

September 2017, Edition #6

ORAWORLD

e-Magazine for Oracle Users published by the EOUC

IT Infrastructure in South Africa

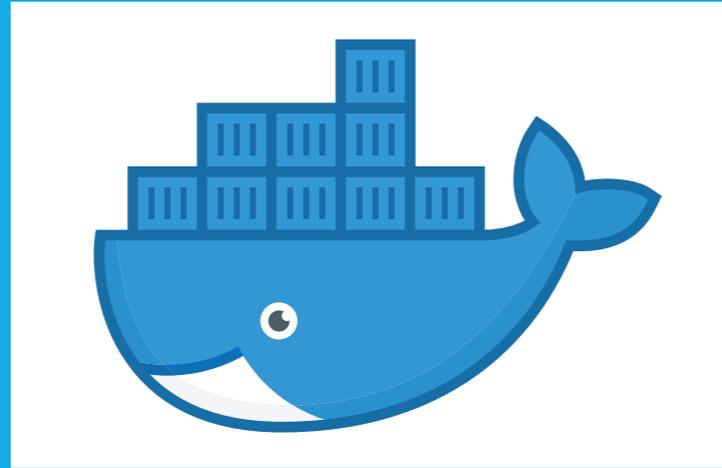
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- Introduction to Oracle Messaging Cloud Service
- Movies and Series that Predicted Future Technology Correctly





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Editorial

Dear Oracle User Group Community Members,

Welcome to the 6th edition of ORAWORLD, where we share exciting stories and interesting information about the world of Oracle and the Oracle user group community. I hope that you've had a wonderful and enjoyable summer vacation, and that you are ready for the last few months of the year, where we are all going to have lots of exciting events and conferences, including the Oracle OpenWorld annual conference in San Francisco. This year, the EOUC will have over 16 sessions led by our best EOUC speakers, including the traditional and unique "EOUC ACEs" two-parts session. There, you can hear the very best of EOUC 's Oracle ACEs speak about their favorite Oracle features in a unique quick-fire session, especially arranged for the Oracle OpenWorld conference by Debra Lilley from UKOUG and Ralf Koelling from DOAG.

Check out our "Events" and "Call for Papers" section and stay tuned with all the information regarding upcoming Oracle user group events in your area.

We invite you to contribute to our e-magazine by submitting your content online on our website: www.ORAWORLD.org. Deadline for upcoming issue #7 is October 10, 2017.

Thank you very much for reading our magazine and for being part of our global community!

