

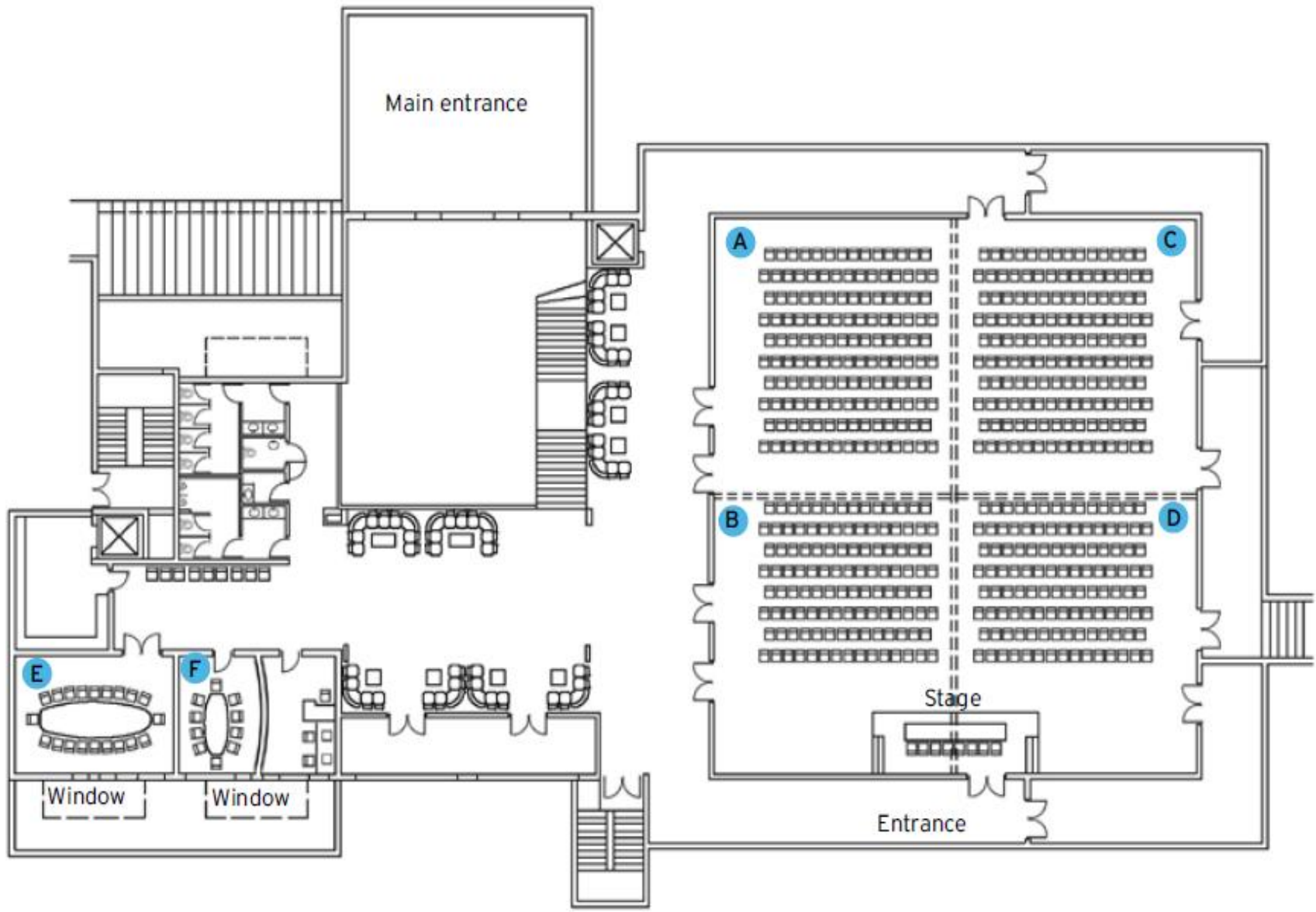








Autumn 2010 Conference
Pravets, November 19th – 21st 2010











Sessions and Speakers










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Hall A	Hall C
<p>Oracle Stack of Technologies in the Enterprise Nedko Geshev, Delivery Manager, Hewlett Packard Conference session, , ORA, All levels</p>  <p>Abstract: This session is focused on sharing practical experience on integration of Oracle Solaris, Oracle Solaris Cluster, Oracle Database and Oracle iPlanet Web Server in an Enterprise environment. This includes day to day operations, solution engineering and IT Service Management.</p>	<p>Oracle Net Services: Performance, Scalability, HA, and Security Best Practice Kuassi Mensah, Group Product Manager, Oracle Corp. Conference session, , DBA, All levels</p>  <p>Abstract: Oracle Net Services provides a scalable, secure, easy-to-use and highly-available network connectivity infrastructure for your Oracle environment. Because it straddles all database areas, the performance and efficiency of Oracle Net Services can have a profound impact on overall database performance and availability. In this session, Oracle development experts will present the best practices for deploying, managing, tuning and troubleshooting Oracle Net Services. Topics include tuning TCP/IP, choosing the right net naming, configuring net services for failover and load balancing, choosing th right database server type, configuring event models, tuning timeouts, and configuring trusted/untrusted hosts.</p>
Hall B	Hall D
<p>XML creating and processing with PL/SQL Canko Stoykov, Software Consultant, TechnoLogica Conference session, , DEV, Experienced</p>  <p>Abstract: Challenges, practical solutions in creating and processing XML documents. Solution comparison based on reliability and speed.</p>	<p>High-quality programming code –part I Svetlin Nakov, Manager Technical Training, Telerik Corp. Conference session,  / , DEV, Introductory</p>  <p>Abstract: This talk explains the fundamental principles and practices for building high-quality software with focus on the source code. The quality of the code is discussed in its most important characteristics – correctness, readability and maintainability. The principles of construction of high-quality class hierarchies, classes and methods are explained. Two fundamental concepts – “loose coupling” and “strong cohesion” are defined and their effect on the construction of classes and subroutines is discussed. Some advices for correctly dealing with the variables and data are given, as well as directions for correct naming of the variables and the rest elements of the program. Best practices for organization of conditional statements and loops are explained. The principle of good code formatting and the concept of “self-documenting code” as a programming style are explained. The talk includes a large number of examples of good and bad coding practices in Java illustrating the discussed concepts and practices</p>

