



The New York Oracle Users Group Spring General Meeting – Wednesday March 12, 2014

AGENDA

Time	Activity	Track/Room	Presenter
8:30-9:00	REGISTRATION AND BREAKFAST		
9:00-9:30	Opening Remarks General Information	(single session) Auditorium	Michael Olin NYOUG President
SESSION 1 9:30-10:30	Who is the next Target and how can Oracle help?	(single session) Auditorium	Ulf Mattsson Protegrity
10:30-10:45	BREAK		
SESSION 2 10:45 -11:45	Agile Data Platform: Revolutionizing Database Cloning	DBA Auditorium	Kyle Hailey Delphix
	Drinking the Kool-Aid – My Journey to becoming an ADF Believer	Developer Room 118	Rob Nocera NEOS, LLC
SESSION 3 11:45 -12:30	Ask the Experts Panel	(single session) Auditorium	Michael Olin Moderator
12:30 -1:30	LUNCH - ROOM 123		
SESSION 4 1:30-2:30	Why You Should Run Oracle on SPARC Solaris	DBA Auditorium	Paul Baumgartel Oracle Corp.
	Expanding the SQL Horizons: PL/SQL User-Defined Functions in the Real World	Developer Room 118	Michael Rosenblum Dulcian, Inc.
2:30-2:45	BREAK		
SESSION 5 2:45-3:45	Building Oracle on Flash Arrays	DBA Auditorium	Gil Standen Violin Memory
	Simplify Enterprise Mobility: An overview of Oracle's Mobile Strategy	Developer Room 118	Frederic Desbiens Oracle Corp.
SESSION 6 4:00-5:00	The Oracle Database Backup Logging Recovery Appliance: Revolutionize Oracle Data Protection	DBA Auditorium	Timothy Chien Oracle Corp.
	Setting up OBIEE on a Snowflake-Heavy Data Warehouse	Developer Room 118	Rebecca Widom NYC HRA

ABSTRACTS

9:30-10:30 AM KEYNOTE: Who is the Next Target and How Can Oracle Help?

Old security approaches are based on finding malware and data leaks. This is like "boiling the ocean," since you are "patching" all possible data paths and data stores, and you may not even find a trace of an attack. New security approaches assume that you are under attack and focus instead on protecting the data itself, even in computer memory (the "target" for a growing number of attacks). This session discusses what companies can do now to prevent what happened to Target and others processing PII, PHI and PCI data. The Oracle Big Data Appliance is a critical part of the solution.

Ulf Mattsson created the innovative architecture of the Protegrity Data Security Platform. He is commonly considered one of the founding fathers of tokenization and has been advising the industry's top analysts and stakeholders including PCI Security Standards Council, ISACA and Visa as they navigate the role of tokenization in payment security. Ulf is the inventor of more than 20 patents in the areas of encryption key management, policy-driven data encryption, internal threat protection, data usage control and intrusion prevention. He also is a research member of the International Federation for Information Processing (IFIP) WG 11.3 Data and Application Security, ANSI X9, Information Systems Security Association (ISSA) and Information Systems Audit and Control Association (ISACA).

10:45-11:45 AM DBA TRACK: Agile Data Platform: Revolutionizing Database Cloning

Database Virtualization allows the same data files to be shared by multiple clones allowing almost instantaneous creation of new copies of databases with almost no disk footprint. Along with storage efficiency, database virtualization allows agile management of database copies. The data agility eliminates bottlenecks in development by removing wait time for creating database environments, allows each developer to have his/her own full copy of the database and provides QA and UAT with immediate copies of the development environments for testing. How would it impact your company to create as many database copies as fast as you needed to with no storage impact? This presentation will answer the question and explain how this approach reduces storage excesses, frees up DBAs from routine work thus allowing them to concentrate on innovation, and accelerates development and company productivity

Kyle Hailey is a principal designer for the Oracle Enterprise Manager performance pages. He is a member of the Oracle Oak Table, co-author of *Oracle Insights: Tales of the Oak Table*, and was a technical editor of Oracle Wait Interface. He holds a patent in the area of database performance diagnosis, and has been a speaker at Hotsos, NOCOUG, RMOUG, NYCOUG, Oracle World and organizes Oaktable World. Currently, Kyle works as a Performance Architect at Delphix along with industry leading software, kernel and filesystem designers to take corporate data management to a new level of agility.

