
Conference Report

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About this report:

The purpose of this report is to share knowledge gained by attending the Collaborate06 global conference and to provide an opinion of the conference from attendees' points of view. Collaborate06 was hosted by three independent User Groups – [Quest](#) (Enterprise, EnterpriseOne and JDEWorld), [IOUG](#) (Independent Oracle Users Group) and [OAUG](#) (Oracle Applications User Group). This report is sponsored by caring companies based in knowledge sharing and networking to help Enterprise, EnterpriseOne and World customers optimize their ERP investments.

The information in this report was prepared by Jean McClelland of Praxis Reports. Most sections of the report have two parts. The first part is objective. It provides the information that was presented as heard by Jean McClelland. The second part of each report is opinion. The two are separated so that the reader can formulate their own opinion on the information provided. When possible, Ms. McClelland has collected opinions from other participants so that the reader is aware of any difference in experience or opinion among the attendees. Ms. McClelland does her best to provide a report that accurately reflects the presenters' information.

How to read this report: Skim it first and then decide what you should read.

The report is formatted for skimming. Skimming the report on a computer first allows the reader to use the links embedded in the report. If your interest in a subject is peaked, the content provider is noted and/or website links are provided.

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For the full report, please visit one of the sponsors' websites or you can purchase the report at www.marketsandresearch.com. On the Markets and Research website, search on "Praxis Reports" or one of the sponsors' names.

The Conference Experience

Note: Although this section of the report is based on actual experiences at the conference, please realize that this writing is mostly opinion.

Headlines

- ◆ Charles Phillips' big announcement was about the new Oracle program "Applications Unlimited" – the continuance of all product lines (JDEdwards EnterpriseOne, World, PeopleSoft, eBusiness Suite, Seibel) with dedicated development teams. Another way to put it is that Oracle is acting like an umbrella company for five different products and then adding one – Fusion. Read more in this report in the [Keynote](#) section or on Oracle's website: <http://www.oracle.com/applications/applications-unlimited-faq.pdf>
- ◆ Oracle's support for the independent User Groups was obvious. Many Oracle presenters, including Charles Phillips himself, [encouraged active participation](#) in your selected independent User Group for many reasons. The biggest reason seemed to be that the Users Groups can more effectively collect and analyze product enhancement suggestions and feedback to Oracle.
- ◆ Upgrading seemed to be a major theme throughout the Quest portion of the conference. There were at least 24 educational sessions dedicated to some aspect of the subject just on the EnterpriseOne side, not to mention World and Enterprise. [Read the special report.](#)
- ◆ The conference was another good one, well worth attending per the vast majority of people who offered opinions. The educational session led by customers held real "meat" – useable information to help optimize your ERP investment. Read some opinions in ["Collected Opinions"](#).

The Facility

Although this is the first year for the triad of User Groups to hold a common conference, it is the second year that OAUG and Quest members have experienced a Gaylord hotel/conference center. The first phase of this Gaylord hotel/convention center was finished in 1977. My experience was that the Gaylord Opryland was not an efficient place for this conference if you really wanted the groups to collaborate.

With 47 acres under roof, the facility was definitely large enough. It was the confusing layout of conference break-out rooms and the constant need to climb stairs that seemed to be decreasing the pleasure of attending the conference. For me, the stairs were a great exercise program between sitting in sessions but conference attendees with stair-climbing challenges had quite a long distance between ramps and elevators.

A very wise decision of the three User Groups was to provide the conference attendees with backpacks. Backpacks provided not only a better distribution of weight of the "stuff" we all carried, but they allowed us to climb the stairs and fill our lunch plates with greater ease.

Networking

Always, always, always one of the most enjoyable parts of a conference is meeting other people. I'll give the User Groups great marks for trying to get people together. Each luncheon provided topic tables, geographic tables and other suggested ways to connect with people. The attendees, on the other hand, just plain didn't seem as interested as at other conferences.

Here's my first call to action... If you are at a conference and you are looking for education, your best education will probably come from other people that have already experienced what you are experiencing. Make an effort to meet each other. There is only one way to improve networking at these conferences... TALK to each other! Participate in the networking. If you don't have a question to be answered, you probably have an answer to someone's question. Or, maybe you just need to know what question to ask!

Educational Sessions

The beauty of a user-based conference is customer to customer knowledge sharing. About 48% of the Quest sessions were customer led. The rest of the Quest sessions were about equally divided between Oracle and vendors.

