COME SHARE YOUR GENIUS IN SAN ANTONIO!

APRIL 7–11, 2019
SAN ANTONIO
Henry B. González Convention Center

#C19TX
SAVE UP TO 40% Register by February 14

COLLABORATE.OAUG.ORG
“I love that COLLABORATE was not just a marketing and sales pitch like other conferences, but it focused on real users of the product, their issues and successes. All attendees, presenters and organizers were eager to share their knowledge and experience.”

KIM SHEPHERD
Manager, Business Applications, BAE Systems

Upgrade your knowledge and skills alongside the smartest peer users and experts in the Oracle community.

One week at COLLABORATE 19 – OAUG Forum, April 7-11 in San Antonio, will equip you with the expertise and insight you need to do your job more effectively and maximize your organization’s investment in Oracle Applications in the coming year.

And we need you. Come share your genius as you participate in peer-to-peer learning and share what’s worked for you, and what hasn’t.

At COLLABORATE, the OAUG delivers expert on-prem Oracle Applications knowledge and the latest guidance for the Cloud so you can get the most from your Oracle investments and strategically plan for the future. COLLABORATE education synthesizes best practices, users share lessons learned from real-life implementations, and solutions providers offer a look at the latest, greatest new products.
THE OAUG FORUM COVERS:

- E-Business Suite (page 5)
- On-Prem EPM/Hyperion | EPM Cloud (page 6)
- Data Science & Analytics (page 6)
- CX Cloud (page 7)
- Personal Growth & Leadership (page 7)
- ERP Cloud (page 7)
- SCM Cloud (page 7)
- Learning Experiences & Workshops (page 9)
- Oracle Access (page 10)
- Networking (page 12)
- Exhibitor Showcase (page 14)
- Registration (page 16)
- Hotels (page 19)

CHOOSE YOUR PATH OR MIX & MATCH

14 Educational tracks redesigned with your product interests in mind

BUILD YOUR OWN AGENDA!

1000 Informative sessions, panels and workshops

MEET THE PEOPLE WHO DO WHAT YOU DO

5 Days Share your genius as you meet peer professionals for learning, networking and exchanging experiences and ideas

TAKE IT HOME WITH YOU

4 Weeks Of online access to all session materials via the conference app

WHAT ATTENDEES SAY

97% Would recommend COLLABORATE to a colleague

#C19TX | Save Up to 40% | Register by February 14 | COLLABORATE.OAUG.ORG
“COLLABORATE is a lot more education based; it’s a lot more supportive in terms of your decision making with more of an advisory and less of the marketing orientation we have at OpenWorld where we are really trying to convey a lot of product messages. COLLABORATE is much more of a user, ground-up kind of event focused on what users really want and need from each other with Oracle more in a supporting role.”

CLIFF GODWIN
Senior Vice President
Applications Development
Oracle E-Business Suite
THE LATEST KNOWLEDGE FOR ORACLE ON-PREM AND CLOUD APPLICATIONS IS HERE.

1000 SESSIONS OFFERED CONFERENCE-WIDE

“COLLABORATE helped me streamline my EBS application by learning how to performance tune EBS 12.2; helped our organization with our EBS upgrade; helped me increase my knowledge on lift and shift on Oracle Cloud and AWS and helped me increase my knowledge on Big Data.”

ABRAR A. SYED
Oracle Apps DBA, Gallup Organization

TRACK: E-BUSINESS SUITE (EBS)
• Order Management & Logistics
• Procurement & Projects
• Manufacturing & Planning
• Asset Life Cycle & Service
• EBS Financials
• EBS HCM
• AppsTech/Testing Suite
• Mobile/Self Service
• On/With Cloud

PLUS:
• The Latest Insights on 12.2.8, Support & Continuous Innovation
• Ask the Oracle Experts Sessions
• Oracle Hands-On-Lab: Lift and Shift Your Oracle E-Business Suite Workload to Oracle Cloud Infrastructure
• Oracle EBS Support Sessions
• Oracle Strategy & Roadmap Session with Cliff Godwin, SVP Applications Development
• OAUG Cloud Panels
• Over 40 EBS-related SIG Sessions
• Pre-Conference Workshops
• San Antonio Riverboat Talks

See all sessions at COLLABORATE.OAUG.ORG/EDUCATION
Developing a forecast, budget or plan, or closing the books is necessary to an organization’s financial well-being, but isn’t sufficient to allow decision makers to function more efficiently and to make better decisions. Enterprise Performance Management (EPM) solutions provide an architecture that supports financial planning, budgeting and forecasting; consolidation and close; profitability and cost analysis; strategic modeling; and reporting and analysis.