10:45-11:45 PM DEVELOPER TRACK: Drinking the Kool-Aid My Journey to becoming an ADF Believer

This presentation covers the ADF framework and how it may benefit an organization and/or developer willing to work with and take advantage of all it has to offer. Topics covered include ADF strengths and weaknesses from a Java perspective including an explanation of the speaker's background and how he approached working with ADF. This presentation is ideal for those considering ADF as an architecture.

Rob Nocera is a cofounder of NEOS LLC, a management consulting and technologies services firm, where he is currently CTO and partner. As CTO of NEOS, Rob leads the technology drive for the company and is the visionary behind the NEOS product set including Vgo software's, a sister company of NEOS, products (EVO and ART) and the Equilibrium framework. Rob has worked with clients around the world in modernizing enterprise applications specializing in internet and intranet applications.

1:30-2:30 PM DBA TRACK: Why You Should Run Oracle on SPARC Solaris

Oracle's acquisition of Sun Microsystems, long known for its excellent engineering, placed it in a unique position. It is now able to integrate and coordinate both hardware and software development to ensure that SPARC and Solaris provide unique features to ensure that they remain the very best platform for the flagship Oracle Database. This presentation will discuss how "software in silicon" and advanced operating-system technology can provide superb reliability, flexibility, and performance for Oracle11g and 12c.

Paul Baumgartel has been an Oracle developer and DBA for over 25 years. In 2013, he happily took the opportunity to join the "mother ship" as a Principal Sales Consultant at Oracle, providing pre-sales architectural and technical support to customers and prospects.

**1:30-2:30 PM DEVELOPER TRACK: Expanding the SQL Horizons:
PL/SQL User-Defined Functions in the Real World**

This presentation illustrates why it often makes sense to step out of purely SQL-based implementation and start writing PL/SQL code to augment it. The presentation also includes in-depth analysis of the most critical part of working with user-defined functions in a SQL environment, namely, managing the frequency and cost of calls. Special features, such as the DETERMINISTIC clause, scalar sub-query caching, PRAGMA UDF clause, and the result cache will be introduced to serve as potential solutions. Examples from the upcoming *Oracle PL/SQL Performance Tuning Tips & Techniques* (Oracle Press, 2014) will be used to illustrate all of the concepts.

Michael Rosenblum is a Software Architect/Development DBA at Dulcian, Inc. where he is responsible for system tuning and application architecture. Michael supports Dulcian developers by writing complex PL/SQL routines and researching new features. He is the co-author of *PL/SQL for Dummies* (Wiley Press, 2006), contributing author of *Expert PL/SQL Practices* (APress, 2011), and author of a number of database-related articles (IOUG Select Journal, ODTUG Tech Journal) and conference papers. Michael is an Oracle ACE, a frequent presenter at various Oracle user group conferences (Oracle OpenWorld, ODTUG, IOUG Collaborate, RMOUG, NYOUG, etc), and winner of the ODTUG Kaleidoscope 2009 Best Speaker Award. In his native Ukraine, he received the scholarship of the president of Ukraine, a Master of Science degree in Information Systems, and a diploma with honors from the Kiev National University of Economics.

2:45-3:45PM DBA TRACK: Building Oracle on Flash Arrays

This presentation will provide practical information about building Oracle on Linux using flash storage arrays to achieve 200-microsecond latency and up to 1.2 million IOPS. The presentation covers ASM and database design features needed to maximize flash storage effectiveness. Attendees will learn the basics of designing and building single-instance and RAC databases on flash storage. Basic design features necessary for flash at both the ASM and database levels are also covered. Recommendations for specific flavors of Linux including OEL, RHEL, and CentOS are discussed, as well as the differences between Linux 5 and 6.