My personal experience in attending sessions this time was that the customer led sessions had more "meat". Congratulations! There was a plethora of sessions on joys, challenges, successes and failures associated with upgrading your current ERP version to a new version. I attended seven of the upgrading sessions pertaining to EnterpriseOne. A [whole section](#) of this report is dedicated to the information out of those sessions. Each session I attended was well packed – 100 or more people. Most session attendees were on JDE EnterpriseOne XE or 8.0 looking to upgrade to 8.10, 8.11 or may now consider 8.12.

Charles Phillips and other Oracle Sessions

Mr. Phillips always seems like such a likable guy. Even at the 2004 Quest West regional conference, well before anyone thought Oracle would succeed in purchasing PeopleSoft, he seemed like a straightforward, confident, likable sort of fellow.

In the sessions on Monday, the Oracle presenters had each alluded to the "big announcement" Mr. Phillips was going to make on Tuesday. Somewhere around 33% of all the Educational Sessions were dedicated to upgrading or migration. The path to Fusion was considered a major topic regardless of the attendees' original ERP application. Then the big announcement turned out to be that upgrading to accommodate a path to Fusion can be slowed down because all product lines will be continued indefinitely. The announcement met with mixed reviews. Most opinions were positive; it was just the degree of positive that differed.

I happened to stand in the beverage line at the Wednesday night party with John Schiff, top gun in the World division. He agreed with others that Applications Unlimited is a major announcement that should put all customers at ease regarding their ERP investment.

Other attendees expressed slightly less positive opinions such as:

- ▲ The real revenue today is in maintenance so Oracle is recognizing that maintenance will be easier and more profitable if the customer does not have to change ERP software.
- ▲ Oracle must have found out that getting to Fusion will not be as easy as they first thought.
- ▲ This announcement isn't much different than extending the maintenance on the existing products. It just means that the path to Fusion will be a bit longer.

The Exhibit Hall

WOW! Big! There were about 225 vendors. Oracle's booth in the center was large and informative. It did not seem to be quite as busy as the Oracle booth in OpenWorld. Could it be that people really wanted to talk to each other? Nah... they were after the "stuff"! And, there was a lot of stuff to be after. Vendors provided toys for the kids. Lots of people won iPod Nanos and other electronic gadgets.



The most innovative give away that I found was OXYGEN! Yep! One of the consulting companies had a real, live oxygen bar - with flavors, even. Lemongrass was most people's favorite. You could sidle up to the bar and breathe in that wonderful element that would destroy germs and provide new life. Of course, that was the vendor's message – destroy bugs in your system and provide new life in the form of productivity. Kudos for the inventiveness!

But... what about the information? There was the normal drinking-from-the-fire-hose syndrome of all the help and the variety of new plug-ins, add-ons and innovations for the full array of the Oracle product lines. The Exhibit Hall provided a great opportunity to meet vendors and assess their potential contributions to your journey to success. It was great.

The Attendees

As usual, the crowd was wonderfully global. I personally met people that had traveled to Nashville from Germany, Australia, India, the UK and a whole big bunch of people from all across Canada. This particular attendee group seemed very Canadian. Good for Canada!

I don't know if all the states of the US were represented but I certainly wouldn't be surprised if they were. I met people from Kansas, Florida, Pennsylvania, Wisconsin, all across the Northeast, the West Coast and my home state of Texas.

Everyone seemed focused. They seemed to be seeking the answers to specific questions and/or there to learn more about their chosen ERP in their particular field of expertise.

It was quite interesting to watch the interaction and the non-interaction between the three different User Group members. It was fairly easy to tell who had registered through which User Group due to the neck bands that held our conference tags. Each group had a different sponsor for neck bands so you just had to look for blue, black or white to know the potential interest of the attendee.

The neckbands were not an absolute test because numbers of the larger companies represented may use PeopleSoft for one function, JDE for another and Oracle for a third. This need for a vast array of information is exactly why I get on my soapbox of participating both in the User Group of choice and in networking when at a function such as Collaborate06. Collaboration is one of the big keys to achieving success efficiently.



Should YOU Attend?

I had a most interesting conversation with one of the User Group leaders while waiting in the airport to fly home. There is discussion on the table of the three groups that may change how the educational sessions are chosen for next year's conference. Instead of putting the general word out to have customers present whatever they feel is appropriate, at least some of the agenda will be filled with topics that are chosen by the User Group leaders. Once the topics are chosen, customers will be recruited to present the selected topics.

"Pre-selected topics" is an interesting concept that may create some additional structured content that will be appreciated by the attendees. Or, it may be deemed as limiting. What a classic challenge to solve! Who will determine the optimization trends that will be interesting to the majority of the attendees? Who is to say that the "rogue" presentation wouldn't be the one that supplies the information really sought by certain sets of attendees? There is only one way for your opinion to be heard – participate.