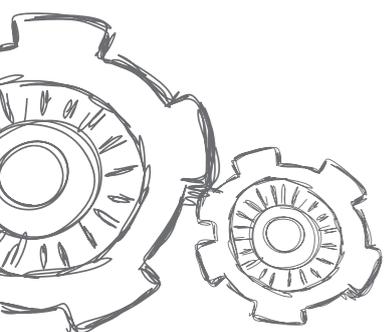
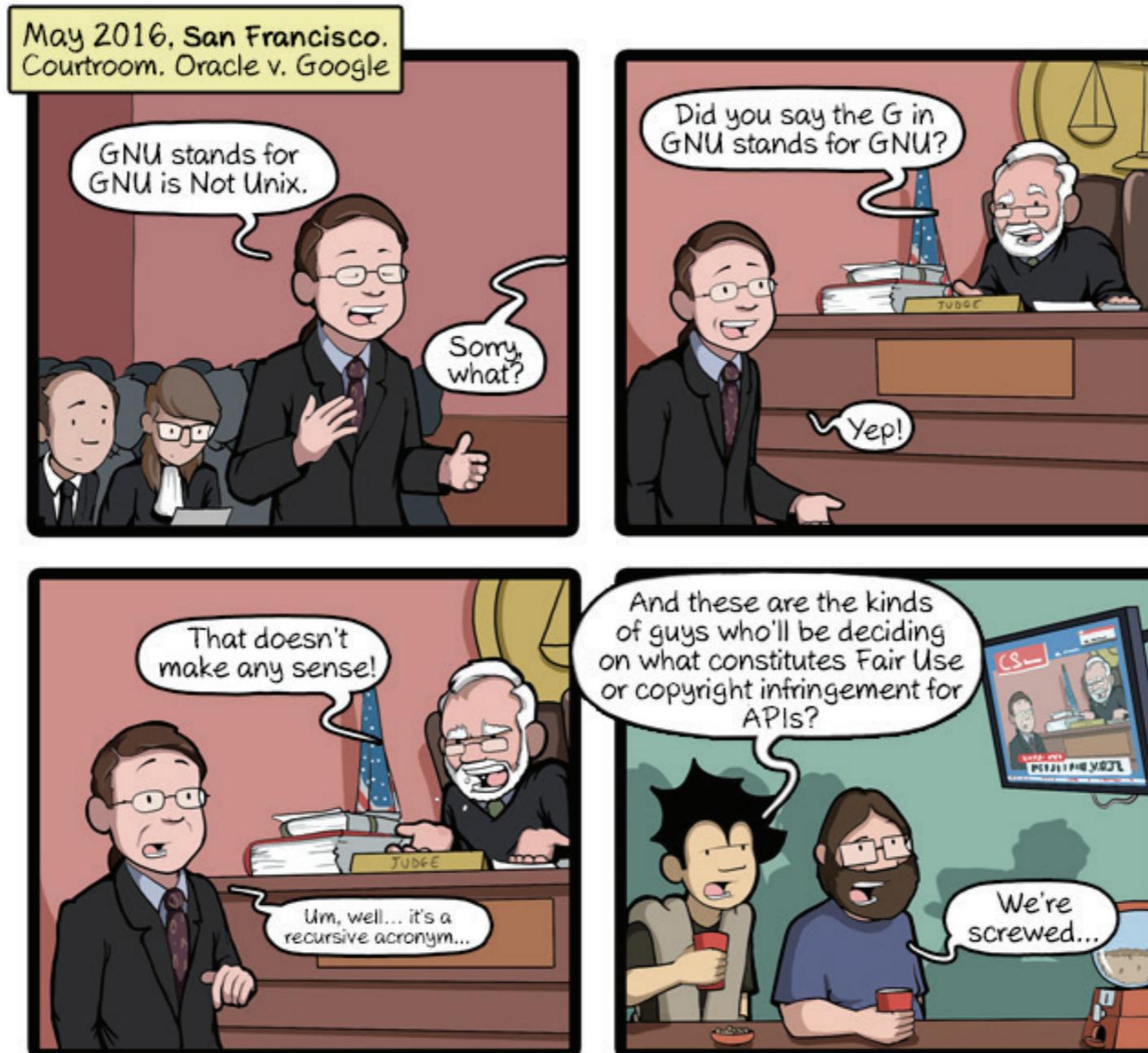


Ami Aharonovich
President, iIOUG (Israel)
Ambassador, EOUC

Yours,
Ami Aharonovich
President, iIOUG (Israel Oracle User Group)
Ambassador, EOUC (EMEA Oracle User Group Community)



Understanding Dev Culture commitstrip.com



CommitStrip is a daily strip recounting funny anecdotes of life as a coder mixed up with a dash of topical tech news. Find more comics here: www.commitstrip.com



6 Tips for Working From Home More Efficiently

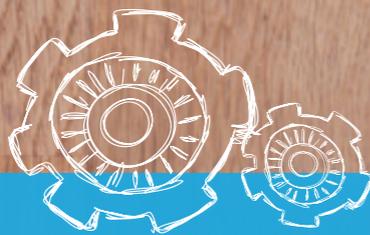
Lisa Damerow

The trend of telecommuting has become more and more popular in the last few years. Nowadays, it is quite common for companies to have their employees work from home. While a home office offers great flexibility, it also comes with a huge challenge: Distractions. We will give you some tips and ideas that might help you to work more efficiently and stay focused when working from home.



1. Get Ready for Work

Although it may be tempting to just stay in your pajamas, shower and get dressed as if you were going to a workplace. That will make it a lot easier for you to get your head into work mode. And don't forget to have a good breakfast to start your day.



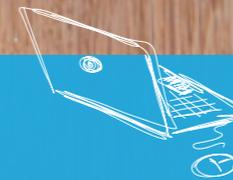
4. Keep Work and Leisure Apart

You will have an easier time working from home if you don't get distracted by private matters. Do not invite friends over, leave the TV off, do not answer your private phone nor the door and do not leave the house for spontaneous appointments. Also let your family know that you will not be available for specific hours.



