

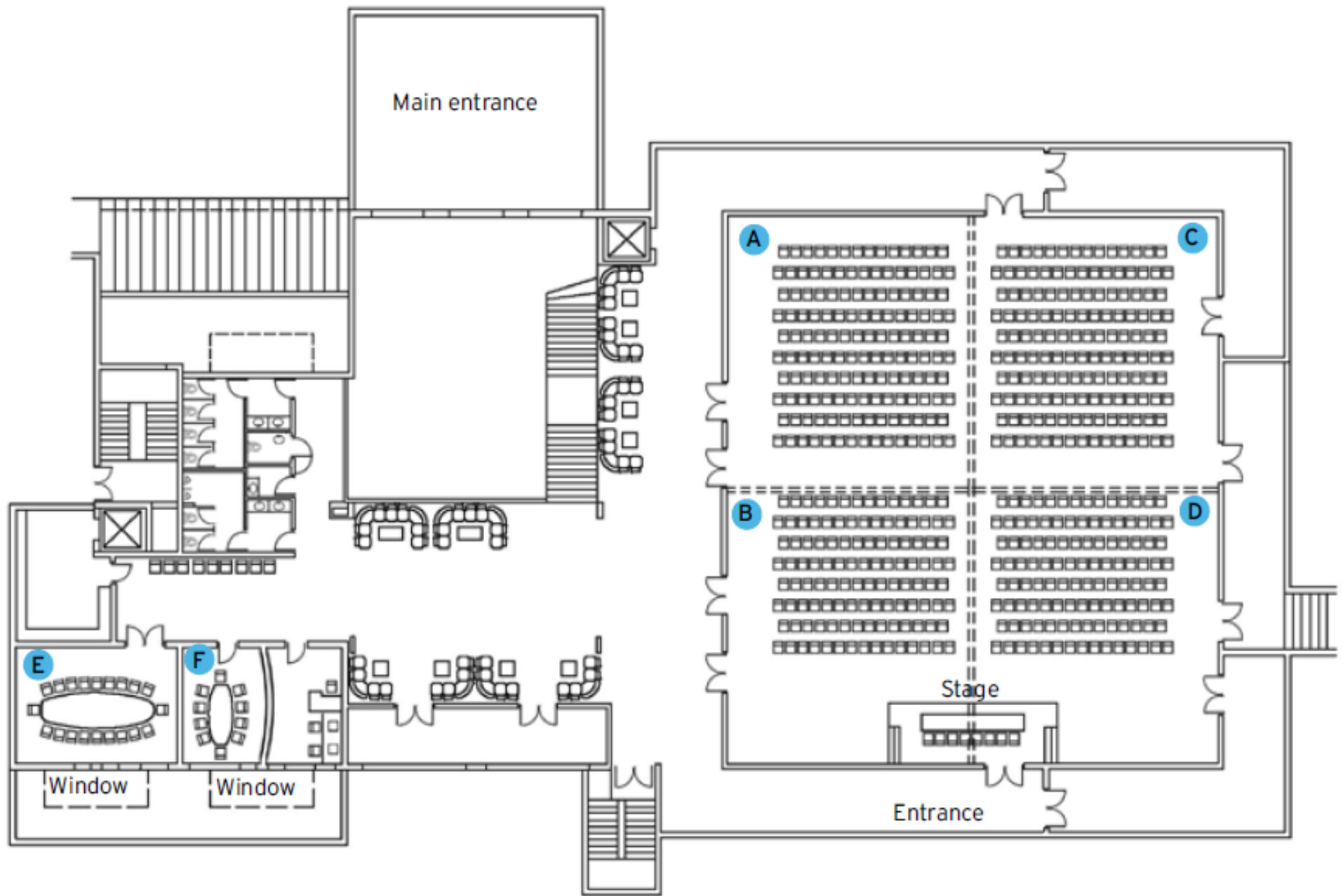












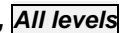

**Autumn 2012 Conference**  
**November 16<sup>th</sup> – 18<sup>th</sup>, 2012, Pravets**

# Sessions and Speakers








**ORACLE®**







Hall B	Hall A	Hall D
<p data-bbox="107 288 689 316"><b>Understanding Oracle Data Pump Parameters</b></p> <p data-bbox="107 333 698 384">Dean Gagne, Consulting Member of Technical Staff, ORACLE</p> <p data-bbox="107 395 600 427"><b>Conference session,</b> , , </p> <p data-bbox="107 501 215 523"><b>Abstract:</b></p> <p data-bbox="107 544 763 655">This presentation will discuss the Oracle Data Pump transportable, encryption, and compression, and network_link parameters with respect to dumpfile sizes, performance, and security.</p> <div data-bbox="107 694 300 970">  </div> <p data-bbox="322 687 427 710"><b>Speaker:</b></p> <p data-bbox="322 730 757 927">Dean is a software engineer for Oracle Corporation and has been in the Utilities group for 12+ years. He first worked on the original export and import utility, then worked on the Metadata API before developing the Data Pump worker process.</p>	<p data-bbox="801 288 1420 316"><b>Using and tuning MySQL for firewall log analysis</b></p> <p data-bbox="801 333 1447 384">Dimitar Vassilev, Technical Solution Designer/Technology Consultant, Hewlett-Packard GDBC EOOD</p> <p data-bbox="801 395 1294 427"><b>Conference session,</b> , , </p> <p data-bbox="801 464 907 486"><b>Abstract:</b></p> <p data-bbox="801 507 1413 587">The presentation will describe how to deploy a solution licensed under GPL v2 for firewall log analysis and how to tune MySQL for better performance and speed.</p> <p data-bbox="801 655 907 678"><b>Speaker:</b></p> <p data-bbox="801 699 1447 810">Mr. Vassilev has been into various trades of the craft starting from UNIX administrator, Oracle DBA, trainer and consultant. In his free time, he enjoys music, nature and the simple pleasures of life, universe and everything.</p> <p data-bbox="801 820 1435 874">When on the work he usually oversees and helps projects in several continents to happen.</p>	<p data-bbox="1491 288 2065 379"><b>Practical Development of Mobile Applications with jQuery Mobile and RESTful Services Backend (JAX-RS)</b></p> <p data-bbox="1491 397 2018 448">Trayan Iliev, CEO, IPT - Intellectual Products &amp; Technologies</p> <p data-bbox="1491 459 2056 491"><b>Conference session,</b> , , , </p> <p data-bbox="1491 507 1597 529"><b>Abstract:</b></p> <p data-bbox="1491 544 2114 719">HTML 5, CSS 3 and JavaScript™ became a popular alternative to build mobile and desktop application clients using W3C open standards instead of native or proprietary technologies/ APIs. Advantages of this approach include platform independence, accessibility (no need for installation), visually rich and attractive UI using HTML 5 canvas, audio and video elements.</p> <p data-bbox="1491 730 2107 810">When combined with RESTful services and JavaScript Object Notation (JSON) this allows to build highly scalable stateless server side applications with rich JS clients.</p> <p data-bbox="1491 815 2101 890">The focus of this presentation will be on practical details of building mobile clients for RESTful web services using jQuery Mobile JavaScript library.