What will stay the same is that the Collaborate conference will still be customer-to-customer knowledge sharing and networking with a little bit of vendors and little bit of Oracle thrown in – a great combination.

What will also stay the same is Collaborate07 will be the conference where you go to find the most customer-led educational sessions and the conference where you can probably find someone with the same or similar challenges to yours.

You have three choices:

- 1) Participate fully in your selected User Group and make sure that the topics you want covered are covered. Then send someone from your firm to the conference to attend the educational sessions and network with others to gather the answers.
- 2) Attend the conference and look for the information you seek by attending the educational sessions provided, perusing the exhibitor hall for potential answers and networking with other attendees (including Oracle).
- 3) Let one of the sponsors of this report know what you are looking for so that we cover it in the report!

Naturally, there is a fourth option as well... just continue on your own. That's a pretty lonely and long option! We are all in this together. Let's help each other!

Jean McClelland's Conclusions and Suggestions:

The first Collaborate conference is now history. Kudos to Quest, OAUG, and IOUG for preparing and executing a good plan that resulted in another conference well worth attending. As the reader will see in the [collected opinions](#) section, most people thought it was a good idea to have all three independent User Groups produce the conference.

Let's face it. Now that EnterpriseOne, World and Enterprise are owned by Oracle, there will be a lot of overlapping needs to be met. It's a simple logic stream:

- Oracle started as a database and is the most used database in the world.
- All ERPs are built on databases.
- Now that Oracle services such a large customer base with both database technology and applications, there will be overlapping needs between the technical side and the functional side of ERP systems.
- Complimentary processes, hardware and software will optimize the investment in technology enablement of the business.
- Finding answers with others is quicker and more efficient.

Continuing the thought stream, the two sides of technology enablement must be able to communicate effectively in order to support their respective businesses. Putting both sides of the ERP system from an array of customers in the same place at the same time (aka "a conference") helps disperse valuable information throughout the entire community so that the individual members can continue to maximize their individual and collective growth.

Here's a great example. The upgrading session I attended that was provided by Hanson Building Materials of America was titled: "Getting to JD Edwards EnterpriseOne 8.10 Against All the Forces of Hell". Hanson's implementation and subsequent upgrade lasted a grueling FIVE years (obviously many challenges and delays). The presenter, Bruce Cavey, provided the session because he said it would have been so much easier if he had had another customer to talk to about the challenges they faced. At the end of the session, Cavey offered to provide free mentoring for any company that is going through any stage of upgrading.

How else would someone from a company that makes widgets meet a Director of Information Technology of a road-building materials business without a conference like Collaborate06? The thought probably would never have occurred to the widget leaders that a road-building company executive has knowledge that will help them. It's a matter of participation. Do it.

In summary:

- Collaborate06 offered exactly what was expected – information to optimize your selected ERP system.
- Collaborate06 offered information in the manner expected at a User Group based conference – customer to customer and vendor to customer, including the main vendor, Oracle.

Looking at the statistics, this conference offered almost as many educational opportunities as Oracle's OpenWorld 2005; with many more of them being dedicated to the newly owned applications (not surprising seeing as OpenWorld 2005 occurred shortly after the acquisition).

My suggestion stays the same. If you want to network with fellow customers and learn from their experiences, attend the User Group led conference. If you want to hear the market messages from Oracle, where the Oracle products are heading, attend mostly Oracle led educational sessions, and meet with Oracle employees; attend Oracle OpenWorld. There is value in both conferences. If your firm can attend both, send different people to each conference depending on the information they seek. Then talk to each other! Compare the information you found and how it relates to your company's IT and strategic objectives.

If you can't attend either, contact one or more of the sponsors of this report so that we can seek the information for you!

Observations by Brian Hodnett from [GRT Business Solutions](#)

Quest Collaborate was the first conference in several years where the future of JDEdwards software wasn't in question. Because of this, users spoke positively of the Oracle relationship and how they could again look at JD Edwards as a long term solution to running their businesses. Many of the attendees I spoke with were relatively upbeat or maybe that was just relief they were experiencing.

The Applications Unlimited (AU) announcement was nice to hear. It's a formal commitment to the existing application suites that should reassure clients. For sometime, Oracle representatives in casual conversations have implied that the products would not just go away. The AU announcement confirms what we've been thinking. I spoke with a couple of people at Collaborate that confused AU and Extended Support. The two really couldn't be more different. AU is a commitment by Oracle to continue the product indefinitely (not necessarily infinitely). The support commitments they've made in the past only detail how they will support the various versions of JDE and until what date. It's important to note the differences in these two topics. Both are great news for the user community but in very different ways.