2. Create A Workspace

Setting up a proper workspace is essential. If possible, make sure that you have a separate room with all the necessary equipment you need. You can decorate your office however you want, but keep distractions to a minimum and keep your work space clean. Shut the door to set a mental barrier between your home and work place.



3. Structure Your Day



While telecommuting offers lots of flexibility, make sure to set your working and break hours, and stick to the schedule. A list of tasks you wish to complete for the day will help you keep on track. In addition, one benefit of working from home is that you do not have to work specific hours. If you operate better in the evening, set your schedule to start work later.

5. Clear Your Head

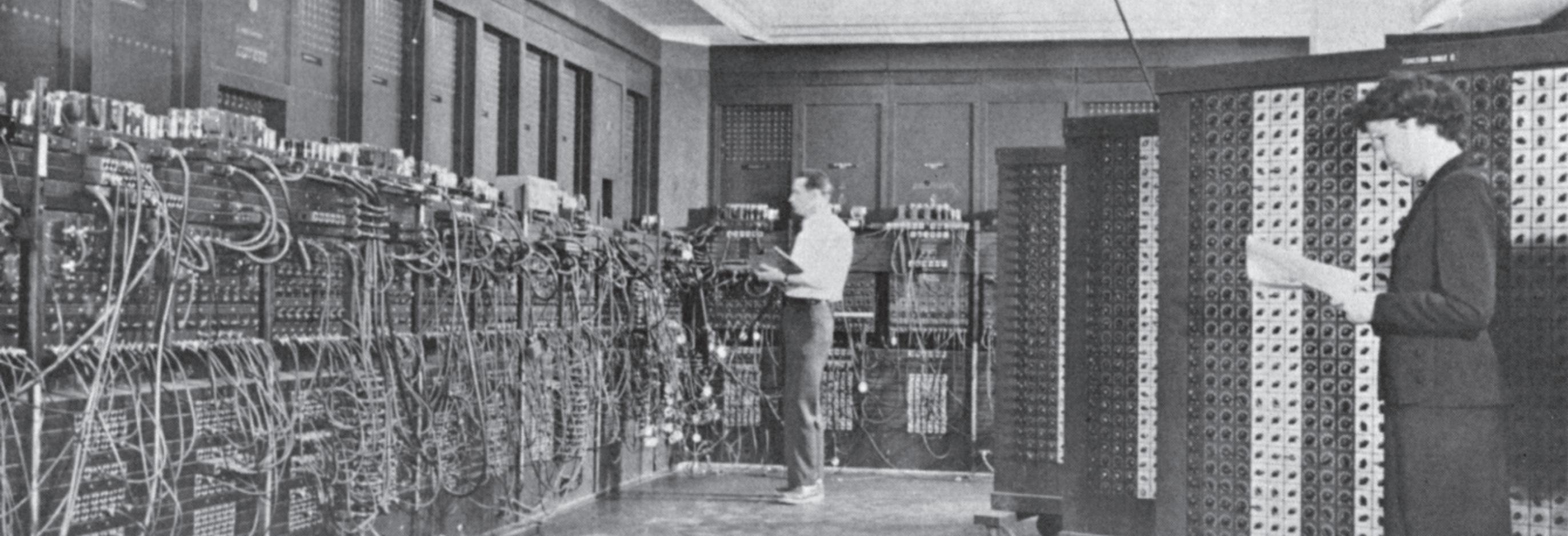
However, even when working from home, it is important to take some timeouts and get some fresh air, take your breaks and don't overwork yourself. But make sure to let people know that you will be out of reach during these breaks.



6. Communicate With Your Boss and Colleagues

Maintain regular contact with your coworkers and especially your boss. Instead of writing an e-mail, it pays off to grab the phone instead. Demands, expectations and deadlines can change, so make sure you stay up to date even though you are not at the company's office.





Betty Snyder (foreground) programming the ENIAC (Electronic Numerical Integrator And Computer)

A Brief History: 4 Female Pioneers in Tech

Marina Fischer

In honor of “Ada Lovelace Day” on October 10, 2017, let’s take a look at some of the pioneering women that helped to create and shape the programming and technology that we know today. Although women have been quite underrepresented in IT jobs for the last decades, they had a great impact in the beginnings of computer science since the very first computers were not machines but most often female mathematicians.

Time to celebrate – October 10!

