



The New York Oracle Users Group Fall General Meeting – Friday September 12, 2014

Sponsored by Dell Software

AGENDA

Time	Activity	Track/Room	Presenter
8:30-9:00	REGISTRATION AND BREAKFAST		
9:00-9:30	Opening Remarks General Information	(single session) Richard Harris Terrace	Michael Olin NYOUG President
SESSION 1 9:30-10:30	KEYNOTE: Big Data Predictive Analytics in Oracle Database 12c	(single session) Auditorium	Charles Berger Oracle Corp.
10:30-10:45	BREAK		
SESSION 2 10:45 -11:45	RAC Global Resource Management Concepts	DBA Richard Harris Terrace	Joel Goodman Oracle University EMEA
	Beautiful UI Made Easy with APEX 5.0	Developer Room S341	Shakeeb Rahman Oracle Corp.
SESSION 3 11:45 -12:30	Ask the Experts Panel	(single session) Richard Harris Terrace	Michael Olin Moderator
12:30 -1:30	LUNCH – Richard Harris Terrace – Presentation by Dell Software		
SESSION 4 1:30-2:30	Practical Advice for Cloud Data Security	DBA Richard Harris Terrace	Ulf Mattsson Protegrity
	On-Device Development with Oracle's Mobile Application Framework (MAF)	Developer Room S341	Frédéric Desbiens Oracle Corp
2:30-2:45	BREAK		
SESSION 5 2:45-3:45	Exadata Operations	DBA Richard Harris Terrace	Kevin Courtney Telaran
	Oracle Insert Statements for DBAs and Developers	Developer Room S341	Daniel Morgan Oracle ACE
3:45-4:00	BREAK		
SESSION 6 4:00-5:00	Automatic Data Optimization – Saving Space and Improving Performance!	DBA Richard Harris Terrace	Erik Benner Mythics
	PL/SQL Utilities	Developer Room S341	Michael Hillanbrand PPL

ABSTRACTS

9:30-10:30 AM

KEYNOTE: Big Data Predictive Analytics in Oracle Database 12c

The Oracle Advanced Analytics Option extends the Oracle Database to a powerful and scalable “big data” predictive analytics platform. Oracle Advanced Analytics provides 15 high performance scalable SQL data mining functions. By moving data mining algorithms to run as native analytical SQL functions that mine all data types (structured, unstructured and transactional), Oracle eliminates data movement, automates knowledge discovery and accelerates the transformation of “big data” to “actionable insights” from days/weeks to minutes/hours. This presentation demonstrates how SQLDEV/Oracle Data Miner "workflow" GUI and/or R console can be used to develop and deploy predictive analytics methodologies for enterprise-wide solutions/applications. Attendees will see demos and examples of OAA Option in action. Attendees will also learn how to "mine" data inside of the Oracle Database using data mining algorithms that are implemented as SQL functions. This presentation includes a product overview, several brief demo(s) and 2-3 customer cases.

Charlie Berger is the Sr. Director of Product Management, for Data Mining and Advanced Analytics at Oracle. He has over 25 years of experience in data analysis software including Oracle, Thinking Machines and Bolt, Beranek and Newman. He is responsible for the product management and direction of Oracle’s in-databases data mining and predictive analytics technology including Oracle Data Mining, text mining, and the SQL-based statistical functions. Charlie holds two Masters Degrees from Boston University (M.S. Manufacturing Engineering and MBA) and a B.S. Industrial Engineering and Operations Research from the University of Massachusetts at Amherst.

10:45-11:45 AM DBA TRACK: RAC Global Resource Management Concepts

Accessing various resources from multiple instances creates requirements to coordinate access so that the activity in one instance does not corrupt resources. A controlled access is required, that can survive the failure of one or more instances. This presentation will focus on the concepts underlying global resource coordination for an Oracle RAC Database. It will discuss Global Enqueues, Instance Locks, Result Cache coordination and Buffer Cache fusion and explain the framework used by Oracle to coordinate access to shared resources from multiple database instances.

Joel Goodman has been in the computing industry for 38 years. After obtaining a degree in Computer and Information Sciences Joel has accumulated 20 years of experience with Oracle DBA technology in support, consulting and training. He is the Global Technical Team Leader of the Oracle DBA Certification Test Development Team, which is responsible for all DBA OCA, OCP, OCE and OCM exam content. He is a regular speaker at various EMEA Oracle conferences and a member of the Oak Table.

10:45-11:45 PM DEVELOPER TRACK: Beautiful UI Made Easy with APEX 5.0

APEX 5.0 has a completely re-imagined user interface and a brand-new theme to help you develop beautiful, modern, responsive applications. This presentation discusses the design behind APEX 5, the Universal Theme, Template Options, Theme Styles, and the Universal Theme Roller, all of which developers can use to create beautiful applications without being an HTML or CSS expert. The presentation will also describe the additional User Interface-related features and enhancements such as theme subscriptions.

Shakeeb Rahman is a Principal Software Developer at Oracle and leads user interface design for Oracle Application Express (APEX). Shakeeb strives to empower APEX developers with the tools they need to build beautiful, modern, responsive applications. You can gain insights into what Shakeeb is up to by following @shakeeb on Twitter.

1:30-2:30 PM DBA TRACK: Practical Advice for Cloud Data Security

The rapid rise of cloud databases, storage and applications has led to unease among adopters over the security of their data. Whether it is data stored in a public, private or hybrid cloud, or used in third party SaaS applications, companies have good reason to be concerned. This session focuses on practical advice on what to look for in cloud service providers. It includes a review of the technologies and architectures available to protect sensitive data in the cloud, both on- and off-site. Through real life use cases, Ulf will discuss solutions to some of the most common issues of usability, database indexing, database searches, separation of duties, key management, tokenization, compliance, privacy and security in the cloud environment.