One of my biggest concerns about these announcements is the tendency for users to become complacent. There are many clients that remain on Xe or ERP8 and plan on staying there. In many cases, this is the right decision in light of the extended support programs. What is warranted is an analysis of each new release Oracle rolls out to see if a user can benefit from the latest version of the software. It's vital to know what's available and how it could benefit your business. The user can then make an educated decision on whether to upgrade or not. Assuming your current version of software is the best version for running your business is not getting the most out of your software investment.

All in all, Oracle seems to have embraced the JDEdwards software and all of their users. They make a compelling argument for staying on JDEdwards in both the short term and the long. It sounds like they have a plan for JDEdwards that they may not have had when they first purchased PeopleSoft.

Brian Hodnett
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Observations by Tony Brackett from [the iConsortium](#)

We were very pleased to hear the announcement of the new support and enhancement model from Oracle. We had been hearing this in the rumor mill for many months, and now with this official position, the distractions have been removed. In past years, everyone wanted to DO something but the uncertainties held them back. Now the floodgates have opened, and companies are focusing not just on upgrades, but strategic projects. The big difference is ROI is king – the overused anagram now holds a large stake in every project on the books. So many customers in the past have struggled with justification and ROI of an upgrade. Now with the removal of the support sunset, the job of justification gets that much tougher for IT and business.

The most important approach that we see is to not just focus on “net change” improvements to functionality or technology, but to ask yourself “what is your competition doing?”. If you are already delivering higher service level and inline cost management, there may not be much there for you. But with the tighter and tighter market competition, customers are embracing the new technologies and access to business intelligence to maintain market position. Don't get me wrong, there are huge gains to be had from enhancements such as lean manufacturing initiatives or vendor managed inventories, but many companies struggle with defining the return.

THIS IS WHERE QUEST COMES IN!

I cannot count how many times we have plugged our customers into other customers with similar needs, so that they could share experiences with both risks and rewards. They have shared ROI results, costs, project plans, and many other ideas. It amazes me how many managers would love to talk with others and their experiences, but almost nobody takes the initiative to make contact. Obviously it requires an organization with deep knowledge of the customer community, and there is nobody better than Quest in delivering this! Make contact with Quest, your local users groups, etc. and start making the word Collaborate actually means something!

Oracle is doing a good job with the JD Edwards product and deep down I actually am glad that the acquisition occurred. But moreover, Quest has just gotten a shot of steroids - it is everything it used to be... and more!

How big was Collaborate06? And Other Stats

Attendance

- ◆ Overall somewhere in the range of 6,000 people. (OpenWorld was 35,000)
Not including the on-site registrations, the three User Groups pre-registered:
 - IOUG - about 1200
 - OAUG - about 2200
 - Quest - about 1900
- ◆ Definitely global – both the attendees and the exhibitors. I personally met people from Canada, Germany, Australia, UK, and India

Sessions offered

- ◆ Total Educational sessions in pre-printed program = 797 (OpenWorld had 800)
 - IOUG offered approximately 242
 - OAUG offered approximately 293
 - Quest offered approximately 246
 - Oracle provided 13 presentations by Vice-Presidents and above plus the keynote by Charles Phillips (One of Oracle's Presidents)
 - Keynotes = 3 (including Charles Phillips, Jamie Clarke (the adventurer) and TJ Lamphier from Dell)
- ◆ Additional sessions included
 - Pre-conference training sessions
 - Round table discussions
 - SIG meetings
 - User Group meetings
- ◆ Sessions by Product
 - EnterpriseOne – 69 through Quest
 - Both EnterpriseOne & World – 31 through Quest
 - World – 56 through Quest
 - All Products – 48 through Quest, others through OAUG
 - PeopleSoft Enterprise – 35 through Quest & 12 through OAUG
 - Oracle eBusiness Suite, Fusion and technical – not counted
- ◆ Sessions by Presenter-type – estimated and reported by Quest only
 - Almost 50% customer lead
 - The balance split approximately equally between vendors and Oracle

Exhibitors

- ◆ 225 exhibitors (compared to OpenWorld's 300 exhibitors)

The Main Conference Facility – Gaylord Opryland

- ◆ 47 acres under roof (VERY big) – claims to be largest convention hotel in the world
- ◆ 30 acres of carpeted spaced
- ◆ 2879 sleeping rooms – all full (Many attendees were housed in other hotels.)
- ◆ Three garden atriums under glass, including the ¼ mile long Delta River originally filled with water from around the world, 44,000 well groomed plants and a water fall
- ◆ Collaborate06 is the 3rd largest single event they have hosted

The Waterfall on the Delta River



This file provides a preview of the 44 page report. The following sample session report provides what you will see in the full report for each of the topics listed in the Table of Contents.