</p> <div data-bbox="1491 927 1697 1177">  </div> <p data-bbox="1727 906 1832 928"><b>Speaker:</b></p> <p data-bbox="1727 949 2101 1198">Trayan Iliev holds MSc degree in Informatics from Sofia University. Since 2003 he is CEO of IPT - Intellectual Products &amp; Technologies Ltd <a href="http://www.iproduct.org/">http://www.iproduct.org/</a>. The company is specialized in software development and training using JAVA™ SE/EE technologies. Since 2000 he holds position of lecturer at Faculty of Mathematics and Informatics, Sofia</p> <p data-bbox="1491 1198 2101 1418">University “St. Kliment Ohridski”, Bulgartia. He has participated in EU funded international research projects, as well as in many business projects, as researcher, software developer/architect, and project leader. Among his current technical and research interests are: Java Portlets 2.0 and portal frameworks (Liferay, GatIn, etc.), AJAX and JavaScript portlets, JSF 2.0 to Portlet Bridge, Java EE technologies (EJB 3.1, JSF 2.0, JPA 2.0, EJB™ 3.1, JSF 2.1, REST-ful web services, WSRP), multi-agent technologies (<a href="http://www.h2j.org/">http://www.h2j.org/</a>).</p>

11:30– 12:30 | FRIDAY

Hall B	Hall A	Hall D
<p><b>Exadata and OLTP</b></p> <p>Frits Hoogland, Oracle ACE Director , Principal Consultant, VX Company</p> <p>Conference session, , DBA, <u>Experienced</u></p> <p><b>Abstract:</b></p> <p>The Oracle Exadata database machine is positioned as both a resolution for data warehousing and online transaction processing (OLTP). But does Oracle Exadata give you a 10x-plus performance improvement in any case, and specifically with online transaction processing type queries? This session focuses on doing online transaction processing on Oracle Exadata with particular attention on doing logical IO using the Oracle buffer cache and on doing physical IO in which the function of the flash cache is shown. The last part covers writing on the Oracle database machine, which also is important for performing OLTP. So, if you want to understand more of the performance implications of using Oracle Exadata for OLTP like databases, this is the session to go to.</p>  <p><b>Speaker:</b></p> <p>As an IT professional specializing in Oracle database performance and internals, Frits Hoogland makes frequent Oracle technical presentations in the Netherlands, UK, Denmark, Slovenia and the United States. He actively contributes to the Oracle community, especially Oracle Forums. In 2009 he received an Oracle ACE award from the Oracle Technology Network and a year later became an Oracle ACE Director. In 2010 he joined the OakTable Network. In addition to developing his Oracle expertise, Frits works with MySQL, PostgreSQL, Oracle's Application Server Suite, the Apache web server, and relevant operating systems.</p>	<p><b>The Emperor's New Clothes</b></p> <p>Stoyan Ivanov, Owner, EASY SYSTEMS EOOD</p> <p>Conference session, , DEV, <u>All levels</u></p> <p><b>Abstract:</b></p> <p>How did we make an APEX application to be not APEX-like.</p> <p><b>Speaker:</b></p>  <p>About 20 years of experience with Oracle</p> <p>All kind of projects – small, middle, large</p> <p>Working with international and domestic customers</p> <p>Member of BGOUG management board</p> <p>Founder and owner of Easy Systems EOOD</p> <p>Co-founder and partner in InflexGroup Corp..</p>	<p><b>Building Business Applications for Mobile Devices</b></p> <p>Emil Solakov, Team Leader, TechnoLogica</p> <p>Conference session, , DEV, <u>All levels</u></p> <p><b>Abstract:</b></p> <p>Brief overview of mobile market and trends. Upsides and downsides of different Mobile Development approaches. One real life example of developing Business Mobile Application and migrating to Service Oriented Architecture based on previously build “solid”, session-aware web application. Integration between Oracle, .NET and Android.</p> <p><b>Speaker:</b></p>  <p>Emil has more than 10 years of experience in software architecture, design and implementation with different technologies such as .NET, Java, Oracle, SQL Server, web services etc. Participating in a variety of projects in private and public sector.</p>




