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](http://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.