**TRACK: ON-PREM EPM/HYPERION**
Examine how on-premises EPM solutions accelerate decision making:
- On-Prem Reporting & Analysis
- On-Prem Financial Close & Consolidation
- Planning & Budgeting
- On-Prem Profitability & Cost Management
- On-Prem Data Management & Integration
- On-Prem Essbase

**PLUS:**
Oracle Strategy & Roadmap Session with Al Marciante, EPM Product Manager
Oracle Analytics, BI, Big Data and EPM/ Hyperion Networking Reception on Tuesday, April 9!

Cloud Panels: Need to prepare a move to the cloud? Panelists discuss real-world examples and solutions.

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**TRACK: EPM CLOUD**
Learn how EPM Cloud solutions transform decision making:
- Planning, Budgeting & Forecasting
- Cloud Reporting & Analysis
- Cloud Financial Close & Consolidation
- Cloud Profitability & Cost Management
- EPM PaaS for SaaS

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**PLUS:**
Oracle’s Analytics, BI and Big Data solutions accelerate decision making. These solutions require an architecture with appropriate visualizations, analytics, and reporting; data storage technologies; and data integration and governance capabilities. This track examines how to optimize both on-premises and cloud Oracle Analytics, BI and Big Data solutions to enhance the speed and effectiveness of decisions.
- On-Prem BI/Analytics
- Cloud BI/Analytics
- Data Integration (Kafka, etc.)

**PLUS:**
Oracle Analytics, BI, Big Data and EPM/ Hyperion Networking Reception on Tuesday, April 9! Enjoy the San Antonio skyline from atop the luxury Grand Hyatt Hotel at the poolside terrace with your peers.

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“I learned a lot more about the data integration offerings within EPM and OAC that will help us make a more informed decision on future implementations.”

**RUSS STORY**
Financial Systems Principal, FedEx

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Complete Session Descriptions, Speaker Bios, & Personal Agenda Builder at: COLLABORATE.OAUG.ORG/EDUCATION
The customer is always right, so you need to be right about your customers. Creating profitable, loyal customers is the ultimate goal of customer experience applications—customers who will continue to buy from you when a competitive alternative exists. Gain insight and guidance from your peers who are setting the standard for customer-centric business transformations.

- Sales/Marketing
- Service
- CPQ
- Commerce
- Engagement
- Customer Data Management
- Sales Performance Management
- CX PaaS for SaaS

- Business Acumen
- Evolve DBA
- Grow Your Role
- Networking for Success
- New to IT
- Prepare for Your Next Role
- Working with Others

“It helped me grow my career. I am more informed therefore more confident. Also, my network and the people I know grew tremendously. Attending COLLABORATE always gives me a positive and rewarding experience.”

RUSSELL DE LEON
Business Analyst, CAP

“I always look forward to attending COLLABORATE to know more about the latest trends, updates on upcoming releases, lessons learned and sharing experiences with other users. This event provides an excellent opportunity to network with influential leaders, Oracle representatives, OAUG board members, friends and colleagues who share the same interests and help each other. Users benefit from learning from fellow professionals on the latest trends in the Cloud ERP world, sharing insights and experiences from the recent implementation journey and the tremendous opportunity to network with a diverse group of professionals.”

PADAM BANSAL
Cloud ERP SIG
THINK DIFFERENTLY

EXPLORE COLLABORATE 19’s UNIQUE LEARNING EXPERIENCES & FEATURES:

- Turbo Talks
- OAUG SIG Meetings
- OAUG Cloud Panels
- San Antonio Riverboat Talks NEW!
  Informal sessions on a riverboat touring San Antonio. Learn about Oracle Applications while also taking in the rich history of our host city!

“With technology, you’re always questioning, ‘Am I missing new stuff? What can we do better? What can I learn?’ I think overall the sessions gave you a good feeling of which ideas and topics are worthy of a deeper dive. This will help personally as well as pushing the organization in the best direction.”