Hall B	Hall A	Hall D
<p><b><i>The Least Used Features of the Oracle Database</i></b></p> <p>Julian Dontcheff, OCP, OCM, Oracle ACE Director 🏆, Head of Database Management, Accenture</p> <p><b>Conference session,</b> 🇬🇧, 🗣️, 📖, <b>All levels</b></p> <p><b>Abstract:</b></p> <p>This session covers the least-known features of Oracle Database - the ones that are either least used or least popular. Several Oracle ACEs and Oracle Certified Masters were surveyed for their views on least-known and least-used features. Come hear what they said.</p> <div data-bbox="103 738 349 1023" data-label="Image"> </div> <p><b>Speaker:</b></p> <p>First Oracle Certified Master in Europe, Oracle ACE Director, more than 20 years of database experience</p>	<p><b><i>Data Quality Governance with EDQ</i></b></p> <p>Erwin Bauer, Principal Solution Architect, ORACLE</p> <p><b>Conference session,</b> 🇬🇧, 🗣️, 📖, <b>All levels</b></p> <p><b>Abstract:</b></p> <p>"Lead with Data Quality" by bringing governance into the mix for mastering data in advance of hub or other system deployments – not replacing them, but de-risking them! Mixed in into this session are live demos for various industries.</p> <div data-bbox="790 711 1014 995" data-label="Image"> </div> <p><b>Speaker:</b></p> <p>Working in Oracle Technology Presales for more than ten years, Erwin Bauer gained a broad experience in the Oracle product stack as well as in various industries. As Solution Architect in the CEE Competence Center for DIS he conducts Data Integration Solution focused workshops and counsels projects for customers and partners.</p>	<p><b><i>"I know kung fu" - Juggling Java bytecode</i></b></p> <p>Alexander Shopov, , Senior Software Engineer at Cisco, Cisco Systems Bulgaria EOOD</p> <p><b>Conference session,</b> 🇬🇧🇬🇧, 🗣️, 📖, <b>Experienced</b></p> <p><b>Abstract:</b></p> <p>Writing and changing Java bytecode makes some practical tasks that arise in practice possible and some hard tasks more easily attainable. Bytecode is the native language of the JVM and speaking it directly removes some of the constraints of Java - the foreign language. For the extremely bold development ninjas - this is also the first step in writing a compiler targeting th JVM for a new or old language.</p> <div data-bbox="1485 783 1720 1051" data-label="Image"> </div> <p><b>Speaker:</b></p> <p>Alexander Shopov has wide experience in programming and has survived it. He never lets common knowledge stop him since he knows the purpose of if is to stop you. Besides that - heads are meant for braking walls. He prefers the heads to belong to someone else.</p> <p>Relevant to BGOUG are his experience in Java and all the different dialects both imperative and declarative of SQL and their ilk.</p> <p>He has went through a lot of flavours of the software industry - applications and services for the administration almighty, catering to the needs and whims of commercial clients in the fashion, retail, relocation, building, furniture business. As we said - he has went through a lot and thankfully has started forgetting some of it.</p> <p>Otherwise he is generally a nice guy except for the times he isn't. That means he wields his sense of humour in mysterious ways.</p> <p>He loves free and open source software and is the Bulgarian coordinator of GNOME translation.</p>



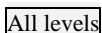




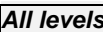



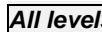

14:45– 15:45 | FRIDAY

Hall B+D	Hall A	Hall C
<p><b>The "Average" Deception</b></p> <p>Craig Shallahamer, Oracle ACE Director 🏆, Founder &amp; Chief Scientist, OraPub</p> <p><b>Conference session, 🇬🇧, DBA, <u>Experienced</u></b></p> <p><b>Abstract:</b></p> <p>The word "average" immediately congers pictures of a nice evenly balanced figure with sometimes the results being higher and sometimes the results being lower. However, in Oracle performance analysis this is rarely the case. This reality mismatch, observing it and using it to our analysis advantage, is what this presentation is all about. Interestingly, experimental and production system evidence shows SQL elapsed times, wait event times, transaction arrival rates, and the time to service a transaction are clearly not normally distributed. By understanding what actually occurs we can communicate more clearly, better set expectations, focus on what is really important, anticipate solution impact, and draw many interesting conclusions. Join us for a surprisingly useful look into deeper Oracle performance analysis.</p>  <p><b>Speaker:</b></p> <p>Craig Shallahamer is a researcher, author, and teacher for 1000s of Oracle professionals. For over 20 years his focus has been Oracle performance analysis including firefighting and capacity planning. He is the founder and President of OraPub, an Oracle ACE Director, and regularly posts his newest research on his performance research blog, A Wider View. He can be reached at <a href="mailto:craig@orapub.com">craig@orapub.com</a>.</p>	<p><b>Why migrate from Oracle BI 10g to Oracle BI 11g</b></p> <p>Tanya Stoyanova, Team Leader, TechnoLogica</p> <p><b>Conference session, 🇷🇺, MW, <u>All levels</u></b></p> <p><b>Abstract:</b></p> <p>The new version of the Oracle Business Intelligence 11g was officially launched on 7 July 2010. At the moment the last version of the product is 11.1.1.6 and it is time to migrate the old BI systems. This session is about the benefits of the OBIEE 11g. In this presentation we will discuss the new ways for administration, the new possibilities for data modeling the BI server repository and the main benefits for the end users.</p>  <p><b>Speaker:</b></p> <p>Tanya is working with Oracle products since 1999. She is BGOUG board member since 2001. In the last couple of years she works mainly in Datawarehouse and Business Intelligence projects. She is Oracle Business Intelligence Foundation 10 Certified Implementation Specialist and Oracle Business Intelligence Foundation Suite 11g Certified Implementation Specialist.</p>	




