Virtual Developer Day— Oracle Database

Watch presentations and demonstrations and take part in hands-on labs moderated by Oracle experts.

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Date and Time-

Americas – Tuesday May 15, 2012 –
9:00am -1:00pm PDT
11:00am –-3:00pm CDT
12:00pm – 4:00pm EDT
1:00pm – 5:00pm BRT

Agenda

Time	Track and Keynote/Session Title			
9:00 AM	Keynote –			
	Database Track	**APEX**	**.NET**	**Big Data**
09:30 AM	High Performance SQL Applications using In-Memory Database Technology	New Features in Oracle Application Express 4.1	Getting Started with Oracle and .NET	Getting Started with Oracle NoSQL Database
10:30 AM	Migrating to Oracle	Oracle Application Express Websheets	Entity Framework, LINQ, and WCF Data Services for Oracle Database	Integrating Hadoop with Oracle Database
11:30 AM	Predictive Analytics and Data Mining Made Easy!	Oracle Database Cloud Service	Oracle and .NET: Best Practices for Performance and Deployment	Scalable Application Design Techniques for Large Data Warehouse Environments
12:30 PM	Q+A and Take Survey			
1:00 PM	Close			

Database Track Abstracts

Session #1 – 1Hr. High Performance SQL Applications using In-Memory Database Technology

This session provides a technical discussion and demonstration of Oracle TimesTen In-Memory Database and Oracle In-Memory Database Cache product capabilities. Learn how to use standard SQL and database APIs such as JDBC, ODBC, .NET, OCI, Pro*C, and PL/SQL to dramatically improve application response time and throughput. The presentation shows how to effectively extend an application to scale out transaction throughput and the effective size of cached data using an in-memory database cache grid. This session is ideal for database developers requiring maximum performance for new and existing applications, using well-understood and widely used database APIs.

Session #2: 1Hr. Migrating to Oracle

Controlling business costs via consolidation of your database and application stack is achievable today with Oracle SQL Developer. In this session you will migrate a Sybase ASE database to Oracle using SQL Developer's Migration Workbench. You will leave the session prepared to plan your next migration from SQL Server, DB2, Teradata, Informix, MySQL or Access.

Session #3: 1Hr. Predictive Analytics and Data Mining Made Easy!

Oracle Data Mining, a component of the Oracle Advanced Analytics database option, embeds powerful data mining algorithms in the SQL kernel of the Oracle Database for problems such as customer churn, predicting customer behavior, up-sell and cross-sell, detecting fraud, market basket analysis (e.g. beer & diapers), customer profiling and customer loyalty. Oracle Data Miner, SQL Developer 3.1 extension, provides data analysts a "workflow" paradigm to build analytical methodologies to explore data and build, evaluate and apply data mining models—all while keeping the data inside the Oracle Database. This workshop will teach the student the basics of getting started using Oracle Data Mining.

Apex Track Abstracts

Session #1 – 1Hr. New Features in Oracle Application Express 4.1
Learn about the new features in this latest release of Oracle Application Express, including dynamic actions, universal error handling and the data upload wizard.

Session #2 – 1Hr. Oracle Application Express Websheets
Do you or your business users use Wikis to communicate information? Do you ever need to include data into these pages? If so then Oracle Application Express Websheets can help maintaining that data painless. Websheets combines the ease-of-use of Wikis with the ability to store data in data grids and access your underlying Oracle schemas. Now the data you include in your pages will be correct instead of dated and properly maintained. Learn all about Oracle Application Express Websheets and how to maximize their use.

Session #3 – 1Hr. Title: Oracle Database Cloud Service
The Database Cloud Service was introduced at Oracle OpenWorld in October, 2011. Learn about the main features and functionality of this offering, including live demos of service allocation and use. Also learn about the RESTful Web Service architecture and see examples of it in action.

.NET Track Abstracts

Session #1: 1 Hr. Getting Started with Oracle and .NET
This beginner-level session introduces Oracle's offerings for .NET programmers, including Oracle Data Provider for .NET (ODP.NET), Oracle Developer Tools for Visual Studio, Oracle Providers for ASP.NET, and .NET stored procedures. Step-by step-demos illustrate how to get started with developing Oracle Database .NET applications by using each of these free products. New and upcoming .NET features, including Entity Framework, LINQ, WCF Data Services, fully managed ODP.NET, and support for Oracle TimesTen In-Memory Database, are also described briefly in this session.

Session #2: 1 Hr. Entity Framework, LINQ, and WCF Data Services for Oracle Database
Learn how to use Oracle Database with Microsoft Entity Framework, LINQ, and WCF Data Services. This session features step-by-step demonstrations that build an Entity Data Model (EDM) from an Oracle schema, query that EDM with LINQ, perform data manipulation on the EDM, and generate an Oracle schema using Entity Framework. In this EDM demonstration, you'll see how to build a WCF Data Service that uses the Open Data Protocol (OData) to expose and consume Oracle Database data over the Web.

Session #3 - 1 Hr. Oracle and .NET: Best Practices for Performance and Deployment
This session explores coding best practices and demonstrates how to use Visual Studio tuning tools for achieving faster data access performance with Oracle Data Provider for .NET (ODP.NET). It examines techniques for optimizing connection pooling, statement caching, data fetching and updating, statement batching, and Oracle datatype usage. Furthermore, it demonstrates tuning tools included with Oracle Developer Tools for Visual Studio, such as Oracle Performance Analyzer, which monitors the running application, highlights performance problems, and offers specific recommendations. Last, the session discusses best practices for ODP.NET and Oracle client deployment to your midtier servers or clients.

Big Data Track Abstracts–

Session #1: Getting Started with Oracle NoSQL Database –
In this introductory session, we'll briefly review the architecture and features of the Oracle NoSQL Database, and take an in-depth look at the Java API. Via code examples, we'll demonstrate how a Oracle NoSQL DB application is built and executed. We'll also examine how Oracle NoSQL DB data can be accessed via HDFS (the Hadoop Distributed File System).

Session #2: Integrating Hadoop with Oracle Database-
In this session we will discuss Oracle Loader for Hadoop and Oracle Direct Connector for HDFS, high performance connectors to integrate Hadoop with Oracle Database. We will illustrate the environment setup, configuration parameters, online and offline load options, and go over performance tips. We will walk through a complete example and help you get started using the connectors.

Session #3 Scalable Application Design Techniques for Large Data Warehouse Environments-
This session will describe in detail how application developers can take advantage of Oracle's data warehousing reference architecture. It will explain, using easily reproducible examples, how developers can exploit the commonly used data warehousing data models, 3NF and Star schema, in conjunction with parallel execution to improve the performance of large data loading, complex queries, and much more. By following the simple best practices outlined in this session developers can take full advantage of Oracle Exadata's power and scale seamlessly even as data volumes and users increase.