Hall A	Hall C
<p>Live application upgrades using Edition-Based Redefinition <i>Julian Dontcheff, OCM, Oracle ACE, Senior Manager, NOKIA Corp.</i></p> <p>Conference session, , ORA, All levels</p>  <p>Abstract: For some HA means only that the application should run in the event of unplanned hardware failure. However, it should also mean that the application is available during planned changes to the software. But doing software upgrades without taking downtime has been always tricky. In Oracle Database 11g Release2, there are a new revolutionary capabilities that might solve the problem. I will show, how in Nokia, this new technology is used to achieve online application upgrades.</p>	<p>Oracle ADF: Developing applications with Oracle ADF. Step 2 – binding business services to controller and view layers <i>Anatoli Atanasov, Oracle Bulgaria</i></p> <p>Conference session,  / , DEV, All levels</p>  <p>Abstract: “Developing applications with Oracle ADF” are series of presentations covering different aspects of the Oracle Application Development Framework 11g and particularly how the MVC paradigm is implemented by the product. “Step 2 - binding business services to controller and view layers“ is focusing on how to declaratively bind business services built using different technology stacks with User Interface and controller.</p>
Hall B	Hall D
<p>IT solution completeness – BPM implementation project <i>Neno Shirtev, IT Manager Bella Bulgaria</i></p> <p>Conference session, , APPL, All levels</p>  <p>Abstract: Describe challenges to achieve completeness in the project of implementation of IT solutions – finance, ROI, technical implementation, analysis.</p>	<p>High-quality programming code –part II <i>Svetlin Nakov, Manager Technical Training, Telerik Corp.</i></p> <p>Conference session,  / , DEV, Introductory</p>  <p>Abstract: This talk explains the fundamental principles and practices for building high-quality software with focus on the source code. The quality of the code is discussed in its most important characteristics – correctness, readability and maintainability. The principles of construction of high-quality class hierarchies, classes and methods are explained. Two fundamental concepts – “loose coupling” and “strong cohesion” are defined and their effect on the construction of classes and subroutines is discussed. Some advices for correctly dealing with the variables and data are given, as well as directions for correct naming of the variables and the rest elements of the program. Best practices for organization of conditional statements and loops are explained. The principle of good code formatting and the concept of “self-documenting code” as a programming style are explained. The talk includes a large number of examples of good and bad coding practices in Java illustrating the discussed concepts and practices.</p>

