NoCOUG 30TH Anniversary Conference

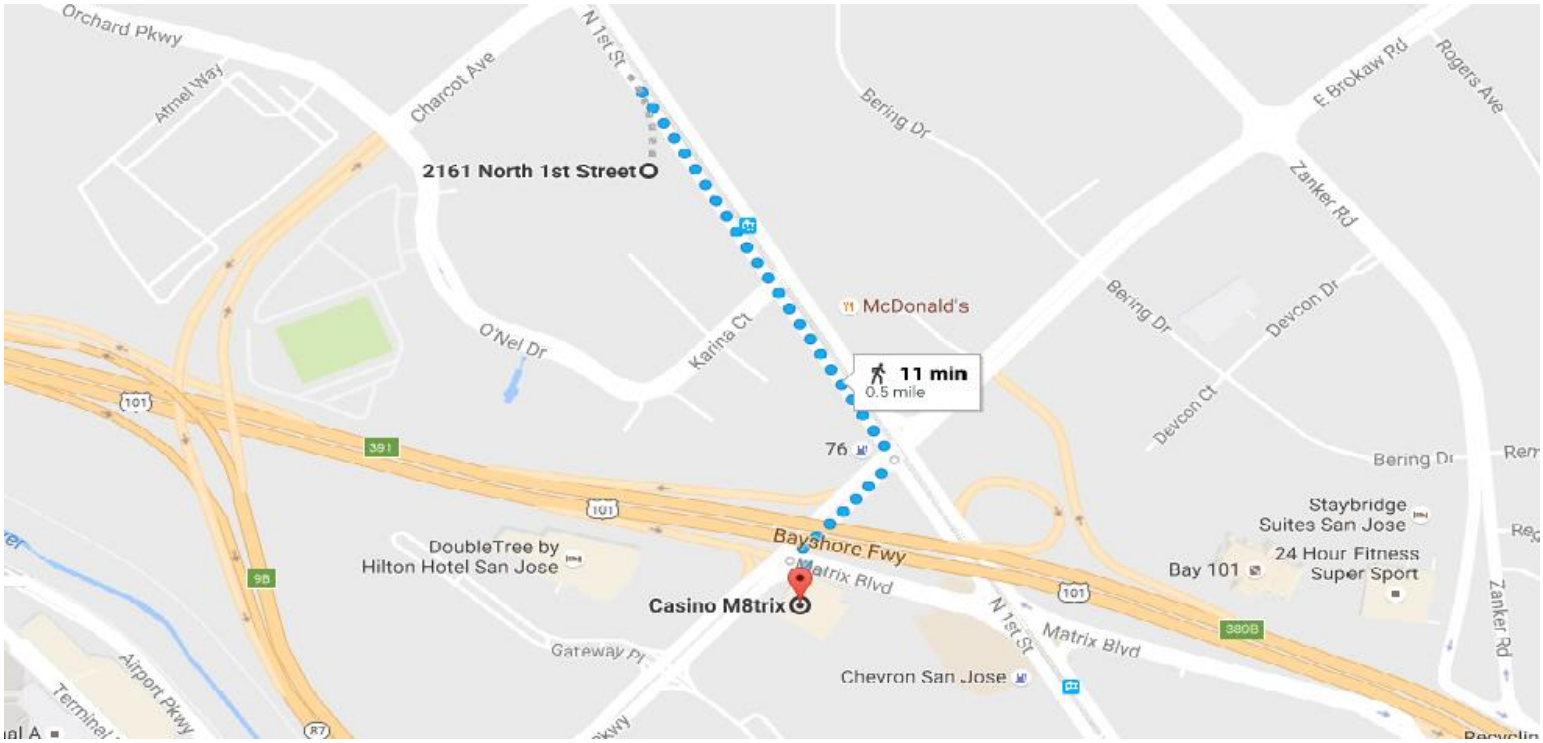
Thursday, November 17, 2016 at PayPal Town Hall, San Jose