Ulf Mattsson created the innovative architecture of the Protegrity security technology. Prior to joining Protegrity, he worked at IBM for 20 years. Ulf holds more than 20 patents. Leading journals and professions magazines, including IEEE Xplore and Oracle Journals, have published more than 100 of his in-depth professional articles and papers. Ulf has given a series of presentations at leading security and database conferences in the US, Europe and Asia, as well as frequent tutorials at international Oracle conferences.

1:30-2:30 PM DEVELOPER TRACK: On-Device Development with Oracle's Mobile Application Framework (MAF)

Oracle MAF is a hybrid mobile framework that enables developers to rapidly develop single-source applications and deploy to both Apple's iOS and Google's Android platforms. This session explains how Oracle MAF leverages Java, HTML5 and JavaScript to deliver a complete MVC framework with visual and declarative user interface definition, device features integration and built-in security.

Frédéric Desbiens is a product manager in the Oracle Application Development Tools group. He has fifteen years of experience in the IT industry, and worked for several years as a consultant, with ample opportunity 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, published by McGraw-Hill.

2:45-3:45 PM DBA TRACK: Exadata Operations

This presentation explores the critical role that node workload analysis and management play in managing the Exadata environment. This includes understanding what actually executes on each node and whether the workloads are properly balanced across nodes. Techniques to capture and analyze the right operational metadata to understand and manage the environment will be discussed. Attendees will also learn how to actively manage the environment by implementing informed policies through the Resource Manager to achieve optimal usage patterns and performance.

Kevin Courtney is Vice President of Business Solutions of Teleran Technologies. He has over 30 years of senior and executive information technology experience in business management, technology strategy, design and deployment, program and project management, product development and marketing. At Teleran, his focus is sales, account management, and the development of customer-oriented analysis and Business Intelligence analytic solutions based upon customer usage of enterprise data warehouses, data marts, and operational data stores.

2:45-3:45 PM DEVELOPER TRACK: Oracle INSERT Statements for DBAs and Developers

Everyone that has written SQL for more than a few weeks thinks they have mastered basic DML statements such as Insert, Update, and Delete: Unfortunately, this is not true. Most of the syntax elements available for these basic statements are not only unknown to developers, but are also unknown to DBAs with a decade or more of experience. This presentation will focus on optimizing DML by learning more about these capabilities. Using a laptop computer with a few GBs of RAM and a slow hard drive, it is possible to easily manage 500,000 inserts per second by taking advantage of documented DML techniques rarely used because they little known. This presentation will expose the full range of available DML statements and how they can be used to optimize Oracle SQL.

Oracle ACE Director **Daniel Morgan** is the Morgan behind Morgan's Library on the web. He developed the Oracle curriculum, taught at the University of Washington for 10 years, also taught Oracle at Harvard University, guest lectured at the University of Oslo (Norway) and the University of Canterbury (New Zealand). Morgan is a frequent speaker at Oracle events around the world in EMEA, APAC, and the Americas including OpenWorld, Collaborate, and ODTUG Kaleidoscope.

3:45-4:45 PM DBA TRACK: Automatic Data Optimization – Saving Space and Improving Performance!

DBAs face the challenge of managing the growing need to feed the ever-hungry storage monster. This is often complicated by having to satisfy regulatory laws and statutes related to data preservation. Storage tiers can be used to leverage slow and inexpensive storage for the data, while still having it available to the application with no code changes! Using compression, active data can be compressed using lower compression levels while untouched data can be compressed at higher rates. This presentation will explain what makes the DBEE 12c Automatic Data Optimization (ADO) feature work including the partitioning technology as well as the compression options, Erik will show how it all fits together to reduce the data footprint. Attendees will learn how to use the planner to estimate how much space will be saved and the performance advantages gained.

Erik Benner is a published Author and is an Enterprise Architect with Mythics Enterprise Architecture & Technology Solutions Group. He is focused on architecting solutions that meet the customer's business and technical needs. Erik has worked with Oracle and Sun Systems since the mid-90s, and is experienced with most of the core Oracle technologies. He leverages his experience with systems like SuperCluster, T and M series, OVCA, ODA and ZS3 storage to provide holistic designs that combine database, middleware and virtualization technologies. Erik is a frequent speaker at Oracle events (OOW, Collaborate and local events) and is actively involved with the user community. Erik is the SIG Leader of the IOUG Solaris SIG and actively involved with the IOUG RAC SIG and both the IOUG and OAUG OEM SIGs. When not flying to the far points of the country from the Atlanta Metro area, he enjoys spending time with his family at their Observatory, where the telescopes outnumber the people.

3:45-4:45 PM DEVELOPER TRACK: PL/SQL Utilities

PL/SQL provides the capability to build your own utilities. This presentation will demonstrate samples of at least three of these: Mail, Table Extracts, and Table Maintenance, including partitioned tables. Time permitting, the presentation will review the usage of external tables. Usage of several PL/SQL tricks to easily build utilities for Mail, extract any table or view to a .csv file, manage partition maintenance and more will be discussed.

Michael Hillanbrand has been working as an Oracle DBA and Developer since 1988 in various industries. He is currently a quasi-DBA, performing tuning and troubleshooting on PPL's largest database, including the architecture of the Data Mart on Netezza.