



Survey: How Is the Oracle Support Perceived Across Different Countries?

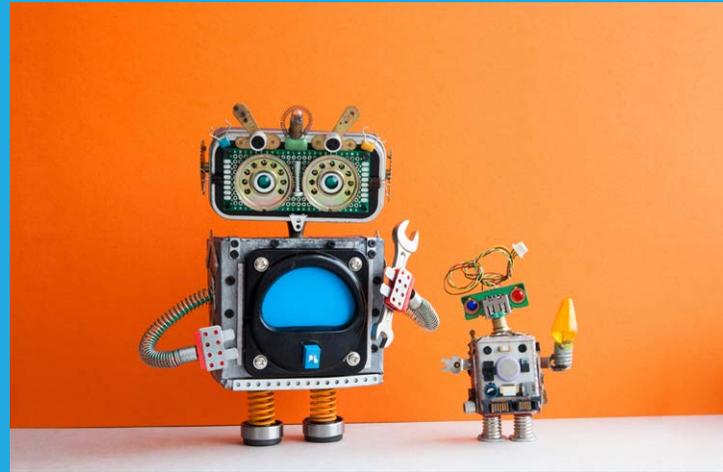
- Oracle JET:
A New JavaScript UI to Go with Your Cloud
- AI: The Solution to all Problems You Never Had enough People to Solve
- Ergonomics at the Workplace:
How to Work Safer, Healthier and More Efficient





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Editorial

Dear Oracle User Group Community Members,

Welcome to the first edition of ORAWORLD magazine 2018.

After being both Oracle employer and now an Oracle Partner employer, I have noticed the huge shift in how the Oracle Support is operating, from local support in almost every country to centralized operation with Service Level Agreements (SLA) as the driver for the solution time. We from ORAWORLD wanted to find out how the quality of Oracle support is perceived across different countries, so we set up a survey, and got answers from 44 user group leaders from 22 different Oracle user groups from all over EMEA. See [page 21](#) for the results.

This edition also contains two of the Gartner Top 10 Strategic Technology Trends for 2018: Artificial Intelligence and Blockchain:

Blockchain is often put in relation with Bitcoin since it is the technology that enables the existence for cryptocurrencies. There are predictions about blockchain going to be as natural to use as we use the internet today. But what is the story behind this hype? How can we use this peer to peer technology, and should we? Check out [page 17](#) for a comprehensive introduction to the topic.

Artificial Intelligence (AI) and machine learning have been around for a long time, but only in the latest years starting to get more attention at enterprises, as the source and driver for innovation. The article about AI on [page 18](#) gives a brief overview of the phases for the innovation that may occur according to Gartner. GDPR will of course have a big impact on how the algorithms can be implemented.

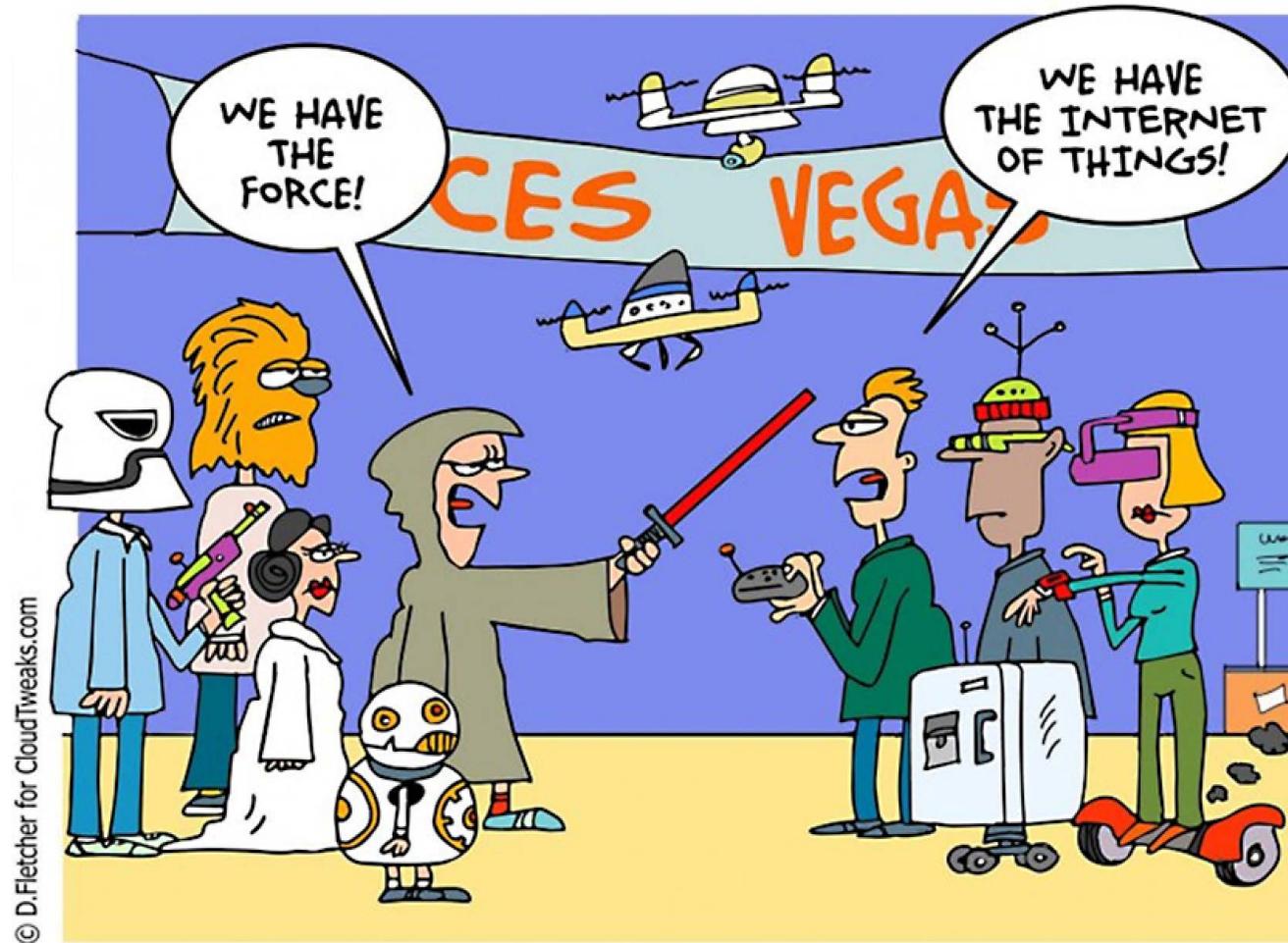


Ann-Sofie Vikström Often
Board member of OUGN (Norway)

I hope you enjoy browsing through this issue! Please remember to submit your content for the upcoming issue online on our website: www.ORAWORLD.org. Deadline is April 6, 2018.

Yours,
Ann-Sofie Vikström Often
Board member of OUGN (Norway)

“Star Wars Meets the Internet of Things” cloudtweaks.com



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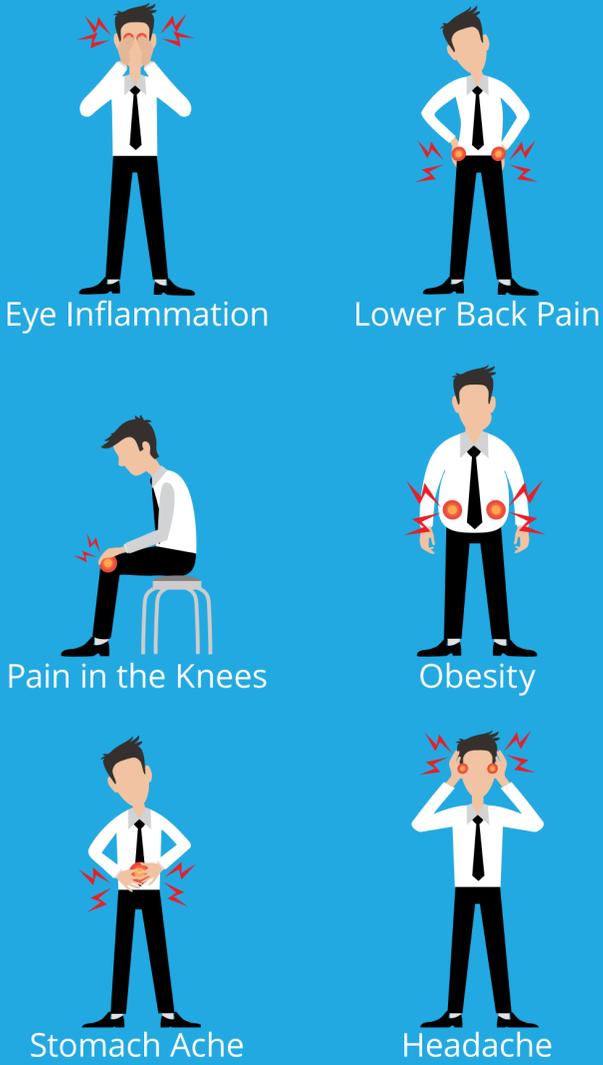
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 www.oraworld.org

Ergonomics at the Workplace Lisa Damerow

The science concerned with designing and arranging workplaces to suit human work appropriately is called ergonomics. It covers how to optimize workplace, equipment and organization to make work safer, healthier and more efficient. Both physical and mental health are the main priorities. Ergonomics is sometimes referred to as "Human Factors Engineering".