For the full report, please visit one of the sponsors' websites or you can purchase the report at www.marketsandresearch.com. On the Markets and Research website, search on "Praxis Reports" or one of the sponsors' names.

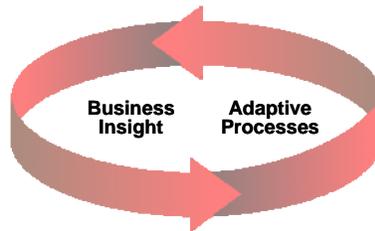
Keynote – Charles Phillips, Co President of Oracle Corp.

Mr. Phillips' keynote is available for your viewing in its entirety at <http://www.oracle.com/applications/charles-phillips-collaborate-06-applications-unlimited.ppt>. This is the PowerPoint portion of the presentation only. A video is not yet available.

NOTE: Every Oracle presentation included a slide called "Safe Harbor Statement" just like in OpenWorld. Basically, the slide told the audience that all information offered about the future was speculative and Oracle is not committing to anything speculative that is stated in the presentations. These are plans. Therefore, please understand that the information throughout this report should be considered under that same Safe Harbor Statement when referencing Oracle.

Headlines

- ◆ Oracle's Mission remains: "Making our software a source of continual competitive advantage for our customers. Get Better Results."
- ◆ Oracle's Vision remains:



- ◆ Oracle's Customer Commitment remains:
 - **Protect** – Protect your investments by supporting your current software
 - **Extend** – Extend the value of your software through customer driven features and introduction of next generation capabilities
 - **Evolve** – Evolve to the next generation of information age capabilities
- ◆ Applications Unlimited (news releases and presentation provided on www.oracle.com) – New program resulting from a complete change in philosophy. Applications Unlimited will continue all current product lines and add one more product line – Fusion. All current product lines will continue to have
 - dedicated development teams working on continued product releases
 - customer driven roadmaps
 - no forced upgrades
 - products tailored to customers' processes, industries and geography
- ◆ App. Unlimited will NOT have any effect on the Fusion introduction timeline
- ◆ JD Edwards EnterpriseOne release 8.12 generally available on 4/28/06
- ◆ Reasons for new philosophy resulting in Applications Unlimited
 - good economic sense
 - Oracle now has the diverse talent in-house that can support this philosophy – which is the first time ever, anywhere that this level and diversity of expertise exists in one company
 - customer feedback

◆ Fusion

- Fusion architecture (SOA) will be the blueprint for Enterprise systems in the future
- Fusion Applications will be the next generation of Oracle applications
- Fusion Middleware is the technology infrastructure for Fusion applications

◆ 1000 Events Tour

- In order to keep customers informed, Oracle is kicking off 1000 events that will occur all over the world to communicate with customers
- Participation in your selected user group is vitally important so that Oracle can receive collaborative feedback



Charles Phillips, President & Member of the Board
Oracle Corporation

“One reason to become standards driven is because standard interfaces will survive across upgrades.” [p]

“The software business is about scale. More customers equal less cost and more ideas.” – answering an audience question about the grand plan behind Oracle’s acquisitions

“Oracle is the first company with a critical mass in database technology and ERP applications.”

“A third party study showed that Oracle customers are 40% more profitable and enjoy a 75% greater return on capital.”

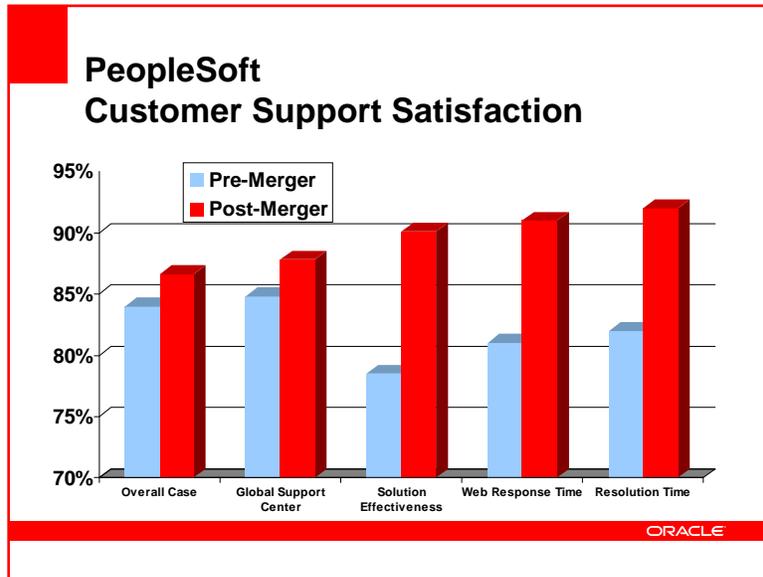
(Picture thanks to Oracle’s website)