Registration required at https://nocoug.wildapricot.org/event-2352318

8:00–9:00	**Registration and Breakfast**		
9:00–9:30	*Commerce Innovation Showcase Tour* (signup sheet in foyer)	**General Session** Iggy Fernandez, NoCOUG President	
9:30–10:30	**Keynote** **TOWN SQUARE BC** (floor plan on reverse) *A Bright and Cloudy Future for All Your Databases* Dominic Preuss, Google		
10:30–11:00	**Meet the Exhibitors**		
	Cloud Showcase **Town Square BC** (Floor plan on reverse)	**New Technology Showcase** **Town Square A** (Floor plan on reverse)	**Community Showcase** **Fireside AB** (Floor plan on reverse)
11:00–12:00	*Case Study: Moving Oracle Databases to the Google Cloud Platform* Dominic Preuss, Google	*Next-Generation OLTP Database—Oracle TimesTen Velocity Scale Database* Douglas Hood, Oracle	*Technical Deep Dive: Oracle RAC Private Network* Paresh Patel, PayPal No session
12:00–12:30		**Lunch** **Town Square BC** (floor plan on reverse)	
12:30–13:00	*Commerce Innovation Showcase Tour* (signup sheet in foyer)		
13:00–14:00	*Technical Deep Dive: Exadata Cloud Service* Manish Shah, Oracle	*Real-Time Operations DBMS: Aerospike* Brian Bulkowski, Aerospike	*Automated Patching: Pivot from Manual to Scalable with Oracle Database Lifecycle Management Pack* Ashwin Vaidya, PayPal
14:00–14:30	**Last Chance to Meet the Exhibitors**		
14:30–15:30	*Technical Deep Dive: Oracle MySQL Cloud Service* Sastry Vedantam, Oracle	*Demystifying Data Warehousing as a Service: Top Ten Cool Features of Snowflake Elastic Data Warehouse* Kent Graziano, Snowflake Computing	*Community Showcase: Database Engineering and Operations at Yahoo* Ashwin Nellore, Yahoo
15:30–16:00	**Free Raffle** **Town Square BC** (floor plan on reverse)		
16:00–18:00	**Reception** **Sponsored by Google Cloud Platform** **VIP Lounge 1, Casino M8trix, 1887 Matrix Blvd** (map on reverse)		

Town Hall (B12) Building - 1st Floor

2211 North First Street



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Keynote

A Bright and Cloudy Future for All Your Databases—*Dominic Preuss, Google Cloud Platform*

Thinking about moving your on-premise workloads to the public cloud? What are your choices? What things should you consider when making this decision? What are the pros and cons of this approach? What are your security guys going to say? Learn what we have seen over the last few years while moving large and small customers to the public cloud.

Cloud Showcase

Case Study: Moving Oracle Databases to the Google Cloud Platform—*Dominic Preuss, Google Cloud Platform*

You have a directive to move your Oracle workloads. Now what? What do you need to know when moving Oracle to the public cloud? We present a case study on learning from a large Oracle customer (Google) moving to Google Cloud Platform.

Technical Deep Dive: Exadata Cloud Service—*Manish Shah, Oracle Corporation*

Oracle Database Exadata Cloud Service combines the renowned power of the Exadata database platform with the operational simplicity and pay-as-you-grow economics of the cloud. With Oracle Database Exadata Cloud Service, you can run your Oracle Databases in the Oracle Public Cloud with the same functionality, performance, and availability experienced by thousands of organizations deploying Exadata on-premises. This session provides a technical overview of Oracle Database Exadata Cloud Service along with best practices for efficiently deploying, managing, securing, and scaling Oracle Databases in the cloud. This session also covers innovative deployment models, such as bringing the power of an agile, cloud-based consumption model to your data center behind your firewall.

Technical Deep Dive: Oracle MySQL Cloud Service—*Sastry Vedantam, Oracle Corporation*

This session introduces a new platform-as-a-service offering: Oracle MySQL Cloud Service. MySQL is the world's most popular open-source database and the #1 open-source database in the cloud. Oracle has engineered the proven MySQL Enterprise Edition together with Oracle Public Cloud to deliver a secure, cost-effective, and enterprise-grade MySQL database service.