Gilbert Standen is the East Coast Region Engineer, Oracle practice, for Violin Memory, the market-leading manufacturer and designer of all-nand-flash storage arrays. Gil has worked on numerous low-latency Oracle projects in the NYC area, including building the T-bill day trading Oracle back end RAC for the Currenex FX Trading Division of State Street Bank, as well as projects for gas and oil market makers, fixed-income securities, and other financial industry projects.

2:45-3:45PM

**DEVELOPER TRACK: Simplify Enterprise Mobility:
An Overview of Oracle's Mobile Strategy**

Two new Fusion Middleware Products embody our strategy: Oracle Mobile Suite bundles ADF Mobile with Oracle Service Bus and Oracle Integration Adapters. This approach enables you to build mobile back-ends from your existing assets more productively. The Oracle Mobile Security Suite extends existing enterprise identity services into the mobile space, and makes it possible to manage corporate applications and data while keeping them separate, even on personal devices. In the near future, the Oracle Mobile Cloud Service will make application development more productive, and will simplify deployment. This presentation discusses current mobile market trends and Oracle's mobile strategy. It also describes the Oracle Mobile Suite and Oracle Security Suite, two new innovate offerings in the Fusion Middleware family. Finally, attendees will be given a sneak peek at the Oracle Mobile Cloud Service.

Frédéric Desbiens is a product manager in the Oracle Application Development Tools group. He has sixteen years of experience in the IT industry, and worked for several years as a consultant, with many opportunities to get real-world expertise on several projects involving various Oracle technologies, such as Oracle SOA Suite and Oracle WebCenter. He co-authored the *WebCenter 11g Handbook: Build Rich, Customizable Enterprise 2.0 Applications* (McGraw-Hill).

4:00-5:00PM

**DBA TRACK: The Oracle Database Backup Logging Recovery Appliance:
Revolutionize Oracle Data Protection**

Despite years of technology advancements, Database Backup and Recovery continues to be one of the most nagging IT administration problems. On one hand, backup windows keep getting smaller. On the other hand, database sizes keep growing. There have been numerous product announcements in the industry leading to claims of storage savings (e.g. deduplication), database-level integration, and better performance. However, none of these work in a reliable manner in busy database environments, often leading to islands of fragmented backup processes. This presentation introduces a revolutionary way to perform Oracle Database Backup and Recovery, with an upcoming Engineered System from Oracle: the Database Backup Logging Recovery Appliance.

Timothy Chien is a Principal Product Manager with Oracle. He is recognized by the Oracle user community as a technical expert and evangelist for Oracle Backup and Recovery Technologies. He is a regular presenter at Oracle User Group meetings, frequently conducts hands-on technical training, and provides expert technical advice to customers worldwide.

4:00-5:00PM DEVELOPER TRACK: Setting Up OBIEE on a Snowflake-Heavy Data Warehouse

OBIEE is designed for classic Kimball star data models, as are the associated Discoverer migration tools. The NYC HRA recently migrated one of the country's largest existing social services data warehouses to OBIEE from Discoverer. This presentation discusses successful methods for migrating to OBIEE on an existing snowflake-heavy data warehouse, without making major data model changes. In addition, the presentation explains how alternate logical table sources and logical dimension hierarchies in OBIEE allowed the team to maintain existing flexibility for ad hoc query users and add new custom features such as default filters.

Rebecca Widom has been working on Oracle since 2008 with the NYC HRA Data Warehouse. New York City houses one of the largest social services data warehouses in the country, with 10+ years of descriptive history on our millions of clients and their families. In the last year, she led RPD development for a migration from Discoverer to OBIEE.