Additional Information Provided

◆ Current feedback from customers to Oracle is that customers need:

- More visibility – ability to see / know / understand what is happening to their particular product
- More choice – customers don’t want just one ERP choice
- More value – keep customers’ time and monetary investments providing business value
- More time – more time to decide what the next step will be for the customer’s business

- ◆ Showed same customer satisfaction slide as shown at Oracle OpenWorld 2005 (with slight formatting changes)



- ◆ Reported that customers are asking Oracle to solve the complexity of their ERP systems – how the various systems, including third party systems do not work together
- ◆ Showed Oracle's concept of how ERP applications are changing

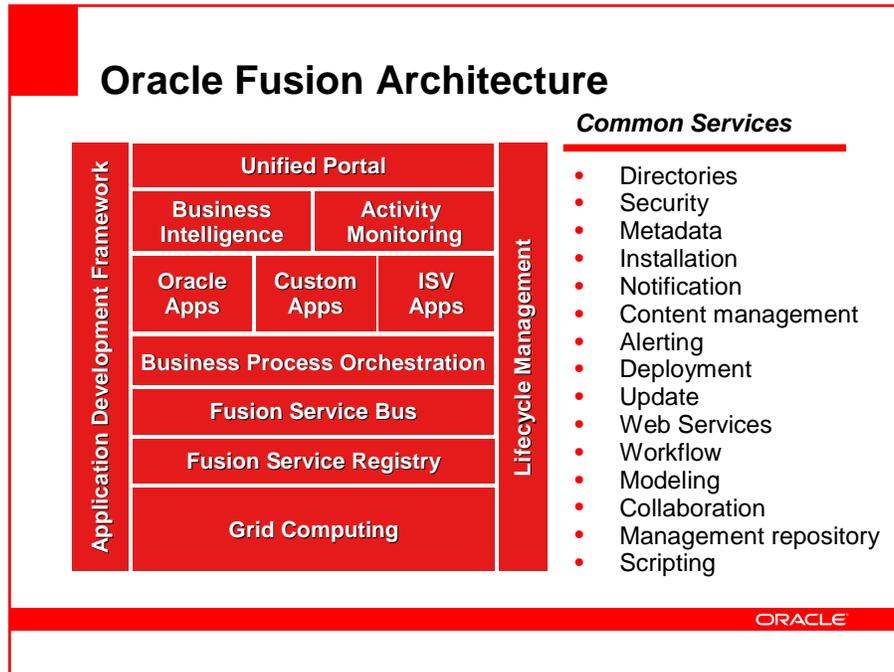
Looking Ahead

| OLD WORLD | NEW GENERATION |
|---|--|
| <ul style="list-style-type: none">• Generic processes• Fragmented processes• Fragmented data• Latent information• Small transaction loads• Proprietary technologies• Fork-lift upgrades• Post incident support | <ul style="list-style-type: none">• Industry-specific processes• Model driven services• Global Data Hubs• Real time analytics• Large transaction loads• Standard. Hot-pluggable.• Predictable tune-ups• Proactive Support |

ORACLE

Fusion

- ◆ Provided similar, but not the same, chart for Fusion Architecture. Difference between this chart and the chart shown at Oracle OpenWorld is where the applications layer is. At OpenWorld the applications layer resided on top of the Fusion Service Registry. Now it is being shown on top of the Business Process Orientation.