Symptoms



Here are some general environmental guide values for your office:



Basics when working at a PC:



There is a lot of "ergonomic" office equipment available for purchase, however, while it is mostly designed to suit a range of people, there is no guarantee it will be optimized for a particular person. Still, if you want to give your back a treat, your office chair is a good place to start:



The History of the Computer Mouse

Lisa Damerow

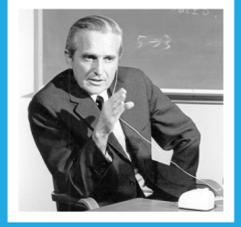


Whether hand-held device or touch pad, wireless or cabled – the mouse is an essential device used daily to operate our computers. We will take you on a trip to the very beginnings of this device and explain why this gadget is even called a “mouse”.

1960

The Beginnings

The American engineer Douglas Engelbart is widely considered the father of the computer mouse. Engelbart worked at the Augmentation Research Center (ARC) Lab at the Stanford Research Institute (SRI). In the early 1960's, part of his project, aimed at augmenting human intellect by developing computer soft- and hardware, was the computer mouse. The device consisted of two metal wheels covered by a wooden shell. It only had room for one button and projected its movement to the screen. The original design had the cord on the front but they quickly moved it to the back so it wouldn't be in the way. Due to this, his group soon began to call the device itself a "mouse". In the 1965 publication "Computer-Aided Display Control" by the team's lead engineer Bill English, the term was used and stuck as the official name. Engelbart applied for a patent in 1967 and received it three years later. He presented their work in December 1968 at a computer demonstration that would later be known as the "Mother of All Demos".



1965

1968

On October 2, 1968, Rainer Mallebrein and his team at the German company Telefunken published the first mouse device with ball mechanics, the "Rollkugel" (German for "rolling ball") as an optional device for their SIG-100 terminal. It was based on an earlier created trackball-like device which was developed for use on radar flight control desks. Bill English, lead engineer of the Engelbart mouse, created a ball mouse in 1972 while working for Xerox PARC, as well. The ball mouse replaced the wheels with a ball that could rotate freely.



1972



1980

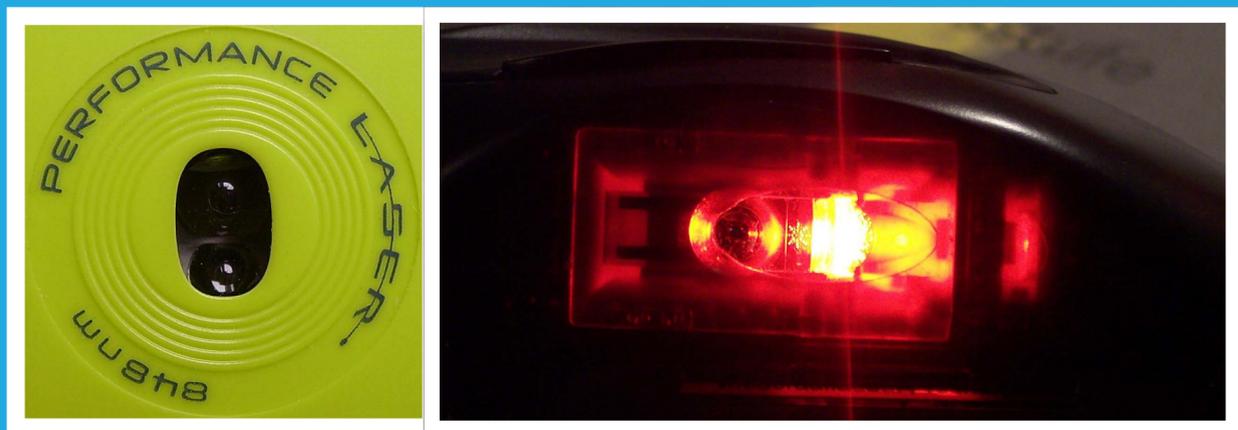
Optical Mice

The computer mouse was not developed much further until 1980, when the first optical mouse was demonstrated. Optical mice replaced the rolling ball, which would often become dirty from use and lead to functional impairment. There were two different versions of the mouse. Steve Kirsch of MIT and Mouse Systems Corp. used an infrared LED and a four-quadrant infrared sensor to detect grid lines on a special metallic surface that was imprinted with infrared absorbing ink. Predictive algorithms in the mouse's CPU calculated the speed and direction on the grid. An x-y coordinate system was embedded in the pad which led to the mouse not working correctly when the pad was rotated. The other one, invented by Richard F. Lyon of Xerox, utilized 16-pixel visible-light image sensors with integrated motion detection which tracked the motion of light dots in a dark field of a printed paper or mousepad. The Lyon mouse used the x-y system of the mouse body much like a mechanical mouse.



1990

1998



2004

Laser Mice

The laser mouse uses an infrared laser diode to illuminate the surface beneath a sensor. In 1998, Sun Microsystems provided one with their Sun SPARCstation servers and workstations. The first real laser mouse on the mainstream market, however, was the MX 1000 introduced by Paul Machin at Logitech in 2004.



A New JavaScript UI to Go with Your Cloud

John Brock



As more and more of Oracle's software is being moved to the Cloud, and service API's are being exposed for existing products, there has also been a steady change in the architecture of those applications. The move from a server-side framework like ADF to a client-server architecture with ADF still used on the backend, but a new more lightweight JavaScript based UI being used for the client is providing a refreshing new look and interaction model for many of these applications.

What Is this New JavaScript UI?

Welcome Oracle JavaScript Extension Toolkit, or Oracle JET as it's more commonly called these days. JET is a modular Toolkit based on a collection of open source libraries and open source code contributed by Oracle to help JavaScript developers build pure client-side user interfaces that consume and interact with web services such as REST and WebSocket. The toolkit is designed so you can use as little or as much as you need. It's as non-prescriptive in nature as possible.

What makes JET intriguing to developers of multiple languages, besides just JavaScript, is that it's pure client-side. It isn't something that you have to build into your server side architecture. It allows you to truly separate your view and data layers.

Each year, there seems to be more and more demand for developers to be versed in more aspects of the application stack. It's becoming critical for Database and Java developers to understand the client space as well as the traditional server space. Whether you are responsible for developing REST services that an application will integrate with, or the full application, you will inevitably need to know something about how that JavaScript client is written. It could be only for testing purposes, but you will most likely need to know how things work in the browser at some point.

How Quickly Can I Get started?

Oracle JET is designed to be comfortable to the traditional JavaScript developer. Installation is provided through the use of Node.js's npm, while creation and manipulation of projects is provided via a command line interface (CLI). Starter templates are provided to get you up and running as quickly as possible. The steps below assume that you already have Node.js and npm installed on your system.



John Brock
Senior Product Manager for the Oracle
JavaScript Extension Toolkit (JET)

To install and create your own Oracle JET application, open a terminal or command prompt window and follow the steps below:

Using npm, install the following libraries:

```
npm install -g @oracle/ojet-cli
```

Once you have the supporting libraries installed, you can create your first Oracle JET application by typing the following:

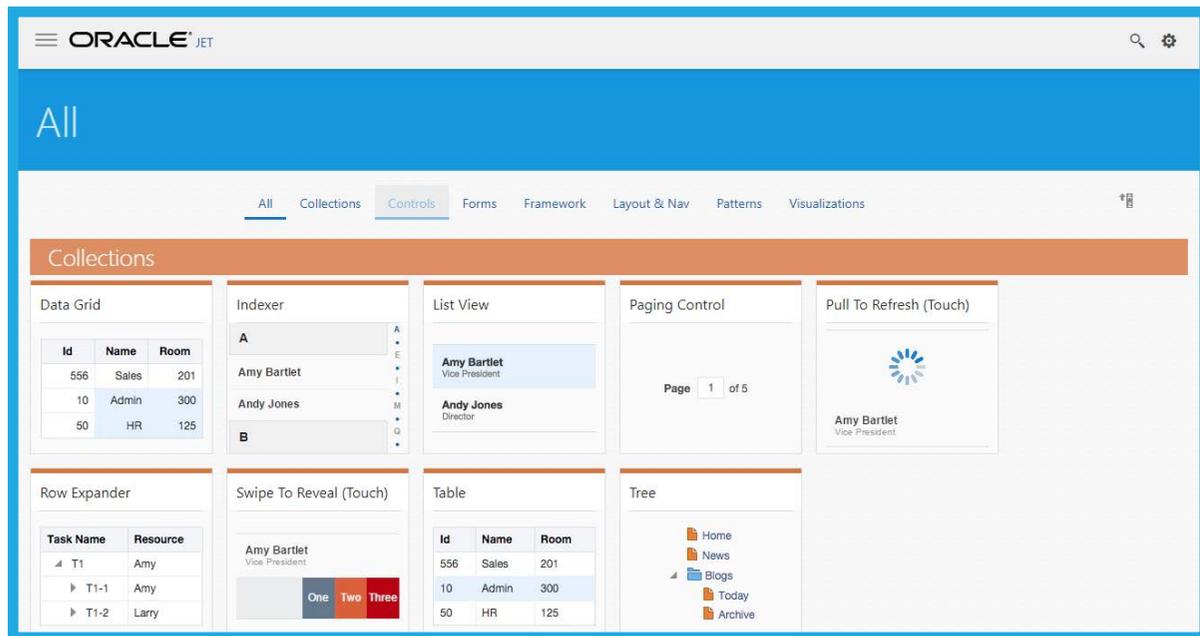
```
ojet create <application name>  
--template=navdrawer
```



This will create a subdirectory with the “application name” that you provided and then install and configure all of the required files for the Oracle JET application, using one of many sample “app shells” as a template. In this case, it will use an app shell that will work on both desktop and mobile web browsers. If everything goes correctly you should see a prompt similar to the one the image below once the generator is done.

```
Oracle JET: oraclejetconfig.json file exists...checking config...
Oracle JET: Your app is ready! Change to your new app directory myNewProject and try
ojet build and serve...
```

Getting started is always the tricky part for anything new. With Oracle JET you can use a unique feature of the JET website called the Cookbook. The Image below shows the starting page of the site. The code in the Cookbook is live, you can make changes to HTML, JavaScript, or CSS and see the changes with a simple click of the apply button. This is a great way to learn about the API, and various options for different UI components.