Every year, on the second Tuesday of October, “Ada Lovelace Day” celebrates the achievements of women in science, technology, engineering, and maths. All around the world, dozens of events are held to encourage a new generation to follow in the pioneers’ footsteps – there will certainly be an event near you as well!



Picture of a painting showing Ada Lovelace

Ada Lovelace (1815 - 1852)

She is one of the most famous female pioneers and widely regarded as being the world's first computer programmer. As the only child of the poet Lord Byron, she was raised solely by her mother Annabella who encouraged Ada's strong mathematical interest and talent. One day, she came across Charles Babbage, who had the idea of developing a new "analytical engine", and she was completely hooked. Both of them began working on Babbage's machine, and Ada started developing an algorithm with which the engine could have calculated the Bernoulli numbers. Although the machine itself was not completed until the 21st century, Ada Lovelace's algorithm became known as the world's first computer program. In her honor, a software language developed by the U.S. Department of Defense was named "Ada" in 1979.

Grace Hopper (1906 - 1992)

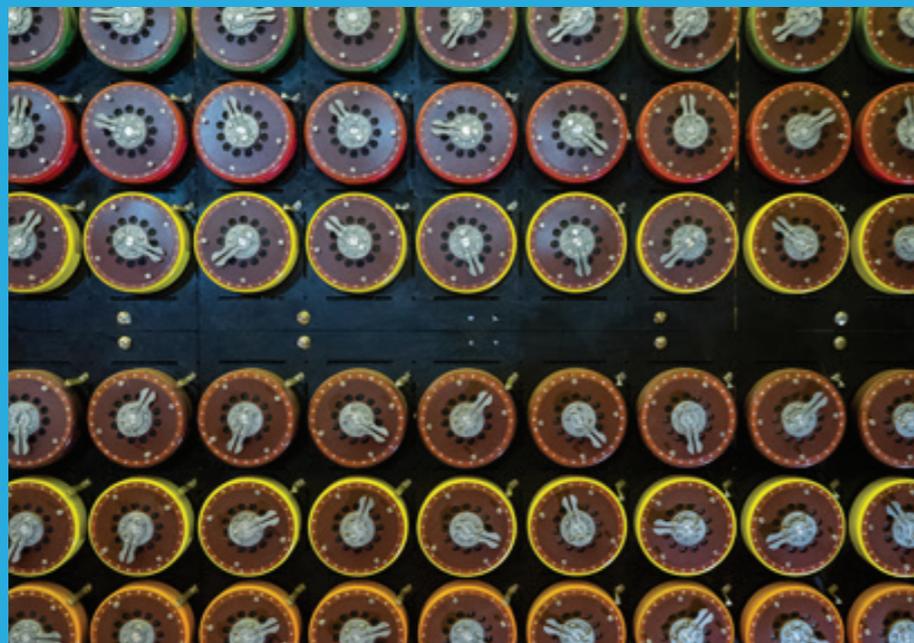
Time for fun facts: Do you know the origin of the terms bug and debug? Rumor has it that it all goes back to a moth which was found at a relay calculator while it was being tested at Harvard university in 1947. It was Grace Hopper who literally "debugged" the relay calculator by removing the little bug and taping it into the log book. Although it is still a source of some controversy whether or not Grace has actually coined the term "computer bug", she still remains one of the most influential female pioneers in computing. Not only did she develop the very first compiler in 1952, but also a program named FLOW-MATIC, which later became a model for a new program named COBOL.