Elements of Newest Product Releases

(both released and planned for release sometime in 2006)

- ◆ JD Edwards EnterpriseOne 8.12 (Generally Available 4/28/06)
 - Enhancements for wineries and other blending companies
 - New Plant Manager dashboard
 - Enhancements to Demand Flow Manufacturing, CRM, HCM & Payroll
 - Support for XML Publisher
 - New Operational Sourcing product
- ◆ JD Edwards World A9.1
 - Added functionality to reduce operational cost
 - Localization and compliance
 - Initial SOA wrappers
 - Better desktop integration
 - Improved documentation and upgrades
- ◆ PeopleSoft Enterprise 9.0
 - Campus Solutions enhancements
 - Additional web services that will allow the products to co-exit better
 - Solid platform that will minimally take E users through Fusion V1
 - Cleans up a lot of previous customer commitments

Encouragement to participate in your selected user group & key skills

- ◆ Congratulated the three user groups for putting together a collaborative conference. Oracle had asked for the number of conferences to be decreased in order for Oracle to support them better.
- ◆ Participation in your selected user group provides a better level of feedback to Oracle. The feedback that has been collated and tested by user groups is generally more detailed and more actionable than feedback from individual customers. Participating in your selected User Group is vital.
- ◆ In answer to a question from the IOUG leader, Phillips noted that key skills for the future would be Oracle 10g DBA skills and Middleware Developers

Mark Shearer – General Manager for System i (IBM)

- ◆ Charles Phillips brought Mr. Shearer on stage as a show of support for the main-frame platform and the Oracle partnership with IBM
- ◆ Shearer reported that IBM is committed to the System i (the new name for IBM's iSeries computers)
- ◆ 53% of IBM's server clients use the System i platform
- ◆ Shearer feels that the industry trend is going back to an integrated system

Opinions!

Jean McClelland:

Charles Phillips' presentation sounded very much like the Oracle presentations at OpenWorld 2005. There is good and not-so-good in the repetition. Part of the good is that people who did not attend OpenWorld got the same or, at least, very similar information. Another good part is the overall consistency of the information. I only caught a few inconsistencies and it is now seven months later. (Note the change in where applications are shown in the Fusion Architecture slide above. The change may just be an evolution brought on by more knowledge or, it may not even matter. However, the change was not mentioned in the presentation.)

More good news is that Oracle was supportive of the conference to the level of providing Charles Phillips for a presentation – along with many Vice Presidents providing other “Super Sessions” for attendees that desired Oracle-sourced information.

Naturally, this keynote was the best attended. Mr. Phillips did a good job, kept the audience attentive and delivered the information with sincerity.

Opinions from attendees while walking out of the auditorium were generally positive. Reference the [reactions](#) to the Applications Unlimited announcement above.

Robyn Bates, President – Westlake Consulting Inc. – Fitzwilliam, NH www.westlakeinc.com

“This morning's announcement [Applications Unlimited] provides the psychological relief of pressure so that companies can upgrade more on an as need basis vs. being forced.”

VP of Oracle –

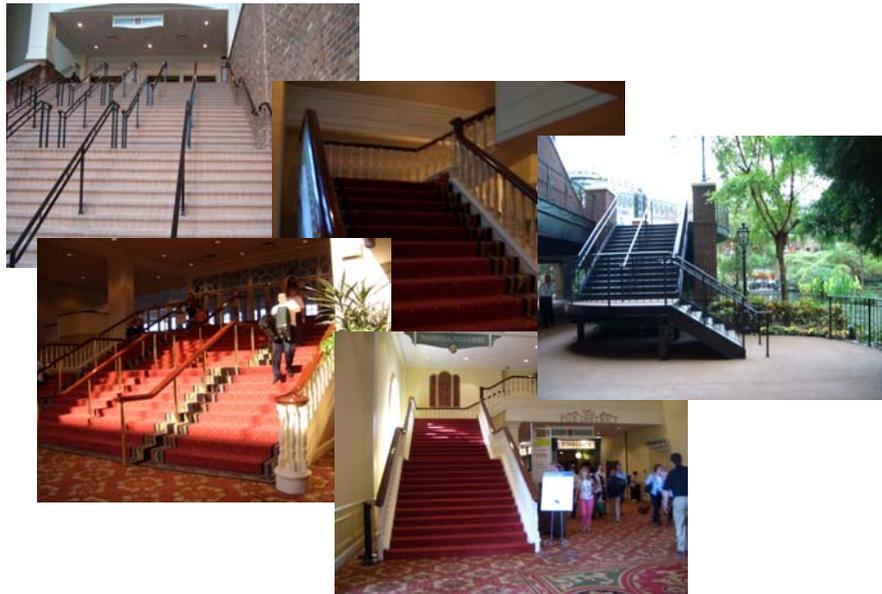
“The announcement about Applications Unlimited is huge. This provides a lot of comfort for the

companies that were feeling pressure about upgrading. Now they can relax.”