16:00– 17:00| FRIDAY




Hall B+D	Hall A	Hall C
<p><b>Unit of Work Time Based Analysis</b></p> <p>Craig Shallahamer, Oracle ACE Director 🏆, Founder &amp; Chief Scientist, OraPub</p> <p>Conference session, 🇬🇧, DBA, Experienced</p> <p><b>Abstract:</b></p> <p>Most Oracle performance analysis is now time-based with the focus on "total time": Time to process a SQL statement, a batch process, or the CPU consumed plus Oracle wait time that occurred over an interval. With just a couple twists, we can unit Operations Research queuing theory with Oracle time-based analysis, opening up an entirely new arena for advanced performance analysis. Starting with an AWR/Statspack report, this presentation will teach you how to a perform a Unit of Work Time Based Analysis, show examples of how Oracle systems behave surprisingly as operations research indicates, and introduce how to inject your performance solutions into the analysis.</p> <p><b>Speaker:</b></p>  <p>Craig Shallahamer is a researcher, author, and teacher for 1000s of Oracle professionals. For over 20 years his focus has been Oracle performance analysis including firefighting and capacity planning. He is the founder and President of OraPub, an Oracle ACE Director, and regularly posts his newest research on his performance research blog, A Wider View. He can be reached at craig@orapub.com.</p>	<p><b>Major Changes in Minor Releases – The ODI 11g Tune</b></p> <p>Erwin Bauer, Principal Solution Architect, ORACLE</p> <p>Conference session, 🇬🇧, MW, All levels</p> <p><b>Abstract:</b></p> <p>Major features and changes came with minor version numbers in ODI 11.1.1.x. Load Plans, Data Quality and Shortcuts are some of them which will be presented and demonstrated.</p> <p><b>Speaker:</b></p>  <p>Working in Oracle Technology Presales for more than ten years, Erwin Bauer gained a broad experience in the Oracle product stack as well as in various industries. As Solution Architect in the CEE Competence Center for DIS he conducts Data Integration Solution focused workshops and counsels projects for customers and partners.</p>	<p><b>Measuring and Controlling Project Performance</b></p> <p>Magdalena Krasteva, Project Management Consultant, TechnoLogica</p> <p>Demonstration, 🇷🇺, APPL, All levels</p> <p><b>Abstract:</b></p> <p>Measuring and Controlling Project Performance is an integral part of the overall management of a project. It includes a number of important processes such as monitoring project work, establishing performance measurements, reporting on project performance, managing integrated change control, etc. Special attention will be placed on the process of Performance reporting which aims at distributing to stakeholders information on the current status as well as forecasts on the project's scope, schedule, cost, quality, risk and procurement. Apart from presenting the above processes from a Project Management point of view I will also demonstrate the means for Project Performance Reporting through specialized software.</p> <p><b>Speaker:</b></p>  <p>Magdalena Krasteva is a Project Management Consultant at TechnoLogica and for more than four years now she's been responsible for marketing, selling, implementing and delivering trainings on specialized project management software products. She's also acting as a Project Manager on significant projects for the implementation of ERP, CRM and PM software solutions.</p>