AARON HEFFERON
Database Administrator, Excellus Blue Cross Blue Shield

EARN CPE CREDITS AT COLLABORATE:
COLLABORATE.OAUG.ORG/EDUCATION/CPE

The Oracle Applications Users Group (OAUG) is registered with the National Association of State Boards of Accountancy (NASBA), as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE sponsors through its website www.learningmarket.org.

Find them all in the app via COLLABORATE.OAUG.ORG/EDUCATION!
OPTIMIZE PERFORMANCE WITH IN-DEPTH WORKSHOPS

Tackle complex topics with these intensive, information-packed, optional half-day workshops. Pre-registration is required and is available when you register for COLLABORATE.

SUNDAY, APRIL 7
12:30 p.m.–4 p.m. $195

The E-Business Suite R12.2.8 Upgrade Workshop for Managers, DBAs and Developers
Mike Swing, CTO, TruTek

EBS Upgrade Streetsmarts®, A Guide to Executing Oracle EBS R12.2.X Upgrades
Bill Dunham, Principal, OATC, Inc.
Michael Barone, Sr. Oracle DBA, OATC, Inc.

Security and Controls Foundational Concepts for Oracle ERP Cloud (Fusion) Applications
Jeffrey Hare, CPA CISA CIA, Founder and CEO, ERP Risk Advisors
Donna Curtis, ERP Cloud Practice Manager, ERP Risk Advisors

Hands-On Oracle Analytics Cloud Service!
John McGale, Architect/Manager, Performance Architects, Inc.

Data Governance Primer
Mani Kumar Manda, Rhapsody Technologies

Get the detailed descriptions at COLLABORATE.OAUG.ORG/EDUCATION/WORKSHOPS

COLLABORATE KEYNOTE
Stacey Hanke
MONDAY, APRIL 8

INFLUENCE REDEFINED - BE THE LEADER YOU WERE MEANT TO BE, MONDAY TO MONDAY®
Author of Influence Redefined...Be the Leader You Were Meant to Be, Monday to Monday® and Yes You Can! Everything You Need From A to Z to Influence Others To Take Action

We all want to enhance our influence...but what if we are sabotaging our influence without even knowing it? You may not be as influential as you think you are! Most of us believe if we know our topic or if we feel good, we must be good. Influence Redefined is an opportunity to take a closer look at what’s really going on rather than what you believe to be true. Join author and coach for Fortune 500 leaders Stacey Hanke as she explores what it takes to be influential Monday to Monday®, how to build a consistent brand and make sure you have the skills to influence others to take action.
"I like the roundtable sessions with the Oracle Experts and the user community. I found those sessions to be so helpful. Please continue to have Oracle experts come to COLLABORATE; mingling with them and gaining more in-depth knowledge was a bonus. They ask us for a list of improvements we would like… and to see that they implemented other companies’ needs was so gratifying."

MARY CALLENDER
Oracle IT Analyst
General Dynamics and Systems Canada
One reason attendees love COLLABORATE is the direct access it provides to Oracle's product development teams. The answers you're looking for are around the corner with these Oracle opportunities (and many more!):

**MEET THE ORACLE EXPERTS SESSIONS**
Interact with Oracle experts in a small-group setting. Bring questions and collaborate to find the path to success for your enterprise.

**HANDS-ON LAB:**
**LIFT AND SHIFT YOUR ORACLE E-BUSINESS SUITE WORKLOAD TO ORACLE CLOUD INFRASTRUCTURE**
Test how to prepare your E-Business Suite applications, configure the appropriate Compute services, and lift and shift (migrate) your EBS systems to Oracle Cloud. Bring your laptop to this Hands-on Lab (HOL) to learn how you can move your Oracle E-Business Suite workload to Oracle Cloud Infrastructure.

**PLUS:**
- Oracle Roadmaps & Sessions
- Oracle Keynote Steve Daheb, Senior Vice President for Oracle Cloud
- Oracle DEMOgrounds
- Oracle Certification
- Oracle EBS Support Sessions
SUNDAY

OAUG New Attendee Orientation
First, we’ll introduce you around this year’s venue and conference amenities. Back in the classroom, get the inside scoop on everything from the mobile app to exclusive OAUG programs. A great way to make friends early, too!

OAUG Geo Network Community Service Build-a-Bike
Build your network, build a bike and build a child’s healthy future – all at the same time! Join OAUG Geos – our local and regional affiliates – for community and creativity as we construct bicycles for under-privileged children in San Antonio. Pre-registration required; select during conference registration.