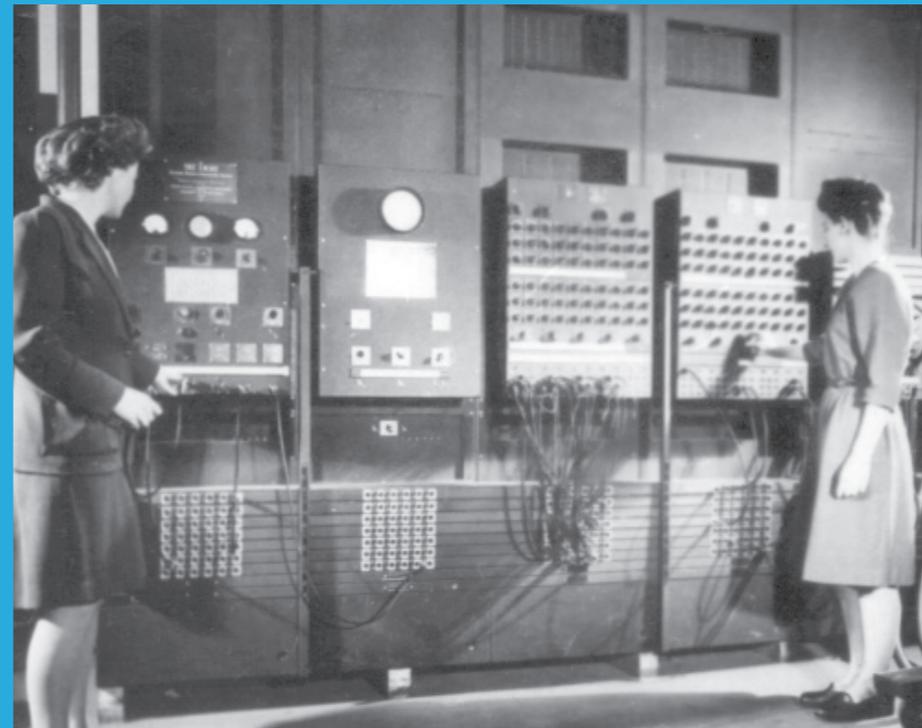
Grace Hopper amidst her male colleagues

Joan Clarke (1917 - 1996)

100 years after Ada developed the first computer program, the computer scientist Alan Turing was very much inspired by her work. One woman working with him was Joan Clarke, a cryptanalyst, who had an important role in the decryption of the German Enigma messages during World War 2. As the only woman among her male co-workers, her job was to break the ciphers from U-boats in real time, which then resulted in immediate military action – presumably one of the most responsible and stressful jobs at Bletchley Park, where the cryptanalysis took place, at a time when women’s intelligence wasn’t really appreciated. In 2014, her story has even been put into a movie with Keira Knightley as the main actress in *The Imitation Game*.



Replication of the “Turing-Bombe” for encoding the Enigma messages



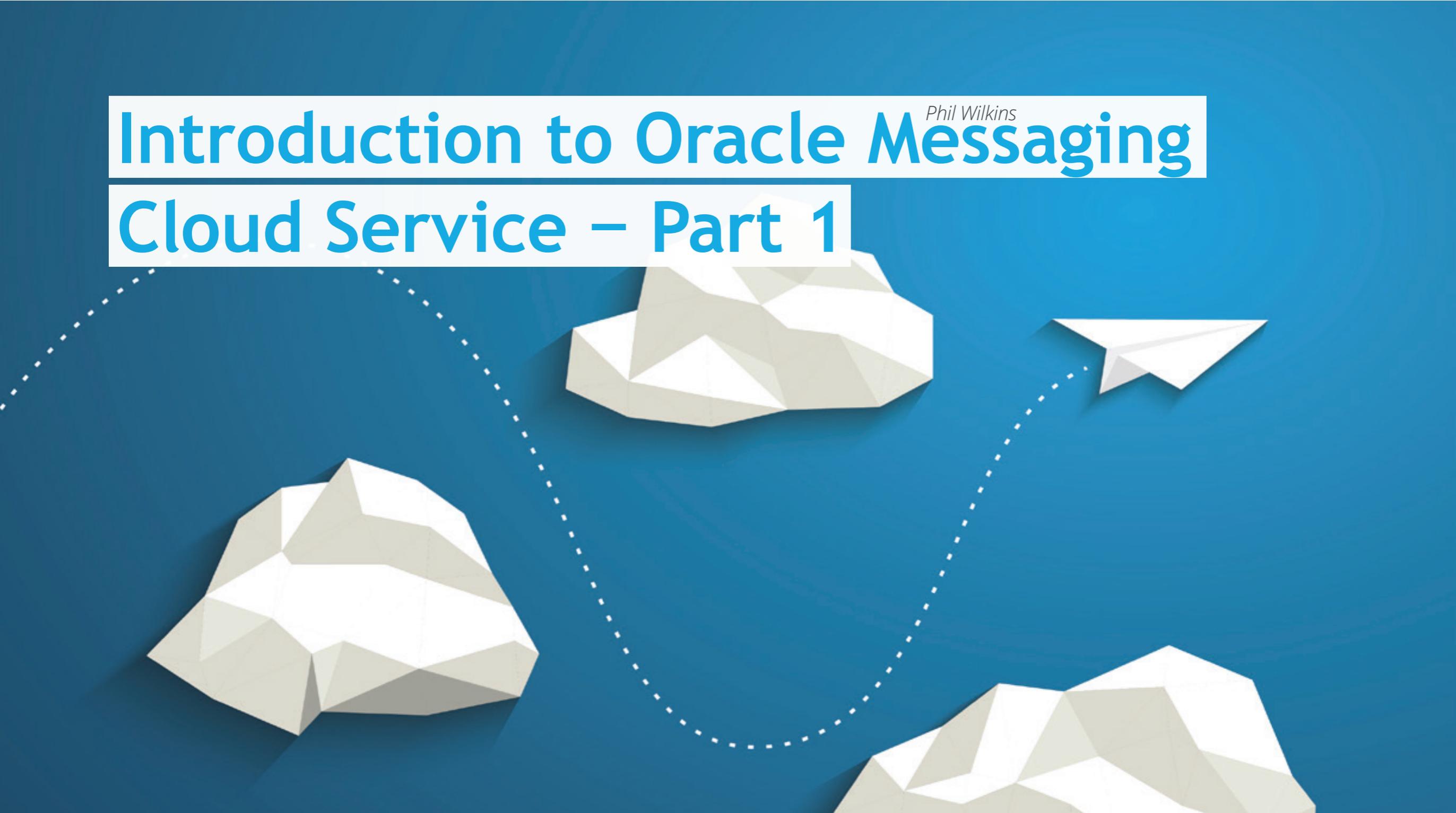
Jean Bartik (l.) and Frances Spence (r.)