Hall B+D	Hall A	Hall C
<p><b>Exadata Implementation in Unicredit Bulbank</b></p> <p>Albena Koteva, OCP, Manager Database administration Section, UniCredit Bulbank</p> <p><b>Conference session,</b> , , </p> <p><b>Abstract:</b></p> <p>This session describes the implementation of EXADATA for DWH in UniCredit Bulbank. It covers the following topics:</p> <p>Previous and current hardware and software configuration of DWH environment.</p> <p>Detailed description of process of data migration. We reached to migrate 13TB database from AIX to Linux (different endians) for only 12 hours downtime as using only features of Oracle Database, no Golden Gate, nor any type of replications.</p> <p>Challenges and lessons learned during the project implementation.</p> <p>Achieved improvements.</p> <p>Future plans.</p> <p><b>Speaker:</b></p>  <p>Albena has been working in the area of IT since 1997. She has about 10 years' experience in Oracle products and services. She has been worked as database developer as well as database administrator. Currently she is manager of database administration team in Unicredit Bulbank.</p>	<p><b>Drag, Drop and other Stuff. Using your Database as a File Server</b></p> <p>Marco Gralike, Oracle ACE Director , Principal Database Consultant, AMIS</p> <p><b>Conference session,</b> , , </p> <p><b>Abstract:</b></p> <p>Oracle XML DB functionality has much to offer. You can use it for XML data handling or consumption. It also enables you, via its file server capabilities and XDB repository, to create and use your database as a document store, specialized in handling XML based documents like, for example, Microsoft Office documents, to extract information, but also to use this file/folder functionality for versioning or change management purposes like check in and out documents and secure them.</p> <p>This presentation will show and demonstrate this file/folder functionality, how to implement versioning, automatic event file/folder method, and other XDB Repository events.</p> <p><b>Speaker:</b></p>  <p>Marco is a DBA since 1993 and got involved in the Oracle XML DB database functionality trying to solve customer XML storage problems in 2006. Since then he is heavily involved in the XML DB community, helping people with their steep learning curve into XML handling and storing it the Oracle Database. He was awarded the Oracle ACE Director recognition and is a member of the OakTable group. He is an Advisory Board Member for the Oracle XML DB functionality in the next upcoming Oracle 12c Database.</p>	<p><b>JD Edwards EnterpriseOne Sample Process Demonstration</b></p> <p>Denitsa Banova, Consultant Oracle Applications, TechnoLogica</p> <p><b>Demonstration,</b> , , </p> <p><b>Abstract:</b></p> <p>This session's goal is to demonstrate how JD Edwards EnterpriseOne helps discrete manufacturers sell, manufacture, and distribute products in a timely fashion. The demonstration will follow the entire process from a sales order entry, through the manufacturing, to the customer payment receipt.</p> <p><b>Speaker:</b></p>  <p>Denitsa Banova works as JD Edwards EnterpriseOne Consultant in TechnoLogica. Her professional interests include manufacturing processes, production planning and control, production scheduling and capacity planning.</p>












18:30– 19:30| FRIDAY









Hall B+D	Hall A	Hall C
<p><b><i>The Day in the Life of an Oracle Server Process</i></b></p> <p><b>Craig Shallahamer, Oracle ACE Director 🏆, Founder &amp; Chief Scientist, OraPub</b></p> <p><b>Conference session, 🇬🇧, KEYNOTE, <u>All levels</u></b></p> <p><b>Abstract:</b></p> <p>Being an Oracle server process is no easy thing. While typically doing a whole lot of nothing, when asked to do something expectations are extremely high. And all this happens while it's being subjected to all sorts of infuriating roadblocks. If you think teenage drama is exhausting, that's nothing compared to what an Oracle server process endures.</p> <p>This technical and entertaining presentation will bring to light some of the key performance and configuration issues we face today. With the aid of impromptu demonstrations and even a quick buffer and library cache dump, you'll come to respect an Oracle server process and the code that breathes life into it like never before..</p> <p><b>Speaker:</b></p> <div data-bbox="107 943 342 1195"></div> <p>Craig Shallahamer is a researcher, author, and teacher for 1000s of Oracle professionals. For over 20 years his focus has been Oracle performance analysis including firefighting and capacity planning. He is the founder and President of OraPub, an Oracle ACE Director, and regularly posts his newest research on his performance research blog, A Wider View. He can be reached at <a href="mailto:craig@orapub.com">craig@orapub.com</a>.</p>		

Hall B+D	Hall A	Hall C
<p><b>Opening the black box called "Cost Based Optimizer"</b></p> <p>Joze Senegacnik, Oracle ACE Director 🏆, DB Prof  <b>Conference session</b>, 🇬🇧, DEV, <span>All levels</span></p> <p><b>Abstract:</b></p> <p>Many application developers and also some DBA beginners are desperate when they encounter a problem with the suboptimal execution plan. The very first thing is that they try to use some »good« trick which solved a performance problem in the past. Unfortunately they find out that the medicine does not help. So what to do now?</p> <p>The right answer is to bite into sour apple and open the black box called "Cost Based Optimizer (CBO)" and try to understand why for this statement the optimizer failed in preparation of optimal execution plan. In this session we will try to open this black box and see how it works. We will discuss the three measures: selectivity, cardinality and cost and how different features influence the CBO decisions. We will not step into deep technical details but will rather stay at higher level in order to get the overall picture how the CBO prepares the execution plan.</p>  <p><b>Speaker:</b></p> <p>Jože Senegacnik has more than 24 years of experience in working with Oracle products. He began in 1988 with Oracle Database version 4 while working for the City of Ljubljana, where he had charge over the city's municipal and geographic information systems. From 1993 to 2003, he worked in developing GIS systems for the Surveying and Mapping Authority of the Republic of Slovenia, and in the development of applications for other governmental institutions, all based on the Oracle database. More recently, he has specialized in performance optimization, having developed his own toolset for monitoring performance and analyzing trace files.</p> <p>Joze is an internationally recognized speaker, and a member of the highly respected OakTable Network (oaktable.net). He was awarded Oracle ACE and Oracle ACE Director membership for his long record of positive contributions to the Oracle community.</p>	<p><b>XML Indexing Strategies Choosing the Right Index for the Right Job</b></p> <p>Marco Gralike, Oracle ACE Director 🏆, Principal Database Consultant, AMIS  <b>Conference session</b>, 🇬🇧, DBA, <span>All levels</span></p> <p><b>Abstract:</b></p> <p>The XML format has been defined and a choice has been made to store it in an XMLType format. Now it all comes down to choosing the right index to support your queries...but which index do you choose and on based on which criteria?</p> <p>This presentation will explain advantages and disadvantages regarding using B-Tree, IOT's, XMLIndex, or Text Domain Indexes.</p> <p><b>Speaker:</b></p>  <p>Marco is a DBA since 1993 and got involved in the Oracle XML DB database functionality trying to solve customer XML storage problems in 2006. Since then he is heavily involved in the XML DB community, helping people with their steep learning curve into XML handling and storing it the Oracle Database. He was awarded the Oracle ACE Director recognition and is a member of the OakTable group. He is an Advisory Board Member for the Oracle XML DB functionality in the next upcoming Oracle 12c Database.</p>	<p><b>An Introduction to Identity Management</b></p> <p>Maja Veselica, OCP, Education Manager, Security Consultant, Parallel  <b>Conference session</b>, 🇬🇧, MW, <span>All levels</span></p> <p><b>Abstract:</b></p> <p>At the beginning, brief technical overview of Oracle Identity Governance Suite 11g is presented. Also, basic terms and concepts, which are used in the rest of the presentation, are explained. Afterwards, the main focus of this session is on the following topics:</p> <ul style="list-style-type: none"> <li>• Working with workflows in the Oracle Identity Manager 11gR2, using the approval process as an example</li> <li>• Working with Oracle Privileged Account Manager 11gR2</li> </ul> <p>The results of the presentation are:</p> <ul style="list-style-type: none"> <li>• Educating participants about the selected problems in Identity Management</li> <li>• A detailed guide for solving these problems by using Oracle technologies.</li> </ul>  <p><b>Speaker:</b></p> <p>Maja Veselica works for Parallel d.o.o. as Education Manager and Security Consultant. She is an instructor for numerous Oracle courses and a member of the Information Systems Security Association. Possesses following certificates:</p> <ul style="list-style-type: none"> <li>• Oracle Database 11g Security Certified Implementation Specialist</li> <li>• Oracle Identity Administration and Analytics 11g Certified Implementation Specialist</li> <li>• Oracle Service Oriented Architecture Infrastructure Implementation Certified Expert</li> <li>• Oracle Certified Professional, Java SE 6 Programmer</li> <li>• Oracle Unified Business Process Management Suite 11g Certified Implementation Specialist.</li> </ul>