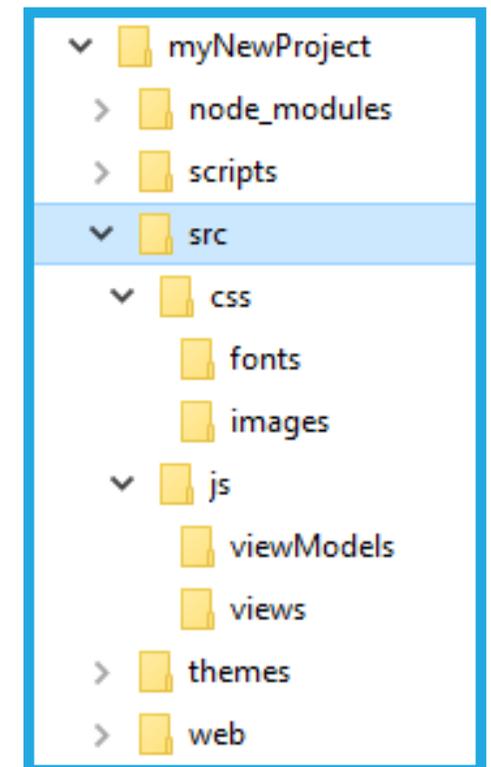
Once you are ready to add something to your own code, you can simply copy and paste the HTML and JavaScript to your own application and continue your development.

Accessibility Matters

It should also be noted that all Oracle JET UI components meet the Web Content Accessibility Guidelines (WCAG) v2.0 at the AA level, out of the box. While this may not mean a lot to all developers, it should be a goal of all developers to write software that can be used by everyone. Beyond this just being the right thing to do, it's also a requirement for many government and public sector customers, as well as many enterprise companies around the world. Accessibility matters. You can learn more at: <https://www.w3.org/WAI/intro/wcag.php>

Keeping Everything Neat and Tidy

The directory structure shown in the image below is a pretty common one with JavaScript and CSS in their respective /js and /css folders. Build scripts are kept separate in their own /scripts folder. All of the main application code is placed under the /src folder so you can separate what would be included in source code management vs. what would be platform specific. The starter templates provided by Oracle JET are setup to allow you to build for multiple platforms. You can build a web or mobile hybrid application from the same source. Currently Android, iOS, and Windows are supported mobile platforms. At



build time, native themes are added for the platform that you have selected, so that the applications form elements and other platform specific theming is automatically going to look like it's a native app. You can see a lot of this in action by changing the themes in the Cookbook on the Oracle JET website.

In addition to the accessibility features mentioned earlier (which also carry over to mobile), all JET UI components are touch and gesture enabled out of the box. Touch screens are not just on mobile devices any longer. If you have a touch screen on your laptop, the JET based applications will be ready for you.

Data Interactions

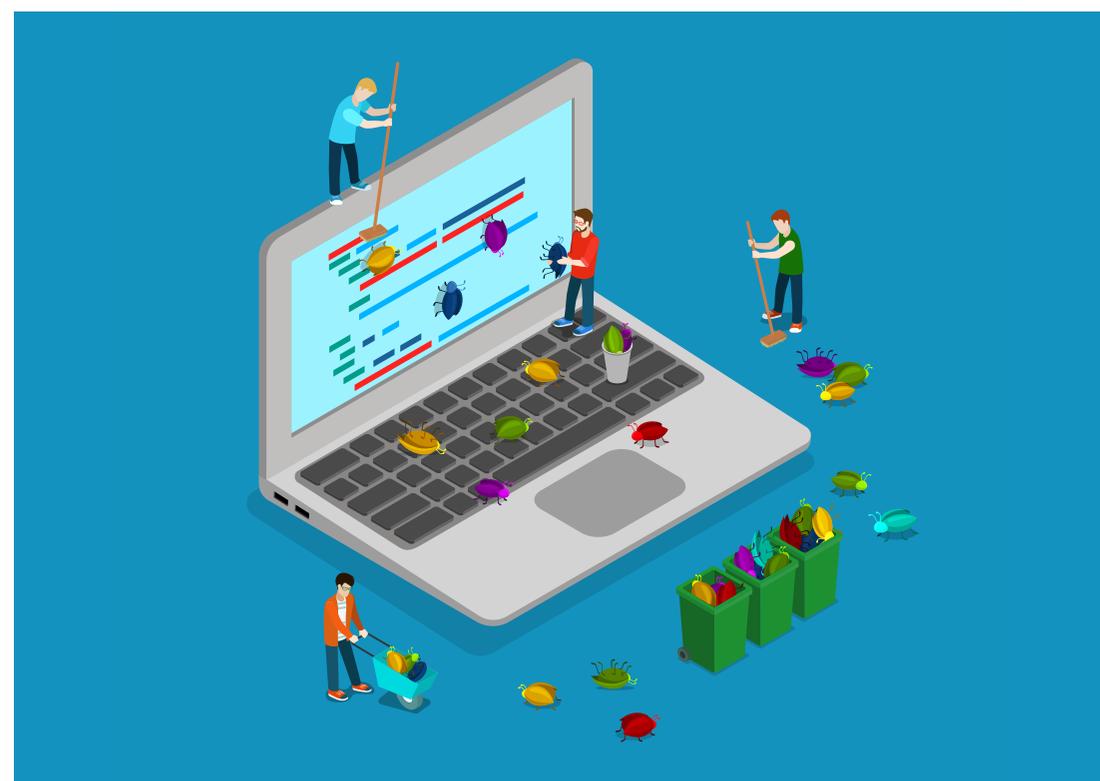
Oracle JET is a pure client-side toolkit. Because of this, the only way to consume and interact with remote data is via Web Services like REST or WebSocket. You can use any method that you like for making the Web Service call. The most common way is to use jQuery AJAX or getJSON methods, but you can use plain JavaScript XMLHttpRequest API calls as well. For more complex data interactions, such as those used in applications that need to Create, Read, Update, and Delete (CRUD) data, JET provides a Common Model API that simplifies working with multiple types of data sources. You can read more about the Common Model under the Framework section of the JET Cookbook.

While Oracle JET has actually been in use for over four years now, it has only been available to the open source community since February 2016. Oracle has used JET as the foundation for over 70 percent of its new Cloud Service offerings so you know that it scales and meets the needs of very large enterprise scale applications. In the volatile JavaScript ecosystem, having a set of technologies and tools that you can rely on because Oracle is using them internally itself, is quite unique.

Learn More

JET is most powerful when you understand the concepts and ideas behind its creation. To get that understanding, you can read the developers guide, or take the free online training course (<http://oracle.com/goto/jet>). Both are great resources for beginners and those that are trying to get a little deeper into the toolkit. For announcements and interaction with others using Oracle JET, follow JET on Twitter @oraclejet or engage with other developers on the Oracle JET Community site. Links to all of these resources can be found in the footer of the Oracle JET website:

<http://oraclejet.org>



Andreas Schmidt

Number of the Quarter:

12

Twelve new Oracle data centers will be created across the globe. However, the company has not yet released official details regarding the upcoming costs, the amount to be invested or the number of new employees. In addition, the question of when and where exactly the data centers are to be built is still open.

According to Oracle, customers in more than 195 countries run their applications on Oracle Cloud Platform and Oracle Cloud Infrastructure. With the new data centers, the company aims at keeping its industry leadership position, offering cloud services (SaaS, PaaS and IaaS) and new services in the fields of "Security", "Blockchain" und "Artificial Intelligence".

Relevant competitors in the cloud data business are (as per [Gartner](#)) Amazon Web Services (44 percent market share in 2017), Microsoft Azure (7,1 percent), Alibaba (3 percent) and Google Cloud Platform (2,3 percent).



Java – The Most Popular Cuppa Coffee in IT

Lisa Damerow

Even people who are not professionally involved with IT will recognize the Java logo. But what does Java even mean and what does the popular programming language have to do with a coffee cup?

Java's very first name was "**Oak**", named after a tree that stood outside the developer team's office window. After finding out the name "Oak" was already trademarked, the product had to be renamed. It went by the name "**Green**" for a while and was finally renamed to "**Java**", from Java coffee, which also explains the choice of a coffee cup for the logo. "I wanted something that reflected the essence of the technology: dynamic, revolutionary, lively, fun." said Kim Polese¹, former Oak product manager and later CEO of Marimba Inc., "because this programming language was so unique, I was determined to avoid nerdy names. I also didn't want anything with 'Net' or 'Web' in it, because I find those names very forgettable. I wanted something that was cool, unique, and easy to spell and fun to say." So she organized a brainstorming session, "I gathered the team together in a room, wrote up on the whiteboard words like 'dynamic,' 'alive,' 'jolt,' 'impact,' 'revolutionary,' et cetera, and led the group in brainstorming," Polese said. "The name [Java] emerged during that session."

Among the names that did not quite make the cut were: DNA, Silk, Ruby, WRL (WebRunner Language), WebDancer, WebSpinner, Lyric, Pepper, NetProse, Neon and many more.



¹ <https://www.javaworld.com/article/2077265/core-java/so-why-did-they-decide-to-call-it-java.html>



GDPR

General Data Protection Regulation

GDPR Can Be Where You Don't Expect It!

Jérôme Gorin



Jérôme Gorin
Ingénieur Expert at CINIL

On May 2018, the liability of careless producers of applications or objects dealing with personal data will be enhanced, as the European General Data Protection Regulation (GDPR) is coming into force. Sanctions include significant administrative fines: up to four percent of the global annual turnover. In return, it offers a unified framework for data protection throughout the European market, and many prior formalities will disappear. However, it does not take rocket science to be compliant with the GDPR. It's rather a matter of common sense!