Todd Griffith of GRT Business Solutions provided the following link for answers to Frequently Asked Questions (FAQs) about Applications Unlimited,

<http://www.oracle.com/applications/applications-unlimited-faq.pdf>

Stairs, Stairs, Stairs – all leading to new adventures



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Jean McClelland has believed in knowledge sharing throughout her career within corporations and as an external consultant. She has always found conferences to be a wealth of information that could be shared and leveraged. Hence, as an extension of her consulting practice, Praxis, Ms. McClelland began creating reports on the most interesting and informative conferences she was attending. The first report she prepared was from one of the Systems Integration conferences hosted by Peter Senge of MIT – also world renown as the author of “The Fifth Discipline”.

Today, Ms. McClelland lives in the hills of central Texas and consults domestically on Business Process design / redesign, actionable strategic plans, and living your values within the corporation. She also facilitates a consumer based e-course on creating your own prosperity mindset.

Praxis Reports is available to attend, evaluate and report on interesting conferences.
email: Jean@PraxisReports.com
phone: 512.797.3006

Symbols, Abbreviations & Acronyms Used in this Report

| Symbol or Acronym | Description | Where Used |
|-------------------|--|-------------------------------------|
| [p] | Paraphrase – as close to a quote from the noted person as the author remembers! If there is a correction, please contact Jean McClelland at Jean@PraxisReports.com | |
| apps | Abbreviation (not acronym) for applications | |
| AREF | Advanced Real Estate Forecasting | Roadmap |
| AU | (Not Australia this time!) Applications Unlimited | B Hodnett |
| BPEL | Business Process Execution Language http://www.oracle.com/technology/products/ias/bpel/index.html | big topic but not in this report |
| CNC | Configurable Network Computing | Upgrading, AS/400→SQL |
| CRM | Customer Relationship Management | Phillips, Roadmap |
| CRP | Conference Room Pilot | Upgrading |
| DASD | Direct Access Storage Device: is a general term for magnetic disk storage devices that has historically been used in the mainframe and minicomputer (mid-range computer) environments (compliments of http://whatis.techtarget.com) | Upgrading |
| DBA | Database Administrator | Collected Opinions, Dell, Upgrading |
| DDM | Distributed Data Management: An IBM data protocol architecture for data management services across distributed systems in an Systems Network Architecture environment | Roadmap |
| E | Enterprise software (previously PeopleSoft) | throughout |
| E1 | EnterpriseOne software (previously JD Edwards OneWorld) | throughout |
| ER | Event Rules | Upgrades |
| ERP | Enterprise Resource Planning – the nomenclature for the software that has many integrated pieces so that a company can have easy access to information throughout their business. The ERPs covered by this conference are Oracle, Enterprise, EnterpriseOne and EnterpriseWorld. | just about everywhere! |
| ESU | Electronic Software Update | Upgrading |
| ETL | Extract, Transform and Load – what's done when you are changing data from one version to the next | Upgrading |

| | | |
|-------------------|--|-----------------------|
| EU | European Union | Upgrading |
| GSC | Global Services Center – part of Oracle | Upgrading |
| HCM / HRMS | Human Capital Management / Human Resource Management System | Phillips, Roadmap |
| IOUG | Independent Oracle User Groups – Independent User Group for DBAs and developers www.ioug.org | Conference Experience |
| IT | Information Technology | Upgrading, Bonus |
| JDE | JD Edwards software – now known as either EnterpriseOne (OneWorld) or World | throughout |
| Mfg | Manufacturing | Upgrading |
| MTR | My Trace Route: MTR combines the functionality of the 'traceroute' and 'ping' programs in a single network diagnostic tool (compliments of http://www.bitwizard.nl/mtr/) | Upgrading |
| OAUG | Oracle Applications User Group – Independent User Group for Oracle Applications www.oaug.com | Conference Experience |
| OMW | Object Management Workbench | Upgrading |
| Petabyte | measure of how much data is being stored = 1,024 terabytes or one quadrillion bytes (It's big.) | Dell |
| PS | PeopleSoft | Upgrading |
| Quest | Independent User Group for Enterprise, EnterpriseOne and World www.questdirect.org | throughout |
| RTS | Real Time Strategy | Dell |
| ROI | Return on Investment | Upgrading |
| SAN | Storage Area Network | Upgrading |
| SCM | Supply Chain Management | Dell |
| SIG | Special Interest Group | Conference Experience |
| SIM | Scalable Information Management | Dell Keynote |
| SOA | Service Oriented Architecture | Phillips |
| SOE | Superior Ownership Experience | |
| SQL | Pronounced “Sequel”: An industry-standard language for creating, updating and, querying relational database management systems. | Phillips |
| W | World software (previously JD Edwards World) | |
| XML | X Mark-up Language – used for metadata in a | Phillips, Roadmap |