Hall B+D	Hall A	Hall C
<p><b>Joining Tables - Isn't that simple?</b></p> <p>Joze Senegacnik, Oracle ACE Director 🏆, DB Prof  <b>Conference session</b>, 🇬🇧, DBA, <span>All levels</span></p> <p><b>Abstract:</b></p> <p>There are many possible ways how the Cost Based Optimizer can join tables. Many times it turns out that used join method and data access paths are quite inefficient. In this presentation we will discuss and look at possible optimizations which developers should use when writing SQL statements in order to make their joins always performant.</p> <p><b>Speaker:</b></p> <p>Jože Senegacnik has more than 24 years of experience in working with Oracle products. He began in 1988 with Oracle Database version 4 while working for the City of Ljubljana, where he had charge over the city's municipal and geographic information systems. From 1993 to 2003, he worked in developing GIS systems for the Surveying and Mapping Authority of the Republic of Slovenia, and in the development of applications for other governmental institutions, all based on the Oracle database. More recently, he has specialized in performance optimization, having developed his own toolset for monitoring performance and analyzing trace files.</p> <p>Joze is an internationally recognized speaker, and a member of the highly respected OakTable Network (oaktable.net). He was awarded Oracle ACE and Oracle ACE Director membership for his long record of positive contributions to the Oracle community.</p> 	<p><b>MySQL: a database for business</b></p> <p>Giuseppe Maxia, Oracle ACE Director 🏆, QA Director, Continuent, Inc  <b>Conference session</b>, 🇬🇧, DB, <span>All levels</span></p> <p><b>Abstract:</b></p> <p>MySQL is the most popular open source database, readily available in many Linux distributions and several development frameworks.</p> <p>It is also the likely cause of the web economy expansion in the last decade. It is used by huge web venues such as Wikipedia, Yahoo, Youtube, Facebook.</p> <p>It is, in short, a database that powers a large part of the internet. Yet, it has the reputation of being a lightweight database.</p> <p>In this session, we will explain the basics of MySQL, why it is used so widely, how it scales to support hundreds of million users, why it is safe and reliable.</p> <p>The session will cover some technology and social points related to MySQL, such as where to get documentation, discussion points, community support and professional services.</p>  <p><b>Speaker:</b></p> <p>Giuseppe Maxia works as QA director with Continuent. He's an active member of the MySQL community and a long-time open source enthusiast. During the past decades Maxia has worked in various IT-related fields, focusing on databases, object-oriented programming, and system administration. Maxia is fluent in Italian, English, Perl, Python, SQL, Lua, C, and Bash, and a good speaker of French, Spanish, and Java. He works in cyberspace with a virtual team, and has been a two-time recipient of the MySQL Community Award. Maxia is currently an Oracle ACE Director.</p>	<p><b>CRM: Adding value to customers by loyalty programs</b></p> <p>Orlin Dochev, Managing Partner, Next Consult  <b>Conference session</b>, 🇷🇺, APPL, <span>All levels</span></p> <p><b>Abstract:</b></p> <p>"Customer retention is the central gauge that measures how well the company is creating value for its customers. Creating value for customers builds loyalty, and loyalty in turn builds growth, profit and more value." Frederic Reichheld</p> <p>The presentation will stress on one of the major benefits of the CRM systems – implementing loyalty programs.</p>  <p><b>Speaker:</b></p> <p>Orlin Dochev found Next Consult in February 2010. Next Consult is an independent management consulting company, helping its customers increase the value of their businesses by introducing good practices to their strategic, operational and IT management. With our experience in both business and IT consulting, we help our customers make the right choice and successfully implement information systems and specific IT solutions to increase their competitiveness.</p> <p>Since February 2012, except in the position of managing partner, Orlin manages key consulting projects of Next Consult adding value to customers through introduction of worlds' best practices in sales, marketing, manufacturing, etc.</p> <p>In his 12 years of business consulting experience, Orlin advises customers in various industries – financial sector, manufacturing, engineering, distribution, logistics, retail and others.</p> <p>Before Next Consult, Orlin has led the teams for business applications at the local subsidiary of Oracle and later at Microsoft. Prior to Oracle, he has managed the business development of an international company in Germany, working on projects for process automation of leading companies in Europe.</p>