Join this deep-dive session to learn

- How self-service provisioning creates preconfigured MySQL databases optimized for performance, and how cloud tooling automates database instance lifecycle management
- How advanced security features, including MySQL Enterprise Firewall, authentication, and MySQL Enterprise Audit, protect your databases against external attacks and misuse of information while helping you achieve regulatory compliance
- How MySQL Enterprise Monitor and the MySQL Query Analyzer continuously monitor your databases

New Technology Showcase

A Next-Generation OLTP Database: Oracle TimesTen Velocity Scale Database—*Douglas Hood, Oracle Corporation*

TimesTen Velocity Scale Database is a new product (previewed at OOW 2016 and currently in beta) that combines shared-nothing elastic scaling, high availability, ACID transactions, a SQL interface, and ease of use. The Velocity Scale database is targeted at applications that require high-velocity data and will be available on premise and in the cloud. It supports complex table joins, multi-statement transactions, and impressive performance compared to leading NoSQL systems. And it supports existing Oracle SQL APIs [JDBC, OCI, ODP.NET, ODBC, and PLSQL] as well as SQL Developer and Enterprise Manager.

A Real-Time Operations DBMS: Aerospike—*Brian Bulkowski, Aerospike*

In this session, we describe the solutions

developed to address key technical challenges encountered while building a distributed database system that can smoothly handle demanding real-time workloads and provide a high level of fault tolerance. Specifically, we describe schemes for the efficient clustering and data partitioning for the automatic scale out of processing across multiple nodes and for optimizing the usage of CPUs, DRAM, SSDs, and networks to efficiently scale up performance on one node. The techniques described here are necessary to handle the needs of today's interactive online services. Most real-time decision systems require a very high scale and need to make decisions within a strict SLA by reading from, and writing to, a database containing billions of data items at a rate of millions of operations per second with sub-millisecond latency. Over the past five years, this technology has been continuously used in over 100 successful production deployments, as many enterprises have discovered that it can substantially enhance their user experience.

Demystifying Data Warehousing as a Service: Top 10 Cool Features in Snowflake—*Kent Graziano, Snowflake Computing*

We all know that data warehouses and best practices for them are changing dramatically today. As organizations build new data warehouses and modernize established ones, they're turning to Data Warehousing as a Service (DWaaS) in hopes of taking advantage of the performance, concurrency, simplicity, and lower cost of a SaaS solution—or simply to reduce their data center footprint (and the maintenance that goes with it). But what is a DWaaS really? How is it different from traditional on-premises data warehousing? In this talk we will:

- Demystify DWaaS by defining it and its goals
- Discuss the real-world benefits of DWaaS
- Discuss some of the coolest features in a DWaaS solution as exemplified by the Snowflake Elastic Data Warehouse.

Community Showcase

Technical Deep Dive: Oracle RAC Private Network—*Paresh Patel, PayPal*

When running Oracle RAC at this web scale, it is must have a performant private network (aka cluster interconnect) to ensure that data/messages flow between nodes with ultra-low latency. This session will help you understand the core concepts of private networks, how to configure redundancy for HA, performance metrics to track for capacity analysis, and the evolution of hardware and software used in private networks. This presentation takes a look at some of the practical examples of how tracking and monitoring critical metrics from the OS and the database help you eliminate some of the issues even before they appear. Further, we will discuss RAC-related wait events and dynamic views used in monitoring and troubleshooting.

Automated Patching: Pivot from Manual to Scalable with Oracle Enterprise Manager LifeCycle Management Pack—*Ashwin Vaidya, PayPal*

Are your skilled DBAs spending time installing software and applying patches instead of growing your business? Come to this session to learn how PayPal moved from manual execution of homegrown scripts for RAC installs and patching to leveraging the power of Oracle Enterprise Manager LifeCycle Management Pack. RAC provisioning moved from days to an hour per node, with improved build consistency and quality. Security and reliability patching scaled to deliver patches across the enterprise faster and more consistently than ever before. The presentation will include best practices for implementing provisioning and also discuss our experience with both patching plans and the new Fleet Maintenance feature available in OEM 12.1.0.5 and 13*c*.

Community Showcase: Database Engineering and Operations at Yahoo—*Ashwin Nellore, Yahoo*

At Yahoo, we have a massive number of databases supporting products like News, Finance, Sports, and Advertising products. This talk will focus on how we choose to deploy infrastructure, support database operations, and resolve performance issues. We will showcase some of our homegrown solutions to manage our environment, including our current challenges.