Whether you are a developer, a “smart” objects designer or a Database Manager, the GDPR affects you, but you may not know it yet. From now on, the new European regulation applies when European residents are targeted by your data processing. It also extends large parts of its requirements to all stakeholders involved in the data processing, like webhosts, third parties, etc. As such, the entire processing chain must work hand in hand to ensure that an optimal level of protection is reached on each of its links. And the notion of “Privacy by Design” should now be fit in both legal and technical communities.

A Call to Awareness on the Stakes of Personal Data Protection

Before being released on the market, objects must meet strict manufacturing standards to ensure their safety. It is only logical that users expect the same for the data that is being collected. Especially when it comes to objects which are geared with microphone, camera, health sensors, or geolocation systems. However, that is still not always the case. As proof, “smart” toys are currently watchdogs’ sights regarding the risks they

expose their users to. The toys in question were fitted out with unprotected wireless Bluetooth connection, which allow anyone in the vicinity to listen and speak with the toys' surroundings. These risks could have been greatly reduced at the design time, notably by adding a physical pairing button mostly found on Bluetooth systems. And yet, fixing privacy design issues of products already on the market is an arduous task.

Be Crystal Clear on Profiling

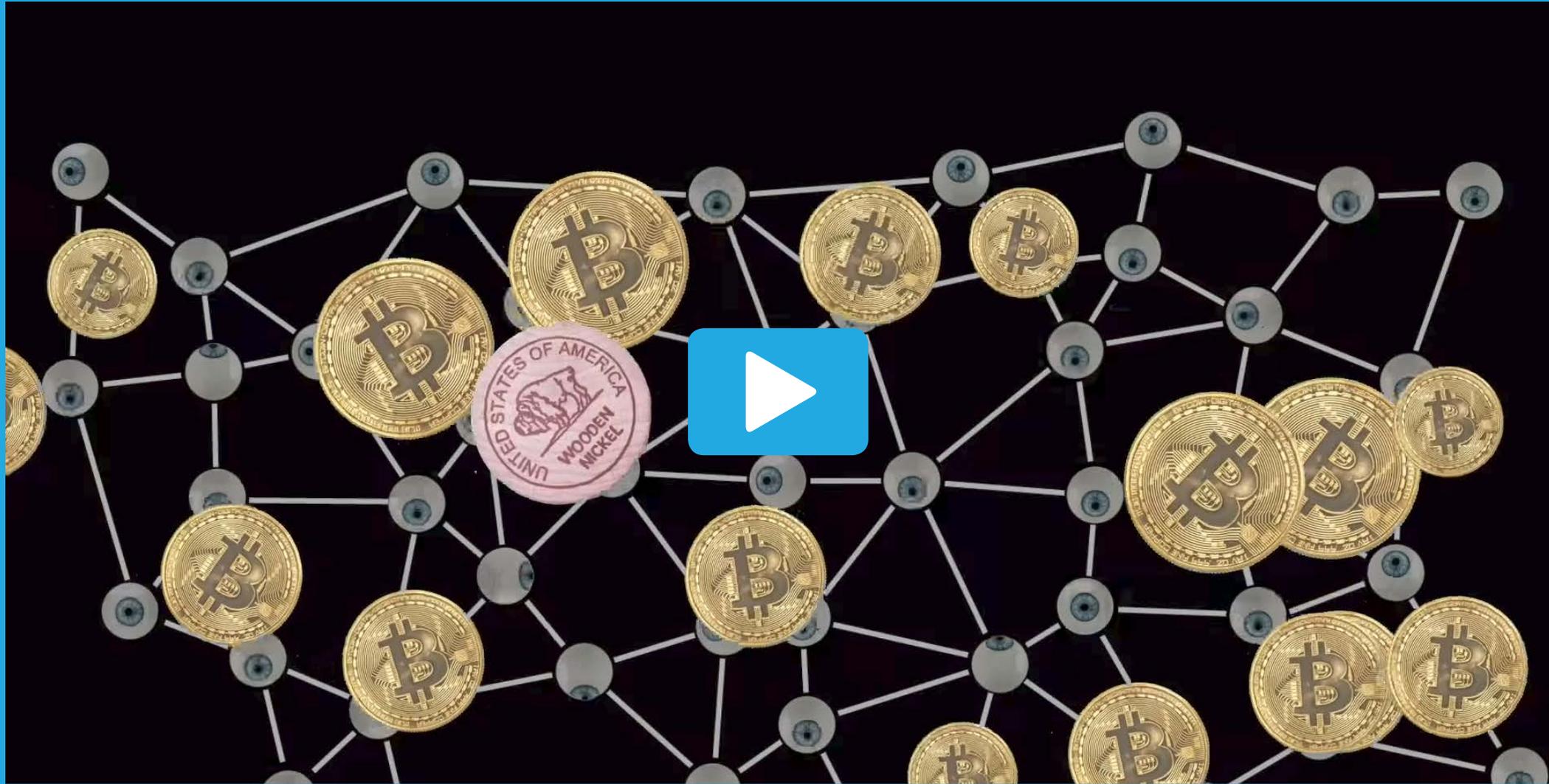
When it comes to profiling algorithms, especially when the algorithms' decision can produce significant legal effects on individuals, the GDPR does not only require a clear and accurate information to users, it also requires having human supervision behind it. In practice, this means that any user being profiled should be in a position to ask for an explanation of the final decision, to express its point of view and to challenge it. One example algorithm would be the "Post-Bac Admission", which was aimed at determining the allocation of French graduates in all sectors of higher education. Despite such a sensitive process, there was no human intervention and only few information

about the decision-making process. And, therefore, a very strong feeling of injustice from students against it. Putting the discussed safeguards in place could have spared the "Post-Bac Admission" algorithms to get a formal notice from the French CNIL (Commission Nationale de l'Informatique et des Libertés).

How to Get Ready for GDPR

As of of May 2018, companies are expected to regularly produce and review documentation as proofs that GDPR requirements have been applied on each stage of their data processing. Hence, every participant involved in these stages should be aware of the obligations they have to comply to, including regards to confidentiality and security. As a starting point, the CNIL produced in September 2017 a "guide for processors" which bring a better understanding of these obligations . And, for more specific field of application, the Data Protection Authority in your country also provides extensive guidelines, recommendations and implementation to assist you towards conformity. We can only encourage you to use them!





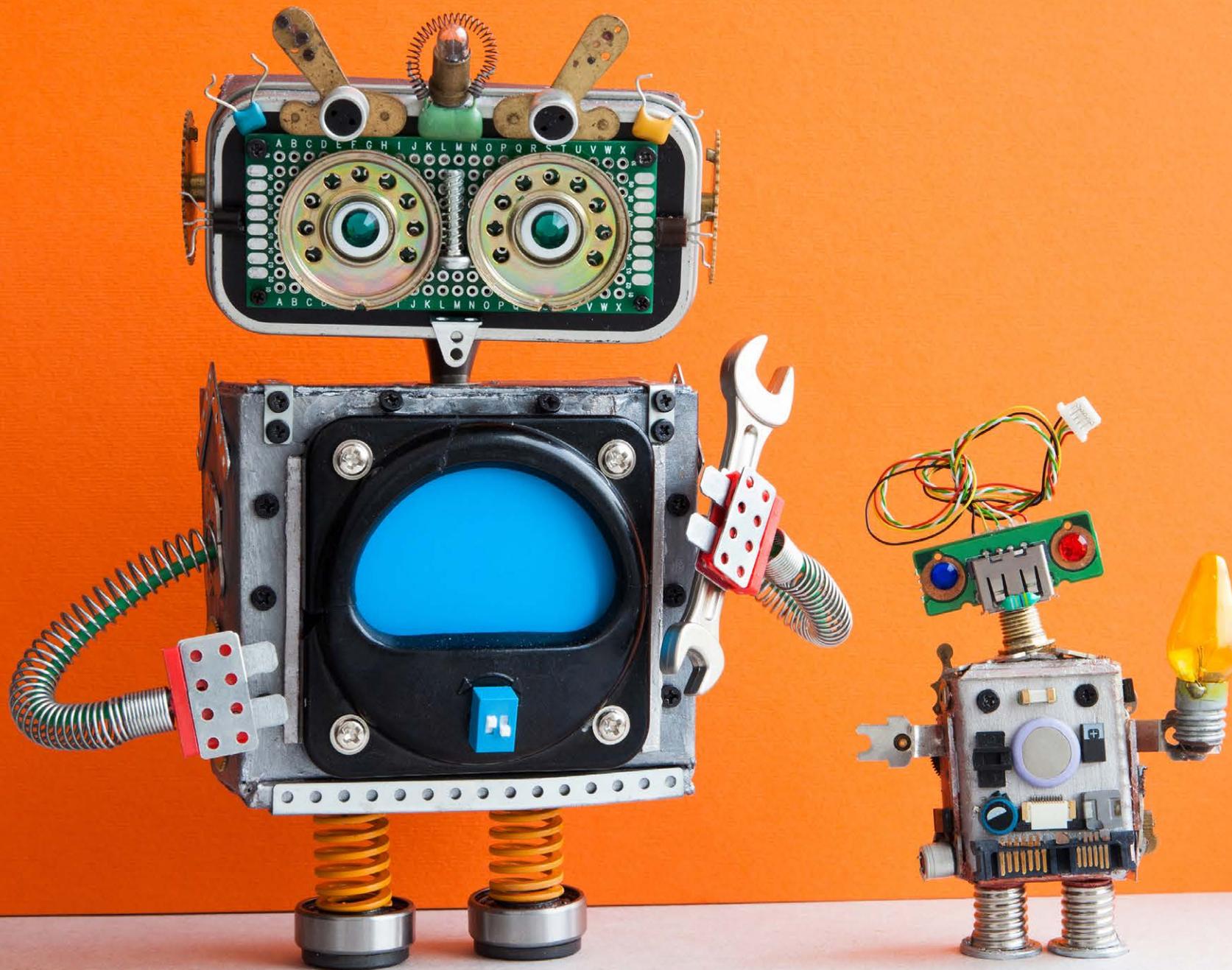
Dietmar Neugebauer

Understand the Blockchain in Two Minutes

In recent years, a great hype surrounding blockchain technology was generated. It is predicated that this technology will revolutionize industry, banking, insurance and other areas such as legal departments. What is the story behind this hype? What is a blockchain? How does it work? The article by Edzo Botjes tries to give a comprehensible introduction to this topic in short videos. At the same time, he also shows the limits and weaknesses of this technology.