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<p><b><i>How I Learned to Love Pictures: OEM Performance Page Fundamentals</i></b></p> <p>Doug Burns, Oracle ACE Director , Oracle DBA/Consultant, Bayvale Consulting Services</p> <p><b>Conference session,</b> , , <b>All levels</b></p> <p><b>Abstract:</b></p> <p>Key performance analysis and tuning principles apply regardless of the version of Oracle you're using, but the Oracle 10g Diagnostics Pack instrumentation and related OEM Performance Pages built on these principles to offer a new, more visual, performance analysis approach.</p> <p>This presentation will focus on live demonstrations of pretty screens, but also on building an understanding of the data behind the screens to improve your ability to use them effectively.</p> <p><b>Speaker:</b></p>  <p>I am an Oracle 9i Certified Professional DBA with over 20 years experience in a wide range of environments and have used Oracle versions 6 through to 11g on a number of different operating systems, including RAC, OEM Grid Control and ASM.</p>	<p><b><i>MySQL High Availability for the masses</i></b></p> <p>Giuseppe Maxia, Oracle ACE Director , QA Director, Continuent, Inc</p> <p><b>Conference session,</b> , <b>DBA</b>, <b>All levels</b></p> <p><b>Abstract:</b></p> <p>There are many recipes for achieving high availability with MySQL. One of the most powerful tools is Continuent Tungsten, which provides management and connectivity on top of asynchronous replication, giving users a transparent view of clusters. Tungsten clusters are self-healing (they can react to failure automatically and promote slaves to masters without manual input) and transparent: applications connecting to these clusters don't need to know anything about their composition, and connection is routed to the active members in case of a failure. Tungsten clusters are also user-friendly. The installer provides several topologies and endless customization. This is HA that leverages the most-advanced technology in this field. Learn more in this session.</p> <p><b>Speaker:</b></p>  <p>Giuseppe Maxia works as QA director with Continuent. He's an active member of the MySQL community and a long-time open source enthusiast. During the past decades Maxia has worked in various IT-related fields, focusing on databases, object-oriented programming, and system administration. Maxia is fluent in Italian, English, Perl, Python, SQL, Lua, C, and Bash, and a good speaker of French, Spanish, and Java. He works in cyberspace with a virtual team, and has been a two-time recipient of the MySQL Community Award. Maxia is currently an Oracle ACE Director.</p>	<p><b><i>Data Pump Question and Answer Session</i></b></p> <p>Dean Gagne, Consulting Member of Technical Staff, ORACLE</p> <p><b>Conference session,</b> , <b>DB</b>, <b>All levels</b></p> <p><b>Abstract:</b></p> <p>This session will be an open Question and Answer discussion about Oracle Data Pump.</p> <p><b>Speaker:</b></p> <p>Dean is a software engineer for Oracle Corporation and has been in the Utilities group for 12+ years. He first worked on the original export and import utility, then worked on the Metadata API before developing the Data Pump worker process.</p> 