Jean Bartik (1924 - 2011)

A group of six women was responsible for programming the ENIAC (Electronic Numerical Integrator and Computer), the earliest electronic general-purpose computer. Jean Bartik was one of these women. Their job was computing ballistics tables using mechanical calculators. Since the ENIAC was the first computer of its kind, the team developed many of the fundamentals of programming, thus paving the path to modern computer science. For a long time, the women’s work on the ENIAC was completely unknown, however, their story was finally uncovered and turned into the movie *Top Secret Rosies: The Female “Computers” of WWII*.

Introduction to Oracle Messaging Phil Wilkins

Cloud Service – Part 1



Messaging has been a long-standing work horse for system to system integration. It is undoubtedly the uncool kid in the playground of integration technologies, and for a long time has been overshadowed by first SOAP/WSDL and then REST based web services. Yet in creating Oracle Messaging Cloud Service (OMCS¹), Oracle have given our messaging work horse some new features that means our uncool kid can now throw some pretty cool moves in the era of the cloud. In this part, we'll look at what Messaging Cloud has and start to use them purely using Curl.

¹ Despite the acronym clashing with Mobile Cloud Service, product management have assured me that it is a correct use of the acronym

There are many factors that contribute to messaging being perceived as the uncool kid in the playground of integration technologies, but I would suggest that the primary factors are ...

- in part because it doesn't naturally use network ports that are typically open already (i.e. those for web traffic) – necessitating persuading security and network people to open up ports etc. the moment traffic needs to cross security boundaries,
- each messaging server is different, so you need to deploy a java library from the relevant vendor to see the JMS API standard to be realised,
- bridging between different JMS implementations can be a bit messy,
- and JMS doesn't typically play too well with web clients.

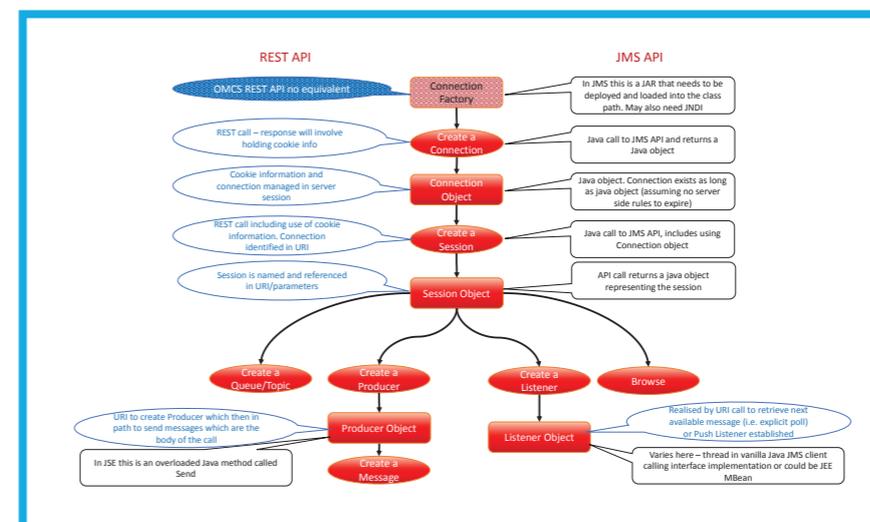
These points may all contribute to why OMCS barely gets mentioned compared to ICS, PCS and other Oracle PaaS offerings. Yet in creating OMCS, Oracle have given our messaging work horse some pretty cool new features. In these articles, we are going to look at OMCS web API that sits over that messaging engine and look at the cool moves OMCS can throw that gives Messaging a 21st century shine.