OAUG Welcome Reception
Join us in The Grotto to kick off COLLABORATE OAUG-style with food, fun and spirits riverside. Reconnect with old friends and start meeting new ones your first night at COLLABORATE.

NETWORK

Share your genius as you meet peers, exchange insights and grow helpful connections for the future!
MONDAY
Exhibitor Showcase Reception
Test drive this year’s innovations and tried-and-true solutions as you enjoy hors d’oeuvres and drinks.

TUESDAY
Exhibitor Showcase Happy Hour
Happy Hour is on the exhibitors! Enjoy refreshments and fun while you learn new ways to optimize your Oracle environment.

Oracle Analytics, BI, Big Data and EPM/Hyperion Reception
Take in an inspiring view of the San Antonio skyline from atop the Grand Hyatt Hotel. Join your peers at the poolside terrace to relax, enjoy great food and share COLLABORATE 19 highlights.

ALL WEEK
OAUG Special Interest Group (SIG) Meetings
Dozens of special interest groups meet for focused dialogue and networking around specific products, functions and/or industries. Find your tribe!

WEDNESDAY
Women in Technology Lunch
Featuring Sharon O’Malley Burg, Senior Advisor to CACI and CEO of O’Malley Burg Consulting, a San Antonio technology and government strategy consulting firm. Reserve your place early – the event is free, but seating is limited.

Women in Technology Panel Discussion
A diverse panel of innovators share lively conversation, powerful ideas and practical advice on a variety of issues. Bring your questions!

Emerging Leaders Networking Event
Mix with peers and experienced pros as you sip and learn about growing your career in the Oracle Applications space.

Attendee Appreciation Party – Viva Fiesta!
On the eve of San Antonio’s renowned annual cultural celebration known as Fiesta, let’s gather by the river to enjoy a glittering carnival atmosphere packed with local flavors and talent!

“I’m a believer in expanding beyond just my small circle. COLLABORATE allows me to interact with practitioners from various fields. I gain a lot of insight from the participants every time I attend.”

ANTONIO FABAIN HARDEMAN
Budget Manager, Hillsborough County Aviation Authority
EXHIBITOR SHOWCASE

COLLABORATE’s Exhibitor Showcase is your fastest and most efficient path to sourcing partners, products and solutions.

BONUS: Participate in educational opportunities throughout the show floor, get hands-on with the latest demos and gather advice as you travel through this vibrant marketplace of ideas.

VISIT THE OAUG MEMBERSHIP BOOTH

We can’t wait to see you at OAUG Central in Booth 819! Stop by to see the new ways OAUG can help you share genius and work smarter. Great things are brewing!

LEARNING ON THE SHOW FLOOR:

- Solutions Spotlight Sessions
- TurboTalks
- Oracle DEMOgrounds
- Countless Live In-Booth Demos and Sessions

EXHIBITOR SHOWCASE HOURS

Monday, April 8
11:30 a.m. - 2 p.m.
5:30 p.m. - 7:30 p.m. | Reception

Tuesday, April 9
9:15 a.m. - 3:15 p.m.
5:30 p.m. - 7:30 p.m. | Happy Hour

Wednesday, April 10
11:30 a.m. - 4:15 p.m.

COLLABORATE FOR GOOD

Build personal care kits for people in need while you travel the Exhibitor Showcase. Participating sponsors will each have one item, like shampoo, soap, disposable razors and toothpaste, to complete your kits. With each kit, you’ll be providing self-care, critical germ fighting and improved health to a San Antonio citizen.
200 Exhibitors. 30,000 Square Feet.
REGISTER EARLY.
SAVE HUNDREDS.

FULL-CONFERENCE REGISTRATION IS THE BEST DEAL! HERE’S WHAT’S INCLUDED:

• Entry into all conference general sessions and education sessions over 5 days
• Online access to all session materials (IOUG, OAUG, Quest) for four weeks
• Exhibitor Showcase access, including Monday and Tuesday evening receptions
• Morning coffee (Monday-Thursday)
• Lunch (Monday-Wednesday)
• Attendee Appreciation Event (Wednesday evening)
• Refreshment breaks

PLUS, OAUG EXCLUSIVES:

• Sunday OAUG Welcome Reception
• Flash drive pre-loaded with all OAUG session materials
• Free introductory Corporate Membership in the OAUG, which includes full membership status and is valid for six months. Exclusively for companies that are licensed users of Oracle Applications and register for COLLABORATE as non-members
  • Includes free access to Best of COLLABORATE 19 online learning series – live encore presentations of top-rated sessions!
  • Online access to all OAUG sessions in the OAUG Conference Paper Database

REGISTRATION IS A BREEZE. HERE’S HOW TO CLAIM A GREAT DEAL:

1. RESERVE YOUR HOTEL FIRST: When you reserve a room in an official COLLABORATE hotel, use your reservation acknowledgement number to take $200 off conference registration. Book here: COLLABORATE.OAUG.ORG/LOCATION

2. JOIN THE OAUG: A membership ($965 for organizations that are licensed users of Oracle Applications) provides valuable training and networking benefits to your entire company all year – and everyone receives the low member rate on COLLABORATE. Join today at OAUG.ORG.

3. ATTEND WITH A GROUP. Check out the rock-bottom rates for groups of four or more attending from the same organization.

4. REGISTER EARLY! Early-bird rates expire Thursday, February 14!

OAUG MEMBERS ENJOY THE BEST RATES AND YEAR-ROUND BENEFITS. JOIN TODAY! OAUG.ORG
### COLLABORATE.OAUG.ORG/REGISTRATION

<table>
<thead>
<tr>
<th>Full Conference Pass (April 7-11, 2019)</th>
<th>Join Today! (OAUG Member Rate)</th>
<th>Non-Member Rate</th>
<th>Government Rate* (OAUG Member)</th>
<th>Government Rate* (Non-Member)</th>
<th>Availability</th>
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<td>Early Bird Registration</td>
<td>Staying within COLLABORATE hotel block</td>
<td>USD $1,650</td>
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**GROUP RATES (FOUR OR MORE FROM THE SAME ORGANIZATION)**

| Early Bird Registration                | Staying within COLLABORATE hotel block | USD $1,400 | USD $1,890 | |
|                                        | Outside COLLABORATE hotel block | USD $1,600 | USD $2,100 | |
| Advance Registration                   | Staying within COLLABORATE hotel block | USD $1,795 | USD $2,285 | |
|                                        | Outside COLLABORATE hotel block | USD $1,995 | USD $2,485 | |

**Rates are per person. More discounts and packages available:**
- One- and two-day passes
- Exhibitor Showcase Only

**Hurry, Prices Increase on February 15!**

**Convince the Boss**
Get tips for proposing your COLLABORATE attendance, customize a letter to your manager and more. Find these and other resources at COLLABORATE.OAUG.ORG/REGISTRATION/JUSTIFY.

Find Session Descriptions, Speaker Bios, Schedule and Registration at COLLABORATE.OAUG.ORG
USE THE ONLINE AGENDA TO PERSONALIZE YOUR EDUCATION.

Visit COLLABORATE.OAUG.ORG/EDUCATION:
Here you’ll find quick access to agenda search results or Choose “View All Sessions”

Find YOUR Hot Topics! Narrow Your Search Using These Filters:
Product Family
Business Goals & Outcomes
Keyword: Enter the terms that matter to you to find very specific topics, or to narrow your search results.
Advanced Search: Locate your favorite speakers or expand your search.
Save: Create a profile to save sessions to your personal agenda.
Coming soon: a mobile app helps you manage your agenda from your smartphone.

PERSONALIZE IT!

EXPLORE EDUCATION SESSIONS AND PERSONALIZE YOUR PATH. BUILD YOUR AGENDA AT COLLABORATE.OAUG.ORG!
LODGING

7

CONVENIENT HOTELS

$189

PER NIGHT STARTING RATES

Reserve Within the Official COLLABORATE 19 Hotel Block for Walkability & The Best Rates

COLLABORATE.OAUG.ORG/LOCATION

For information on government rates, contact registration@oaug.org.

EXPLORE SAN ANTONIO!

San Antonio is a very friendly town for corporations, government, military, state and local employees alike. The San Antonio River Walk, where COLLABORATE 19 is situated, is a verdant oasis of cypress-lined paved paths, arched stone bridges and lush landscapes. It gently winds through the city center, providing you easy access to the city’s cultural hot spots, hotels, restaurants, historic sites and other attractions.
AUGForum #C19TX

3525 Piedmont Road
Building Five, Suite 300
Atlanta, GA 30305
USA

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