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<p><b>About multiblock reads</b></p> <p>Frits Hoogland, Oracle ACE Director , Principal Consultant, VX Company  <b>Conference session</b>, , DBA, </p> <p><b>Abstract:</b></p> <p>This presentation is about how the Oracle database implements multiblock reads on Linux systems. Whilst this may look like a simple and easy to understand topic (the system fetches multiple blocks conforming db_file_multiblock_read_count blocks instead of one, right?), in reality it isn't. The description of the former line is mostly true for version 10 non-PQ multiblock reads, but with Oracle version 11 it has changed.</p> <p>Oracle silently introduced true asynchronous reads with version 11, called 'adaptive direct path reads', which happen under specific circumstances. This session outlines these circumstances. One of the most eye-catching features is reading blocks to the PGA, which makes the reads non-shared, which is different from the traditional reading to buffer cache/SGA.</p> <div data-bbox="114 965 360 1220" data-label="Image"> </div> <p><b>Speaker:</b></p> <p>As an IT professional specializing in Oracle database performance and internals, Frits Hoogland makes frequent Oracle technical presentations in the Netherlands, UK, Denmark, Slovenia and the United States. He actively contributes to the Oracle community, especially Oracle Forums. In 2009 he received an Oracle ACE award from the Oracle Technology Network and a year later became an Oracle ACE Director. In 2010 he joined the OakTable Network. In addition to developing his Oracle expertise, Frits works with MySQL, PostgreSQL, Oracle's Application Server Suite, the Apache web server, and relevant operating systems.</p>	<p><b>Oracle XML Database - Design Concepts for XML Applications that Will Perform!</b></p> <p>Marco Gralike, Oracle ACE Director , Principal Database Consultant, AMIS  <b>Conference session</b>, , DEV, </p> <p><b>Abstract:</b></p> <p>The relational world has a lot of best practices regarding coding applications and its design. Most of these best practices will not work while dealing with XML data or applying these principles in XML architectures. XML data on disk is very often ten to one hundred times faster than handling XML in memory. Why does this work and what are the principles behind this?</p> <p>This presentation will demonstrate and explain methods to make your XML application perform.</p> <p><b>Speaker:</b></p> <div data-bbox="797 885 1003 1197" data-label="Image"> </div> <p>Marco is a DBA since 1993 and got involved in the Oracle XML DB database functionality trying to solve customer XML storage problems in 2006. Since then he is heavily involved in the XML DB community, helping people with their steep learning curve into XML handling and storing it the Oracle Database. He was awarded the Oracle ACE Director recognition and is a member of the OakTable group. He is an Advisory Board Member for the Oracle XML DB functionality in the next upcoming Oracle 12c Database.</p>	<p><b>Oracle BPM Suite – 3 key Innovations for more effectiveness, visibility and agility</b></p> <p>Georgi Moykin, Senior Sales Consultant, ORACLE  <b>Demonstration</b>, , MW, </p> <p><b>Abstract:</b></p> <p>Oracle Unified BPM Suite focuses on increasing developer's productivity by offering a visual and declarative approach, for rapid business process modeling, automation and optimization in both off-line and on-line (at real time) modes, by eliminating tedious coding. Furthermore, BPM Suite provides a built-in web-based environment for end-to-end management and monitoring of the deployed BPMN and BPEL processes, SOA applications and infrastructure. Finally, BPM Suite introduces 3 key Innovation for more effectiveness, visibility and agility in the 'end-to-end' BPM favor.</p> <div data-bbox="1485 853 1713 1109" data-label="Image"> </div> <p><b>Speaker:</b></p> <p>George has 10+ years of combined experience in IT: designing and supervising the design of enterprise &amp; middleware solutions, providing complex consultations and defining implementation success criteria for IT industry and business. He is a certified SOA Solutions Architect, Oracle WebLogic Expert and BEA Solutions Developer. George works for Oracle since 2008.</p>



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<p><b>Falling in Love All Over Again: OEM 12c Performance Page Enhancements</b></p> <p>Doug Burns, Oracle ACE Director , Oracle DBA/Consultant, Bayvale Consulting Services</p> <p><b>Conference session</b>, , , </p> <p><b>Abstract:</b></p> <p>OEM 12c introduces the latest evolutionary stage of the Performance Pages demonstrated in the previous presentation. This session will demonstrate the new features such as ASH Analytics that make OEM more compelling and useful in more situations.</p> <p><b>Speaker:</b></p>  <p>I am an Oracle 9i Certified Professional DBA with over 20 years experience in a wide range of environments and have used Oracle versions 6 through to 11g on a number of different operating systems, including RAC, OEM Grid Control and ASM.</p>	<p><b>Securing the Oracle Database</b></p> <p>Zoran Pavlovic, OCP, IT Security Consulting Manager, Parallel</p> <p><b>Conference session</b>, , , </p> <p><b>Abstract:</b></p> <p>This session/demonstration will cover in detail two major security mechanisms available in the Oracle Database 11g: ASO and Database Vault. At the beginning, concepts of encryption, oracle wallet as well as dual key infrastructure will be explained. Afterwards, implementation of column and tablespace encryption, as well as rekey operation will be demonstrated on test system.</p> <p>At the second part of this session, implementation and use of Database Vault will be demonstrated on test system. Some tips and tricks will be presented during session.</p>  <p><b>Speaker:</b></p> <p>Zoran Pavlovic works for Parallel as a security team manager. He has worked as an external instructor for Oracle University across EMEA region. He is a member of the Information Systems Security Association.</p> <p>Currently holds following Oracle certificates:</p> <ul style="list-style-type: none"> <li>• Oracle Database 11g Security Certified Implementation Specialist</li> <li>• Identity Administration and Analytics 11g Certified Implementation Specialist</li> <li>• Oracle Certified Professional, Java SE 6 (SCJP)</li> <li>• SOA Infrastructure Implementation Certified Expert</li> <li>• Oracle Unified Business Process Management Suite 11g Certified Implementation Specialist</li> </ul>	<p><b>Your bridge into the future: GoldenGate 11gR2</b></p> <p>Erwin Bauer, Principal Solution Architect, ORACLE</p> <p><b>Conference session</b>, , , </p> <p><b>Abstract:</b></p> <p>Real-time decisions, demand for low-latency data and exponential growth in transactional data volumes - sounds familiar? Increasingly heterogeneous enterprise IT environment, zero downtime upgrades and migrations - well known challenges? With new features and capabilities Oracle GoldenGate 11g Release 2 is here to help!</p>  <p><b>Speaker:</b></p> <p>Working in Oracle Technology Presales for more than ten years, Erwin Bauer gained a broad experience in the Oracle product stack as well as in various industries. As Solution Architect in the CEE Competence Center for DIS he conducts Data Integration Solution focused workshops and counsels projects for customers and partners.</p>