The REST API

It would be easy to just say OMCS is JMS with a REST skin, and whilst this may be crudely correct, it really underplays some of its strengths. But let's start with that new REST skin, as it alone offers some great enablers. The REST API largely mirrors the JMS life cycle in terms of the sequence of steps for transmitting or receiving a message as the diagram shows.



Phil Wilkins
Senior Consultant for Capgemini



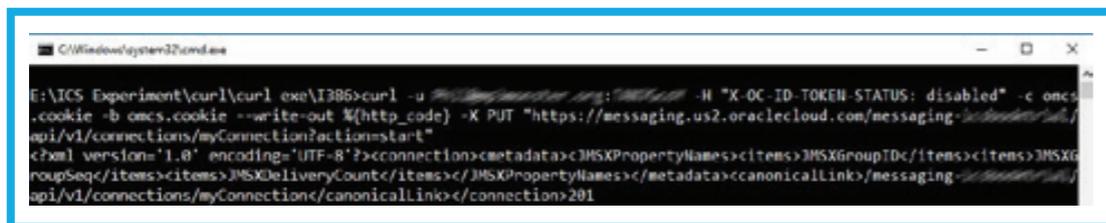
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As the API is REST-based it becomes very easy to use command line tools such as **cURL** to interact with the messaging platform, for a range of different tasks, from creating test scripts to push or pull test data through an integration or even an end to end process, but also hooking OMCS to your monitoring tool of preference and using scripts to gather operational state information using cURL or even the ability to hook REST calls into the monitoring tool.

The REST interface documentation for OMCS is among the best today for the new Oracle iPaaS solutions, although there are still some gaps, so we'll walk through a series of commands to illustrate the ease by which we can perform messaging tasks (as this also helps to show how easy it would be to engage OMCS in lightweight environments such as front-end clients or provide an effective communication backbone to microservices).

For reasons of security we have blurred out credentials and information that would make a server uniquely identifiable.



```
C:\Windows\system32\cmd.exe
E:\ICS Experiment\curl\curl.exe\I386>curl -u [redacted] -H "X-OC-ID-TOKEN-STATUS: disabled" -c omcs.cookie --write-out %(http_code) -X PUT "https://messaging.us2.oraclecloud.com/messaging-  
api/v1/connections/myConnection?action=start"
<?xml version='1.0' encoding='UTF-8'?><connection><metadata><JMSXPropertyName><items>JMSXGroupID</items><items>JMSXGroupSeq</items><items>JMSXDeliveryCount</items></JMSXPropertyName></metadata><canonicalLink>/messaging-  
api/v1/connections/myConnection/canonicalLink</connection>201
```

[Click to enlarge](#)

So, the cURL command issued first is to establish a connection. As you can see the command starts with `-u` followed by the `<username>:<password>` we then provide an HTTP header attribute for `X-OC-ID-TOKEN-STATUS` which disables the **Cross-Site Request Forgery (CSRF)** attack mitigation. The switching off CSRF can be applied as we are driving communication from a single location and don't need the overhead of establishing addition token details and token validation. The parameters `-c` and `-b` both point to a cookie file. This is needed as the messaging session information is tied to the HTTP(S) session. Without the

cookie, the next REST call would not be linked to our connection and therefore fail. The last parameter we use throughout the examples is `-write-out %(http_code)`. This ensures that the HTTP response codes and associated messages are displayed. That is important as some of the REST interfaces only return an HTTP(S) response code. These parameters are consistently used throughout all the calls we make.