Ann-Sofie Vikström Often

Artificial Intelligence – The Solution to all Problems You Never Had enough People to Solve



Despite the hype of Artificial Intelligence (AI), AI has been an academic discipline since the mid-1950s, but did not come to the next stage until now. Today, we have the ability to use compute capabilities on demand, and store massive data, for the purpose of machine learning but also to drive innovation in a market where the competition is high.

AI is a computer's ability to perform tasks that are normally associated with human intelligence: recognition of images, understanding languages, and performing complex reasoning while making decisions based on sophisticated mathematical analysis. It has slowly gone from an early adopter stage to be more and more part of the enterprise strategy to be able to compete in their own market, explore new markets etc.

According to Gartner, AI is one of the top 10 trends for 2018. In August 2017, I attended a Gartner webinar, where Whit Andrews presented trends for AI and how it is enabled in bigger enterprises. A result from a survey amongst enterprises showed that 59 percent of the enterprises are in knowledge gathering, 25 percent piloting, 6 percent implementing and 6 percent already deployed AI. Andrews also gave an advice for where to start: "The best enabling AI solution is for problems you have, but never had enough people to solve."

Three Phases of Innovation

The innovation on AI is likely to have three phases:

Phase 1: Image recognition and speech related application

Phase 2: Application with machine learning from image recognition and speech recognition gathering a lot of data from Social Media, the Internet of Things, etc.

Phase 3: Application with wider forms of machine learning (i.e. applications making their own decisions, autonomous car driving)

The "Rise of the Bots" is often mentioned when it comes to AI. Many times, it is the first enablement of solutions for AI in an enterprise. The number of messaging apps is growing and is now surpassing the social media networks.

What Does Oracle Offer in the AI Field?

Since data is the resource in all AI, Oracle has everything it takes to bring products and infrastructure for AI to the market. Following is only an excerpt and a starting point for your own explorations. For example, Thomas Kurian's keynote at Oracle OpenWorld 2017 was about how the Oracle Mobile Cloud Service has the capability to build chatbots. He described a future in which human interface will be seamless for the human and interact both in speech and messaging.

And Oracle has more going on: If you have a problem you need to solve, but never had enough people to do so, it must be a perfect fit for daily application operations where Oracle Management Cloud combines techniques used for big data analysis with machine learning to detect anomalies. Oracle Management Cloud can detect security breaches or detect an error based on symptoms in log files in several systems, etc.

Oracle Analytics Cloud is another cloud service where an enterprise could reduce the numbers of ways for analysis – spread sheets, applications, desktop, Data Warehouse and Business Intelligence (BI) software, to use only one tool where you can combine all data in the enterprise in any way you want to do your analysis.

Applications are also AI-enabled with adaptive intelligent application for Customer Experience (CX), Enterprise Resource Planning (ERP), Human Capital Managements (HCM), and Supply Change Management (SCM), but this is only the beginning. Adaptive intelligence applications can be used to connect data



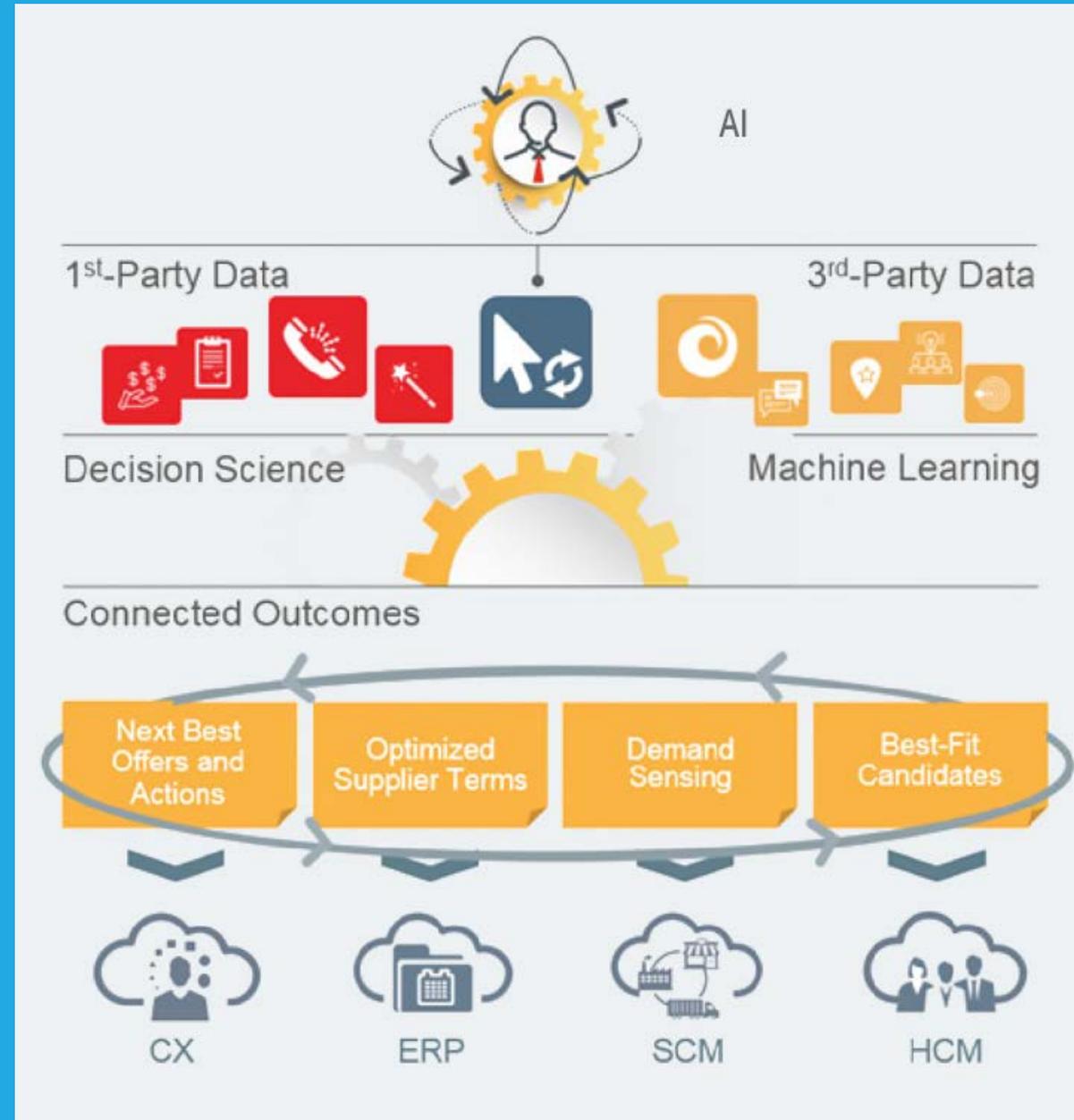
across multiple business, first party data, third party data, using machine learning decision science to predict and make faster decisions. The figure shows some examples of possible outcomes:

AI and GDPR

GDPR will also affect the use of AI. On many occasions, AI is considered a black box, especially when the machine learning is delivered by a third party. If that is the case and AI perform operations of personal data, it can conflict with GDPR. If you are in charge of your own algorithms, they need to be described and handled accordingly.

AI and New Roles

Since AI is all about data, the organisation that wants to succeed in AI needs to transform to a data driven organisation with new roles like Chief Data Officer, Chief Digital Officer, Data Scientist, Information Architect, Data Engineer etc.



Oracle Support: Marina Fischer

“Amazing Knowledge Base” vs.