Hall A	Hall C
<p>Oracle Data Reorganization? Think Twice, Cut once! Deyan Barganski, OCM, Senior Oracle Database Administrator, Natek Bulgaria Conference session,  /  DBA, All levels</p>  <p>Abstract: Number of factors may affect database performance like data fragmentation and inefficient space utilization. Optimizing the physical data structure is usually referred as viable option but is it always needed? The presentation aims to demonstrate the most typical scenarios for performing data reorganization, how can be estimated the potential benefit and what are the possible drawbacks.</p>	<p>Dude, where's my database? Heli Helskyaho, CEO, Miracle Finland Conference session, Discussion,  DES, All levels</p>  <p>Abstract: One morning somebody comes to your (database designer's) office saying "Dude, where's my database?". You ask questions and questions and finally realize: he/she has designed the application with UML and now he/she is wondering where to find the database (for coding the data classes). OK, the class diagram looks great (with UML colours and everything), but is that the database model? Did this person know how to design a database? Is designing the database the same thing as designing the database? And then you realize that they only have the analysis for their first increment and the class diagram is only for that. Is this project going to be a success? And where is the database?</p>
Hall B	Hall D
<p>Oracle Applications Overview Radoslav Vangelov, Applications Sales Representative, Oracle Bulgaria Presentation,  APPL, All levels</p> <p>Abstract: Oracle Applications Overview</p> <hr/> <p>EBS Technical Architecture & How to upgrade Atanas Cholakov, Senior Consultant, Oracle Consulting Conference session,  APPL, All levels</p> <p>Abstract: EBS Technical Architecture & Upgrade</p>	<p>Development of Java™ Portlets, Java Server Faces (JSF 1.2 & 2.0) and Ajax Trayan Iliev, CEO, Intellectual Products & Technologies Ltd Conference session, Demonstration,  DEV, Expert</p>  <p>Abstract: In order to cope with the challenges of contemporary business environment including globalization, economical pressure for better efficiency, business process outsourcing, achievement of regulatory compliance, the enterprise needs improved support by technology. Recently the term Service Oriented Architecture (SOA) has become a pervasive buzz word together with Cloud Computing, Software as a Service (SaaS), etc. The SOA standards like: Simple Object Access Protocol (SOAP), Web Services Description Language (WSDL), Universal Description Discovery and Integration (UDDI), Representational STate Transfer (REST), Web Application Description Language (WADL) have emerged and matured. But from the end user perspective all these technologies do not matter much.</p>

Hall A+B	Hall C
<p>Inside the buffer cache Yavor Ivanov, OCM, DBA, Moneybookers Conference session, , DBA, All levels</p>  <p>Abstract: In this session, I will try to reveal what happens when you read a data block. I will track the block all the way from the moment it is read, through the various adventures it encounters in the buffer cache, until the it gets safely back to the disk. You will probably find the path is longer than you have expected.</p>	<p>Company's Mission, Vision and Strategy linked to execution. Balance scorecards Orlin Dochev, CEO, Next Consult Conference session,  / , BSN, All levels</p>  <p>Abstract: Every living company has mission, vision and strategy, but without execution it will die. The presentation is dedicated on explaining these abstracts and creating the bridge to goals leading to excellence of execution.</p>
	<p style="text-align: center;">Hall D</p> <p>Best Practices and Trade-offs for Efficient and Reliable Java Persistence Kuassi Mensah, Group Product Manager, Oracle Corp. Conference session, , DEV, Experienced</p>  <p>Abstract: In this technical session, you'll learn from Oracle Development, how JDBC and Oracle Universal Connection Pool enable you to: Optimize LOB operations and bulk data transfers; Implement cache invalidation; Support SSL, Kerberos, and Radius authentication; Trade speed for space and vice versa; Scale and fail over connections with Query Change Notification, Fast Connection Failover, and Runtime Connection Load Balancing; Implement Web-session and transaction affinity in RAC and Data Guard environments.</p>

Hall A+B

All about metadata; why telling the database about your schema matters?







Tom Kyte, Senior Technical Architect, Oracle Corp.

Conference session, , DEV, 



Abstract:

It is interesting to note how important metadata – data about data – is in the database. One important piece of metadata are database constraints. The database uses constraints for query optimization as well as data integrity. Most people understand that constraints are a ‘data integrity feature’, but are not as aware of the fact that the optimizer relies heavily on metadata to operate at its best. We’ll explore the various types of metadata we as developers and DBA’s can assert into the database and the positive impact this metadata will have on us.

Hall A+B	Hall C
<p>Successful Upgrade Secrets: Preventing Performance Problems with Database Replay and SQL Performance Analyzer</p> <p><i>Daniela Milanova, Principal Sales Consultant, Oracle Bulgaria</i></p> <p>Demonstration, , DBA, Experienced</p> <div style="display: flex; align-items: flex-start;">  <p>Abstract: Is there a way to guaranteed SQL performance when you plan upgrade of Oracle Database or infrastructure environment? Yes, there is. Come and see the demo. Subject of this demo are Real Application Testing features and capabilities in order to achieve real assessment of SQL performance expected after such kind of upgrades.</p> </div>	<p>New ways of Monitoring Enterprise Applications with Quest Solutions</p> <p><i>Uroš Majcen, Tech Manager, MRI INFORMATIKA, Quest Software Distributor</i></p> <p>Conference session, , DBA, All levels</p> <div style="display: flex; align-items: flex-start;">  <p>Abstract: Without adequate monitoring there is no real performance optimization. In today's reality monitoring enterprise applications present a challenge due to complexity, increase demand and different principles of monitoring. Even if we apply pare to principle there is always a question of which 20 percent. Presentation will show challenges, different types of monitoring enterprise applications, new generation of monitoring moving from "silo" type to user experience. At the end we will touch some of the possible solutions from Quest Software.</p> </div>
	<p style="text-align: center;">Hall D</p> <p>MySQL Idiosyncrasies that bite</p> <p><i>Ronald Bradford, Oracle ACE Director, Principal, 42SQL</i></p> <p>Conference session, , MSQL, All levels</p> <div style="display: flex; align-items: flex-start;">  <p>Abstract: While MySQL is a popular and widely used RDBMS, some default features and settings are very foreign in comparison with other commercial RDBMS products. In this discussion we will discuss some of the MySQL defaults including a non-transactional state, silent data truncations, date management and transaction isolation options. These are all critical for data integrity and consistency of your applications data. We cover in-depth topics including SQL_MODE that is important to help maintaining better compatibility, security and character set/collations.</p> </div>

18:30 – 19:30 | FRIDAY

Hall A+B

What's New in Oracle Database Application Development?








Tom Kyte, Senior Technical Architect, Oracle Corp.









Conference session, , ORA, All levels















Abstract:





Tom Kyte takes a look at the new capabilities in the standard set of Oracle Database development tools, from Oracle SQL Developer to Oracle Application Express to Oracle Data Provider for .NET and PHP (among others). He also gives a general overview of what's been done in the last year of tools development.

Hall A+B	Hall C
<p>Developing Very Large Databases in 11gR2 <i>Daniel Morgan, Oracle ACE Director</i> Conference session, , DBA, All levels</p>  <p>Abstract: http://www.morganslibrary.org/pres/lad/oracrc_2_vldb.pdf</p>	<p>SQL Developer - new and advanced features in 3.0 <i>Barry McGillin, Senior Development Manager, Oracle Corp.</i> Conference session, , DEV, All levels</p>  <p>Abstract: Come along and see what the Sql Developer team have added to the tool this year. We'll be taking a look at the major new features and some of the more advanced features which can improve individual and team productivity. Specifically, we'll be digging into new DBA features, Migration features and general SQL improvements. So, sit down, buckle up and get ready for a jam packed update on Sql Developer.</p>
Hall E	Hall D
<p>RBAC - managing system privileges <i>Dimitar Vassilev, Sun Certified Trainer, Freelancer</i> Discussion, , TECH, All levels</p> <p>Abstract: RBAC is a framework in Solaris, allowing managing various systems aspects without handing out root passwords. It has been designed per Orange Book concepts and allows fine grained control and tracing of privileges given and commands executed. In this discussion we will do some hands on too on virtual machines and will do a sample demo how to convert the root to a role account.</p>	<p>Java 7 – practitioner’s view – Part I <i>Mihail Stoynov, Head of Development, Materna Bulgaria</i> Conference session, , DEV, All levels</p>  <p>Abstract: This talk shall present the current state of Java 7 mostly with live demos. It will show the platform’s development progress, when it is expected to be released and what will it include. The presentation will show most major features planned for JDK 7 (and some from JDK 8).</p>