“Slow Reaction Time and Lack of Understanding”

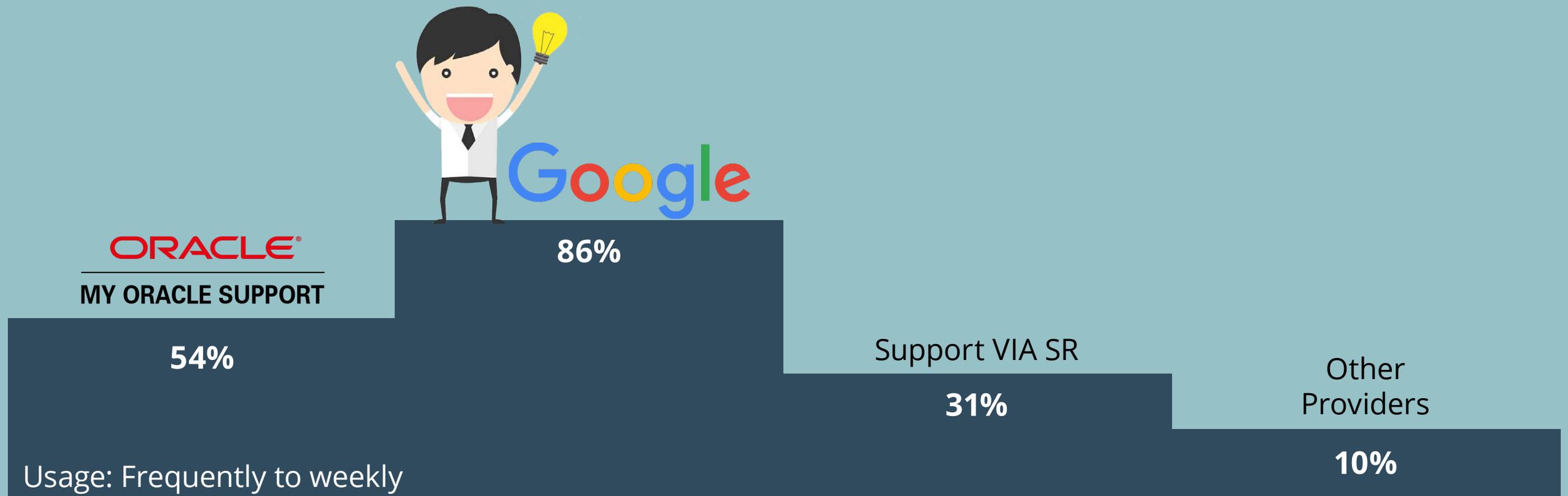


How is the quality of Oracle support perceived across different countries? We wanted to take a look at the bigger picture. Therefore, we sent out a questionnaire to all Oracle user group leaders from the EMEA region and received enormous feedback: 44 user group leaders from 22 different Oracle user groups took part in our survey to share their comments and best practices¹. What are the strengths and weaknesses of Oracle support? How can we deal with these daily challenges? Read on to find out.

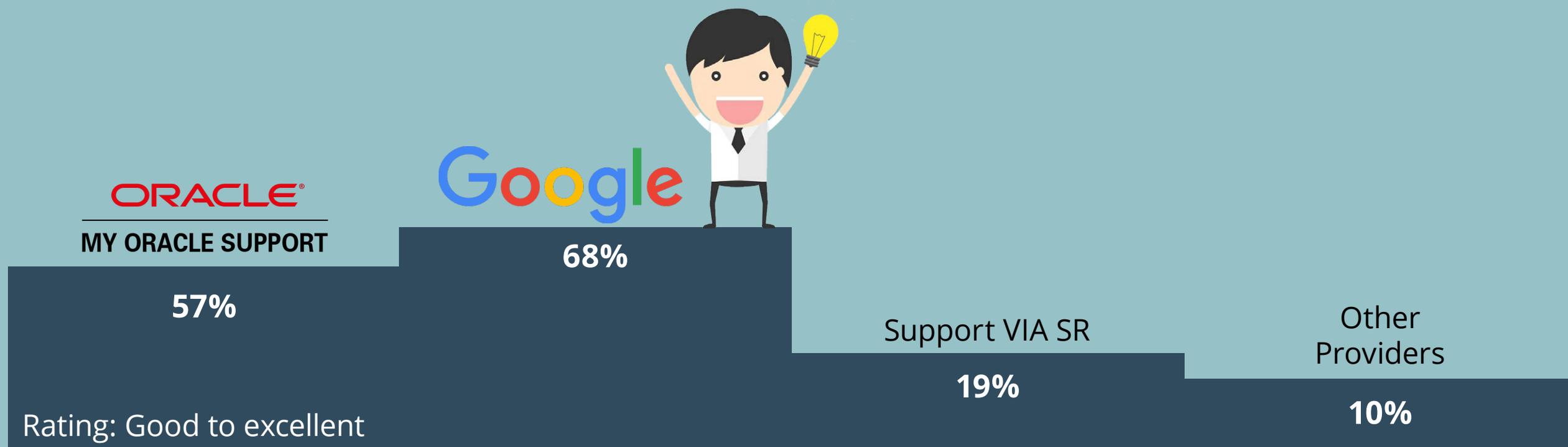
“Sometimes I Just Google a lot, and ‘Forget’ to Use MOS”

In the questionnaire, we suggested that in case of a technical problem, there are four ways to finding a solution from external sources: MyOracleSupport (MOS), support via Service Request (SR), use Google to find answers, or employ other providers such as Rimini Street. As we can see, among the

respondents, Google is by far the most often used tool when searching for answers. Considering the frequently to weekly usage of the tools, about 86 percent of the respondents use Google, while 54 percent use MOS, 31 percent issue SRs, and only 10 percent turn to other providers.



¹ The survey was conducted for five weeks and ended January 19, 2018. The anonymized results of the survey were made available to Oracle.



“Oracle Support Usually Gets You the Answer Eventually”

When asked how they rate the different tools, more than half of the respondents (57 percent) rate MOS as good to excellent. However, 18 percent believed MOS to be average, 11 percent rated it to be fair, while 9 percent view it as poor. In more detail, 45 percent use MOS as a source of advice or inspiration, while 55 percent do not. When asked how they experience the proactive usage of MOS to solve an issue or incident, 12 percent of the respondents stated their experience to be perfect, 67

percent to be medium, and 21 percent to be difficult. Concerning the other tools to find help, 68 percent think that Google is a good to excellent alternative, 19 percent vote for support via SR, and 10 percent for other providers. Interestingly, besides the response option “excellent” (0 percent), the answers for support via SR were divided almost equally: “good” (19 percent), “average” (23), “fair” (21), and “poor” (18).

“The Knowledge Base Is Amazing”

When asked for comments on the strengths and weaknesses of Oracle support, we received in total 33 answers, of which 13 answers included positive aspects, while 31 of the answers included aspects that were perceived as in need of improvement. Among the strengths of Oracle support, respondents commented on the great knowledge base (8 answers), the deep expertise (2), and that it usually brings (quick) solutions (3).

However, the huge library of articles that is perceived as extremely positive by some, has the opposite effect for others. Some respondents stated that it is difficult to find useful information or relevant material (6). What adds to that is that the search engine and the website interface are not perceived as helpful or user-friendly, and that the articles in the library sometimes are outdated (6).

Great knowledge base
Extensive documentation
It's precise, which means less surfing
Huge library of articles
Strong community
Good to get a lot of information quick

Quick solutions and support
Experienced experts
Amount of material
Compared with other vendors in the market,
Oracle support is one of the best in its field
Usually gets you the answer eventually
Deep expertise

“Getting Oracle Support Help Is Usually a Very Exhausting Process”

The source of most conflicts seems to be how SRs are processed: in the comments, respondents named the slow reaction time to SRs (11), and that there is a lot of “ping pong” in the support system (4). Another aspect is that some

respondents point out a lack of understanding, which seems to come from either language difficulties (4) or the perceived qualification of Oracle support engineers (4). Here are some of the answers we received:

There has been a significant degeneration in years

Often takes a long time before getting satisfying answers if at all

The SRs depend too much on the support engineer (either skills, time zone, etc.). Getting the wrong one might postpone the resolution time, sometimes by weeks

It's hard for us to meet the real experts

Lots of poorly qualified support analysts asking 'silly' questions over and over

Not good English of the Oracle engineers

There is a lot of ping pong even if a case is rather clear

Answer time to SRs is very bad. Oracle support sometimes does not update SRs for more than one month

Useful cloud knowledge is only available at Oracle USA. In most cases, contacts to Oracle in Romania and India do not lead to success

Lack of deep understanding of the problem

Usually it requires a few escalations to get a good high-quality assistance



“Google Feels Like the Swiss Knife”

We also asked for best practices: What are well-proven methods to deal with the daily challenges? Again, some respondents stated that Google is an efficient method to find answers (6), while others suggested that escalation is helpful when SRs are not answered (3). Here are some of the answers we received:

If you want good support, open Prio 2, send a lot of infos and let them work. If it's important, Prio 1. If they don't call you and connect directly to webex, escalate.

Oracle-base.com as a resource is an excellent oracle-by-example if you need a quick solution or POC

Escalation mostly helps, but one 'what the f*ck' solves your two months SR in 30 minutes, but then a lot of managers call you

Google helps

MOS has ok search functionality but Google is faster to use if you know what to search for

Twitter and blogs by Oracle ACEs and Oak Table members are just enough to solve most of the problems

I use Google custom search to display only the posts coming from a selected group of bloggers that are usually very good

The customer is forced to raise the SR level to get support feedback





EMEA User Group Community Meeting in Birmingham during UKOUG17

Andrejs Vorobjovs

In December 2017, the EMEA User Group Community (EOUC) was invited to Birmingham by the organizers of UKOUG17 to meet during the event. Representatives from 22 independent Oracle user groups, four UKOUG board members and three Oracle employees met to discuss the user groups' future cooperation in the EMEA region. Andrejs Vorobjovs from LVOUG (Latvia) recounts his impressions from the event.

Birmingham welcomed us with the yearly Christmas Market with outdoor concerts, food, hot drinks, handcrafted pieces and happy people. It is a very lovely city and has a charming old town with canals, originally for the transportation of goods. For us, the representatives from 22 different Oracle user groups, the city was the perfect place for our second gathering of the year¹.

Topics of Discussion

Whether a user group is small or big, organizing big or small conferences, we think it is useful to know how others are doing, what struggles they have and how they try to deal with the daily challenges, where the aging community is probably one of the biggest. Other topics where:

- How to attract women in IT
- How to get more contributions from user group members for ORAWORLD
- How to attract sponsors/partners to the user group or a conference
- Oracle Certification
- Membership to user groups: Paid or unpaid?
- Partnering instead of sponsoring

Thoughts on the Aging Community

The challenge for UKOUG and for almost every other user group is the aging community. How to engage with younger people has been a trial and error for all of us. For example, UKOUG now chose to collaborate with Oracle Academy. During the conference, students between 16 and 18 years were invited for lunch and the exhibition.

¹ The EOUC comes together twice a year and is organized by Tom Scheirs, director of APAC and EMEA user group relations at Oracle, and his team together with the user group in the chosen country.



Stefan Kinnen from DOAG presented how they have a model that also may hopefully work (see [ORAWORLD #7](#)). Last year, they started a Next Generation Community for people under 35. They have their own board and one of

the members is part of the DOAG board. During DOAG Conference + Exhibition in November 2017, there was also a student program where students volunteered to get a ticket to the conference.





The Story behind Successful Conferences

Andrejs Vorobjovs

A good conference is like a good playlist or an album, it is a carefully planned impression. Each song adds its own, and the order matters. Andrejs Vorobjovs from OUG Latvia and organizer of the RigaDevDays shares his insights into all the things to consider when planning such a big event. Did you know that in 2017, more than 1,000 Oracle and Java conferences have been taking place around the world? Many of them were good, many were even excellent, which means serious competition. Andrejs visited a lot of conferences last year and spoke to many people who organized successful conferences, sharing their experiences in this look behind the scenes.

Often Oracle user group conferences are organized by non-profit organizations, meaning that the goal of the event is to cover expenses. But this is very difficult to plan. Whether you like it or not, conferences are a risky business. The reason for this is the logistics when working with hotels, menus, coffee breaks, rooms, registrations in the last days before the conference, the return of money – you could say that it's a nightmare. Participants might book a ticket and not pay, ignore reminders about payment, or cancel everything at the last minute. However, a conference cannot be postponed. Conference halls are booked, cannot be reserved for other dates, and all speakers buy flights and hotels for a specific conference. Everything must happen in those days as stated in the agenda.

Place and Time

Where is the best place and when to hold a conference, you ask? The universal answer would be a traditional venue at a hotel or conference center on working days, but some conferences try other concepts, ranging from ship cruises (OUG Norway) to a weekend conference at a SPA hotel which is suitable for the whole family (Bulgarian OUG).

Organizers usually choose the venue where the local population will be most comfortable, so that it won't be too expensive. The price of the halls, food, and local hotel rooms or cabins for participants is also taken into account.

For the participants, the place greatly influences the sensation of the event, because participants and speakers prefer to see the city and try the local cuisine in addition to the conference.

Every time when the user group leaders come together for an EOUC meeting, there are discussions on what would be the

best place to hold conferences for young Oracle and Java user groups. There is no unequivocal answer. Most conferences are held in conference rooms and hotels in the city center, some do trips outside the main city or even on an island (like Croatia OUG). However, the distance from the city center adds some minuses to the conference venue as one has to expect small rooms and a lousy Internet connection. Nevertheless, this has its own charm – sometimes you need to be offline from work and family.

Free vs. Paid Tickets

In European countries, in my opinion, people are used to paying for quality. If the conference price is too low, it will even frighten off everyone. The price of tickets and the venue of the conference should be balanced. Keep in mind that the place or city of the conference is the basis of everything.

On the other hand, free events are organized to sell something. Sponsors are important, but the participants' impression from the conference is even more important. Sponsors advertise their products and services, but you cannot give in to sponsors to rule an event.

More information:

- **User group conferences**
- **Meetups for EMEA user groups**
- Some active user group leaders trying to summarize information about conferences
www.jk-consult.nl/oracle-usergroup-conferences



Speakers

If you only invite famous consultants to speak, this will not be enough for a good conference. Organizers need to look for new talents and ideas, and should create an environment in which speakers would like to sit and listen to other speakers, thereby increasing the learning flow and the interaction of ideas.

Breaks

In general, every conference has its own approach to conducting, thus it is hard to compare them. I like, for example, when there are many breaks so that people can talk. Otherwise, you could just visit virtual events. However, the rhythm of the conference is very important. Visitors need to get up, warm up, drink coffee, check mails, learn new ideas, discuss them with each other or think about them in private. Because the most important thing for visitors is that they need time to relax and hang out, right?



GDPR: Formation of a French Joint Working Group Patrick Geai

The five main French-speaking ERP user clubs set up a joint working group in order to identify the commitments to be sought from business solutions providers to enable customers to comply with the General Data Protection Regulation (GDPR). The final results will then be made available to all users.

As of May 25, 2018, within the European Union, the GDPR regulation will apply to all organisations collecting personal data from EU citizens. In the event of non-compliance, penalties can be very high, up to four percent of a company's worldwide turnover, or 20 million Euro, whichever is higher.

Compliance with the GDPR is a business project, but the regulations stipulate that suppliers are also stakeholders in compliance with it. In the event of default, the supplier may be subject to sanctions. Therefore, software vendors, SaaS providers, integrators and outsourcers have a major role to play in assisting their customers in bringing them into compliance with the GDPR.

That is why the five main French-speaking software user clubs joined together for the first time and set up a joint working group. The members of the working group are the DynsClub (Microsoft Dynamics users), the Clubs Utilisateurs des Solutions Oracle (AUFO, JD Edwards User Group, and PeopleSoft User Group), and the USF (SAP users).

Their goal is to identify the commitment to be sought from software vendors, integrators and SaaS solution providers to enable customers to comply with the GDPR. The main topics covered are: accountability and data governance, analysis of the impact on privacy, security and notification of security breaches, rights and transparency. To enable users to check the correct implementation of supplier commitment, indicators and control points are also defined.

The ambition of the working group is to publish, by 2019, a code of conduct on GDPR as defined in Article 40 of the Regulation. This code of conduct will be submitted to the French authority (CNIL) and the European Commission.

Once set up, these requirements regarding ERP editors can be used by all users in EMEA. Of course, the code of conduct, to be issued later, will also be a common tool to be used by others.

Patrick Geai is President USF, Utilisateurs SAP Francophones



Oracle Customer Reference Program Ines Grandi

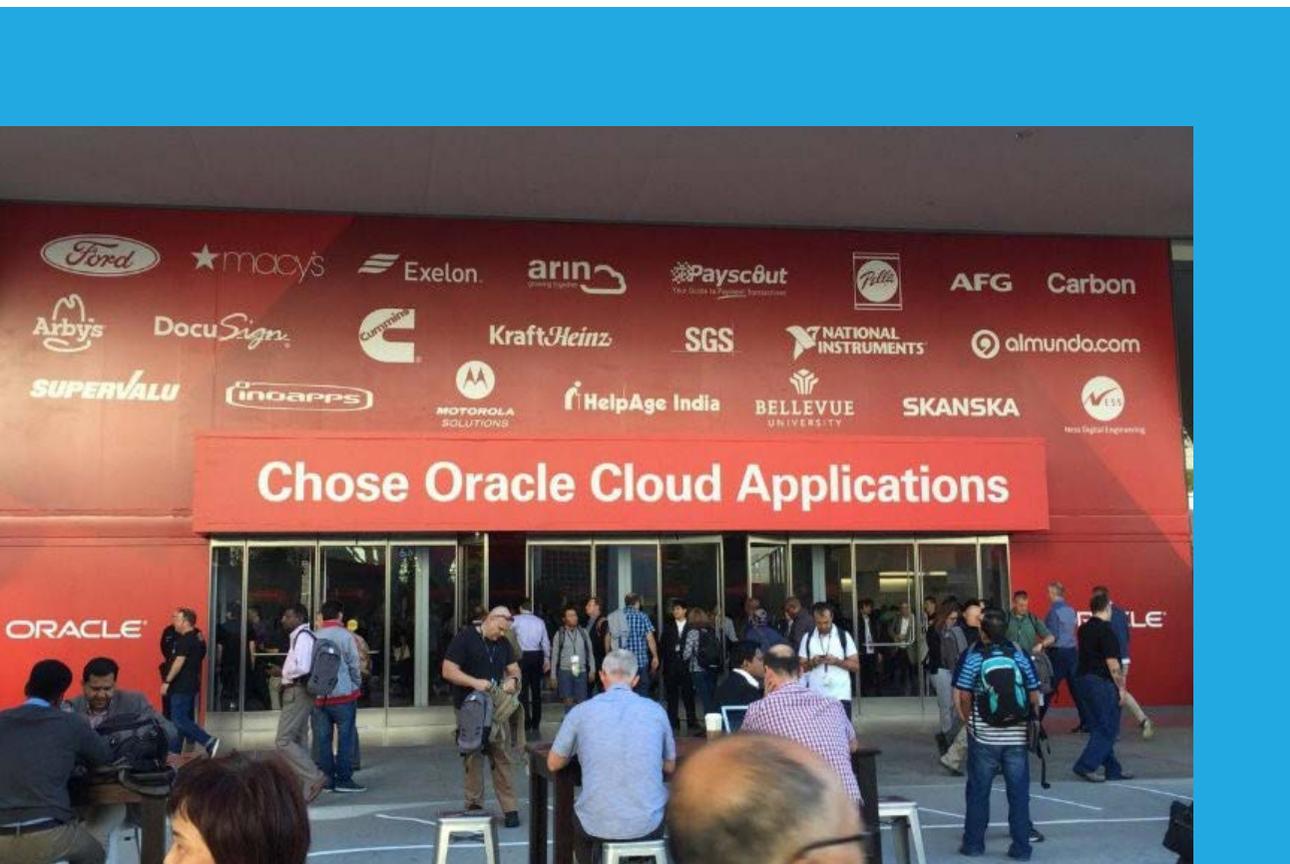
Did you know? The Oracle Customer Reference Program offers customers a complementary service that allows them to gain positive exposure and brand awareness for their success using Oracle solutions and services. Ines Grandi from the Oracle reference team fills us in on the program that not only helps you to showcase your organization's business and technology success, but also helps you to share your insight and experience within the Oracle Community.