Hall A+B	Hall C
<p>Improve the Performance of SQLs by Using Constraints <i>Jože Senegačnik, Oracle ACE, Private researcher, DB Prof</i> Conference session, Discussion,  ORA, All levels</p>  <p>Abstract: Many developers and DBA's believe that the defined constraints on tables will slow down the execution of DML SQL statements and therefore should be avoided. If this belief is partly true for INSERTS and UPDATES is far from being true for SELECT statements. In reality the constraint definition is beside the object statistics the main source of information for Cost Based Optimizer (CBO) when preparing optimal execution plans. The presentation will cover some of the most important cases where constraints are crucial for preparation of optimal execution plans.</p>	<p>Next Generation BI Part I - Oracle Data Integrator 11g <i>Cuneyt Yilmaz, Senior Consultant, Bilginc IT Academy</i> Conference session, Demonstration,  BI, Experienced</p>  <p>Abstract: Oracle published new version of “Oracle Data Integrator” – ODI 11g. There're some important differences with the previous version. So new features of this product will be covered in the seminar.</p> <p>Next Generation Business Intelligence (Part I)</p> <ul style="list-style-type: none"> • The need for the Enterprise Platform • The Solution: Oracle Web Logic Platform • Populating Datawarehouse
Hall E	Hall D
<p>Solaris Versioning and Patching Strategies <i>Stoyan Angelov, UNIX Systems Administrator, Cosmo Bulgaria Mobile</i> Conference session,  TECH, All levels</p>  <p>Abstract: The process of keeping computer systems up-to-date, reliable, and secure requires proactive patch management to be regularly performed. This process can be quite complex. Unfortunately, there is no one patch management plan that fits all situations and requirements.</p> <p>This lecture provides generic overview of Solaris versioning and release history and gives details on recommended patching strategies and patching considerations; it also discusses Solaris patching fundamentals, recent patching improvements and patching tips.</p>	<p>Java 7 – practitioner’s view – Part II <i>Mihail Stoynov, Head of Development, Materna Bulgaria</i> Conference session,  DEV, All levels</p>  <p>Abstract: This talk shall present the current state of Java 7 mostly with live demos. It will show the platform’s development progress, when it is expected to be released and what will it include. The presentation will show most major features planned for JDK 7 (and some from JDK 8).</p>

Hall A+B	Hall C
<p><i>Edition-Based Redefinition: Live in SQL*Plus</i> <i>Daniel Morgan, Oracle ACE Director</i> Conference session, , DBA, All levels</p>  <p>Abstract: Edition Based Redefinition is a new and critical component adding abilities that greatly enhance high availability in Oracle Database 11g Release 2. This revolutionary new capability makes possible online application upgrades with uninterrupted availability using three new database objects: The Edition, the Editioning View, and the Crossedition Trigger.</p>	<p><i>Next Generation BI Part II - Oracle Business Intelligence 11g</i> <i>Cuneyt Yilmaz, Senior Consultant, Bilginc IT Academy</i> Conference session, Demonstration, , BI, Experienced</p>  <p>Abstract: Oracle published new version of “Oracle Data Integrator” – ODI 11g. There’re some important differences with the previous version. So new features of this product will be covered in the seminar.</p> <p>Next Generation Business Intelligence (Part I)</p> <ul style="list-style-type: none"> • The need for the Enterprise Platform • The Solution: Oracle Web Logic Platform • Populating Datawarehouse
Hall E	Hall D
<p><i>Install and configure MySQL cluster (Solaris 10)</i> <i>Veselin Tabakov, Solaris/HP-UX administrator, Freelancer</i> Conference session, , DBA, All levels</p> <p>Abstract: Fast way to install and distribute MySQL cluster Configuration options MySQL management service configuration Example: Web server with load balancing configuration and MySQL cluster integration.</p>	<p><i>Garbage collection and its relation to application performance</i> <i>Krasimir Semerdzhiev, Lead Development Architect, SAP Labs Bulgaria</i> Conference session,  / , DEV, Experienced</p>  <p>Abstract: Minimizing application response time has always been a guiding target for developers. However, despite the efficient algorithms and clever ideas – there are patterns which will actually slow down an app, despite that it seems contradicting to common sense. The session will outline some details of the Java Garbage collection and make an overview of how it evolved over time.</p> <p>It’ll also outline a set of anti-patterns which, despite appealing, actually lead to worse performance.</p> <p>We’ll touch few ways to monitor and analyze the Garbage Collector behavior and get a better understanding of our application.</p>