A couple of numbers: at the time of writing, over 1,629 customer reference videos, and 2,195 written assets are available, with the majority having been produced in recent months, primarily covering cloud. These are available both through the Oracle customers website, and through personalized dynamic content on specific web pages (such as this HCM Cloud example). In cooperation with Customer Engagement Managers, customers determine their level of participation based on their time availability, role and corporate policy: customers can join a collaborative group of professionals to discuss specific industries, products, services, or business issues through client advisory boards and network with an intimate group of Oracle Senior Executives through executive councils.



Ines Grandi
from the Oracle Reference Team

Customers share their success as experts and thought leaders by presenting their experience and best practices through editorial opportunities such as Oracle Voice on Forbes or at events around the world: Oracle OpenWorld, Modern finance Experience Conferences and other Oracle sponsored events.



Customer logos at Oracle OpenWorld in San Francisco October 1-5, 2017



Nina Monckton, Head of Information Services NHS Business Services Authority, on stage with Safra Catz at Leaders Circle at Oracle OpenWorld 2017

Why Become Part of this Community?

Being a part of Oracle Reference Program enables your company to leverage the power of our brand and resources to showcase your organization's success – at no cost to your organization.

If you want to become part of the Customer Reference community and establish an action plan don't hesitate to reach out to ines.grandi@oracle.com and she will quickly connect you with the Engagement manager in charge of your region.

Oracle Global Customer Programs

2016 by the Numbers




23 Million
Oracle.com Home
Page Visits



420,000
Customers Strong



1,000
Customer Success
Stories Viewed Daily



1,000+
User Groups,
Councils, Boards

ORACLE.COM

USER GROUPS **SPEAKERS** **CONFERENCES** **BE SEEN** **SUCCESS STORIES** **BE A MEMBER**

COUNCILS **VIDEOS** **COMMUNITIES** **FORUMS** **EVENTS** **EXECUTIVE ENGAGEMENT**

BE HEARD **THOUGHT LEADERSHIP**

PUBLICATIONS

340,000 Subscribers
348,000 Social Media Reach






1,200+
Customer
Speakers



3.3M Page Views



100,000
Customer
Video Views

What's Next?

Grishma Govani

User Groups and the Rise of Peer Review Sites



Independent review sites are giving user group members a platform to share their product expertise and honest feedback on Oracle products and user group participation. Grishma Govani, Senior Customer Success Manager at TrustRadius, introduces us to the project.

For a large number of B2B buyers today, the buying process has expanded considerably, with 52 percent more people involved in technology purchase decisions¹. Traditional research methods are still used, but buyers are increasingly consulting technology review sites. This trend isn't surprising – reading reviews is a behavior that's become innate for us as consumers. Research shows buyers consider user reviews as one of the most helpful and trustworthy sources of information on B2B products, especially to obtain a balanced point of view on product pros and cons, implementation topics and information relating to the wider product ecosystem like support and user group communities.

Voice of the Customer

Oracle has recognized the need of B2B buyers to consult with their peers and has embarked on a peer-to-peer review initiative in partnership with TrustRadius, an independent review site for B2B software. This provides Oracle customers with a platform to voice product expertise and share honest feedback.

Oracle has invited customers to write reviews on TrustRadius and has already captured customer sentiment at events such as Oracle OpenWorld, resulting in more than 5,000 customer ratings and reviews across more than 100 Oracle products.

Voice of User Group Members

In October, 2017, Oracle also teamed up with TrustRadius to gather objective feedback directly from user group members. Since then, members from more than 70 user groups have contributed high quality reviews for more than 50 products, sharing diverse insights on use cases and the value of user group membership.

As a user group member, sharing such experiences can:
promote you as a product expert to thousands of potential buyers
endorse your user group as an active community
help boost user group enthusiasm, participation and new membership

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- promote you as a product expert to thousands of potential buyers
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- help boost user group enthusiasm, participation and new membership

Continuing with Oracle's commitment to transparency in 2018, TrustRadius would like to invite you to **share your experiences with Oracle products.**

¹ Source: <https://www.demandgenreport.com/resources/research/the-2014-b2b-buyer-behavior-survey>



Heli Helskyaho

Ambassador's Corner

Dear user group leaders,

I hope you and your user groups are doing well!

It was wonderful to see so many of you at our EOUC Leaders' meeting in Birmingham! And thank you UKOUG for your hospitality!

EOUC Leaders' Meeting in Birmingham

The meeting was very good, attended well and the feedback was great! We talked about experience on working with Oracle Academy, awards, successful recruiting activities, effective use of social media, attracting women and young people to user groups, Oracle OpenWorld 2017 and 2018, ORAWORLD magazine, and collaboration. During the day we also celebrated our ambassador Ami Aharonovich for being awarded as an Oracle ACE Director – congratulations, Ami! We also enjoyed a very interesting walking tour in Birmingham and a wonderful dinner. Thank you everybody for attending and thank you UKOUG for hosting!

EOUC Mailing List

We have agreed that each user group will have a generic contact email address to give us an access point to every user group even when the members of user group's board will

Your Ambassadors:



Ami Aharonovich
iOUG (Israel)
ami@brillix.co.il



Heli Helskyaho
OUGF (Finland)
heli@miracleoy.fi

be changed. We still have several user groups that have not delivered this email address. If your user group has not yet created the email address please do so ASAP and email it to your Ambassadors. They will maintain the email list for EOUC.

Best regards,
Heli

Call for Papers

JavaCro'18

February 1 - March 15, 2018
Rovinj, Croatia
2018.javacro.hr

HrOUG 2018

April 1 - May 15, 2018
Rovinj, Croatia
2018.hroug.hr



Events



Migration technique eBusiness Suite vers Exadata

March 8, 2018
Paris, France
www.clubutilisateursoracle.org

Spring Seminar 2018 - Vårseminar 2018

March 8-10, 2018
Color Fantasy - cruise ship Oslo-Kiel and back
www.ougn.no

JavaLand 2018

March 13-15, 2018
Brühl, Germany
www.javaland.eu

APEX World 2018

March 22-23, 2018
Rotterdam, the Netherlands
apexworld@nloug.nl

Commission Support

April 10, 2018
Paris, France
clubutilisateursoracle.org

Collaborate18

April 22-26, 2018
Las Vegas, USA
collaborate.ioug.org

APEX Connect 2018

April 24-26, 2018
Düsseldorf, Germany
apex.doag.org

JavaCro'18

May 6-8, 2018
Rovinj, Croatia
2018.javacro.hr

DOAG 2018 Database

May 14-15, 2018
Düsseldorf, Germany
datenbank.doag.org

OUGF 30th anniversary Harmony18

May 16-17, 2018
Helsinki, Finland
www.ougf.fi



Events

Riga Dev Days 2018

May 29-31, 2018
Riga, Latvia
rigadevdays.lv

Tech Experience 2018

June 7-8, 2018
Amersfoort, the Netherlands
secretariaat@nloug.nl

Kscope18 Conference

June 10-14, 2018
Orlando, USA
kscope18.odtug.com

AOUG User Conference – 30 years AOUG

June 11-12, 2018
Vienna, Austria
www.aoug.at/Event/474

Journée Utilisateurs

June 12, 2018
Paris, France
clubutilisateursoracle.org

PeopleSoft Tour

June 21, 2018
Paris, France
clubutilisateursoracle.org

POUG 2018

September 7-8, 2018
Gdansk, Poland
info@poug.org

HrOUG 2018

October 16-19, 2018
Rovinj, Croatia
2018.hroug.hr



ORAWORLD is a publication of the EOUC — EMEA ORACLE USERGROUP COMMUNITY

The following user groups belong to EOUC:

Angola Oracle User Group, Oracle User Group Armenia, Austrian Oracle User Group, Azerbaijan Oracle User Group, Bulgarian Association of Software Developer, Bulgarian Oracle User Group, Hrvatska udruga Oracle korisnika, Czech Oracle Applications User Group, Danish Oracle User Group, Egypt Oracle Users Group, Oracle User Group Estonia, Oracle User Group Finland, Club Français des Utilisateurs JD Edwards, Association des Utilisateurs Francophones d'Oracle, Club des Utilisateurs PeopleSoft, Oracle User Group Georgia, Deutsche Oracle Anwendergruppe, PeopleSoft Germany, Hungarian Oracle User Group, Israel Oracle User Group, Taranta Valley Oracle User Group, Italian Oracle User Group, Jordan Amman Oracle User Group, Latvian Oracle Users Group, Lithuanian Oracle Users Group, Mauritius Oracle User Group, Oracle Gebruikersclub Holland, Oracle Benelux User Group, Oracle User Group Norway, Polish Oracle Users Group, Oracle Users Group Portugal, Romanian Oracle User Group, Russian Oracle User Group, EBS Finance Special Interest Group Russia, Arab Oracle User Group, Serbia and Montenegro, Slovenian Oracle User Group, South African Oracle User Group, Spanish Oracle User Group, Swedish Oracle User Group, Swiss Oracle User Group, Tajikistan Oracle User Group, Turkey Oracle Users Group, Ukraine Oracle User Group, Middle East Oracle User Group, United Kingdom Oracle User Group, Zimbabwe Oracle User Group.

Editorial board:

Registered office: DOAG Dienstleistungen GmbH
Tempelhofer Weg 64, 12347 Berlin, Germany
www.doag.org,
Director Fried Saacke,
AG Berlin Charlottenburg HRB 95694B,
VAT ID DE240700058
Contact: redaktion@doag.org
Editor-in-chief (ViSdP): Dr. Dietmar Neugebauer

Editorial team:

Ami Aharonovich, Jean-Jacques Camps, Dr. Dietmar Neugebauer,
Ann-Sofie Vikström Often, Andrejs Vorobjovs

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