Hall A+B	Hall C
<p>Performance troubleshooting using Active Session History <i>Marcin Przepiorowski, Oracle ACE, Senior DBA / Consultant, Version 1</i></p> <p>Demonstration, , DBA, Expert</p> <p>Abstract: Active Session History is a new monitoring feature available from version 10g of Oracle. It is keeping detailed information about session activity on Oracle instance. All those information can be used to performance troubleshooting and this demonstration will try to show how to read and understand most of ASH related reports and how to create user queries based on that functionality.</p>	<p>OBIEE - some Tips and Tricks <i>Ina Naydenova, BI Consultant, TechnoLogica</i></p> <p>Conference session, Demonstration, , BI, All levels</p> <div data-bbox="1189 451 1305 584" data-label="Image"> </div> <p>Abstract: The presentation discusses several trick and tips related to the organization of the BI presentation layer, dashboard prompts behavior, parameterized select statements and others.</p>
Hall E	Hall D
<p>Hush, BART is here! <i>Dimitar Vassilev, Sun Certified Trainer, Freelancer</i></p> <p>Discussion, , TECH, All levels</p> <p>Abstract: Bart similarly like Bart Simpsons is very arrogant and despite not being full with features is very helpful. It assists you tracking changes in systems – files altered/accessed and constantly keeping eye on intruders by running regular audits. One of Bart's nice side effects is that it can completely can load your systems, so be careful when to run the full scale and when. It also helps system managers to get rid of auditors quickly by providing evidence of systems integrity and confidentiality. We will use some examples on virtual machines to demonstrate how we can use it in real life.</p>	<p>MySQL Best Practices for DBAs and Developers <i>Ronald Bradford, Oracle ACE Director, Principal, 42SQL</i></p> <p>Conference session, , MSQL, All levels</p> <div data-bbox="1189 991 1294 1123" data-label="Image"> </div> <p>Abstract: Learn the right techniques to maximize your investment in MySQL by knowing the best practices for DBAs and Developers. Learn what subtle differences between Oracle and MySQL are essential to understand in order to maximize the benefits of MySQL. We will be covering the ideal means for writing SQL statements, documenting your SQL, analyzing your SQL, MySQL software installation, configuration and maintenance best practices.</p>

Hall A+B	Hall C
<p data-bbox="199 308 584 336">Oracle Exalogic Elastic Cloud</p> <p data-bbox="199 352 848 381">Owen Hughes, Core Technologies Director, Oracle Corp.</p> <p data-bbox="199 399 692 427">Conference session, , ORA, All levels</p> <div data-bbox="203 456 371 667"></div> <p data-bbox="394 451 508 475">Abstract:</p> <p data-bbox="394 480 1149 727">The Oracle Exalogic Elastic Cloud is the industry's first comprehensive application consolidation platform, optimized for high performance, mission-critical Enterprise Java deployments. The Oracle Exalogic Elastic Cloud builds upon the success of the Oracle Exadata Database Machine by combining cutting-edge processor, solid state memory, I/O fabric and storage technology with Oracle's operating systems and Enterprise Java Middleware to provide an Oracle-tested, tuned and factory assembled platform suitable for the most demanding service levels and widely varied workloads.</p>	<p data-bbox="1182 308 1989 365">What's New In Database 11.2: That you will not hear about from Oracle</p> <p data-bbox="1182 384 1597 413">Daniel Morgan, Oracle ACE Director</p> <p data-bbox="1182 430 1675 459">Conference session, , DBA, All levels</p> <div data-bbox="1189 485 1370 695"></div> <p data-bbox="1393 483 1507 507">Abstract:</p> <p data-bbox="1393 512 2036 676">Oracle has added a wealth of new features to the Database 11g and with Release 2 and many of the most valuable of these new features will not be discussed by Oracle. Oracle ACE Director specializes in revealing, through live demo, many of these valuable gems available for use when you upgrade to version 11.</p>