The next part is the URI to invoke. The URI string up to the `v1` will always remain the same for your calls with the region and domain name being included. In the remaining part of the URI we are creating (hence PUT) a connection we can subsequently refer to as *myConnection* and the parameter tell OMCS to start the connection immediately. You can see the response provided includes the code 201 – this is the *http_code* we mentioned. The 2xx codes all relate to successful actions and 201 specifically means created.

Establishing a Session

With that we now have a connection established, so the next step is to create the session object, which uses the following REST call:



```
C:\Windows\system32\cmd.exe
E:\ICS Experiment\curl\curl.exe\I386>curl -u [redacted] -c omcs.cookie -b omcs.cookie -H "X-OC-ID-TOKEN-STATUS: disabled" --write-out %(http_code) -X PUT "https://messaging.us2.oraclecloud.com/messaging-  
api/v1/sessions/mySession?connection=myConnection"
201
```

[Click to enlarge](#)

As you can see this time the URI path goes to sessions, and identifies *mySession* with a parameter naming the connection to be used. We then see another 201-response indicating that the session has been created successfully.

With a session established we can now create a queue with the following command.

```
E:\ICS Experiment\curl\curl.exe\I386>curl -u [redacted] -H "X-OC-ID-TOKEN-STATUS: disabled" -H "Accept: application/XML" --write-out %{http_code} -X PUT "https://messaging.us2.oraclecloud.com/messaging-[redacted]/api/v1/queues/myFirstQueue"
201
E:\ICS Experiment\curl\curl.exe\I386>curl -u [redacted] -H "X-OC-ID-TOKEN-STATUS: disabled" --write-out %{http_code} -X GET "https://messaging.us2.oraclecloud.com/messaging-[redacted]/api/v1/queues"
<?xml version="1.0" encoding="UTF-8" standalone="yes"?>
<queues>
  <canonicalLink>/messaging-[redacted]/api/v1/queues</canonicalLink>
  <items>
    <canonicalLink>/messaging-[redacted]/api/v1/queues/myFirstQueue</canonicalLink>
    <name>myFirstQueue</name>
    <status>PROVISIONED</status>
  </items>
</queues>
200
```

[Click to enlarge](#)

Create a Queue

We have a response code that points to the successful queue creation. But we can look to see all the queues that are available. Following the design principles of REST, performing a GET operation on queues should provide information on all queues. Which is exactly what we have, as a result of the second cURL statement in the screen shot

With 3 lines of cURL script we have connected and created a queue, and a fourth line to check what queues exist. OMCS isn't restricted to just queues but can also handle topics both temporary and durable.

Adding Messages

With the queue established it is simply an extra REST call to define a message producer (which we've called *MyProducer*) and attached the producer to a specific queue using the session and destination parameters, (the 1st call in the example below) and then to start adding messages onto the queue via the producer. For ease of readability with cURL we have done this by telling cURL that the REST body is the contents of a file -T *<filename>*. In fact, for this little demo we did that with three simple but different payloads, as shown below. As adding

messages is considered an amendment to the producer, you can see the call is a HTTP POST. This does bring us to one of the constraints of OMCS, which is that the message size is limited to 512kb. But, that should not be a problem, even the large fully populated canonical XML schemas used by **AIA**, **OAGIS**, **ARTS** etc. will struggle to push that limit. However, if you're trying to pass media content around this is going to be limiting. But I would suggest in that kind of situation, media would be going directly to storage and messages are communicated pointing to file location.

```
E:\ICS Experiment\curl\curl.exe\I386>curl -u [redacted] -c omcs.cookie -b omcs.cookie -H "X-OC-ID-TOKEN-STATUS: disabled" --write-out %{http_code} -X PUT "https://messaging.us2.oraclecloud.com/messaging-[redacted]/api/v1/producers/myProducer?session=mySession&destination=/queues/myFirstQueue"
201
E:\ICS Experiment\curl\curl.exe\I386>
E:\ICS Experiment\curl\curl.exe\I386>curl -u [redacted] -c omcs.cookie -b omcs.cookie -H "X-OC-ID-TOKEN-STATUS: disabled" --write-out %{http_code} -T ../message.txt -X POST "https://messaging.us2.oraclecloud.com/messaging-[redacted]/api/v1/producers/myProducer/messages"
201
E:\ICS Experiment\curl\curl.exe\I386>
E:\ICS Experiment\curl\curl.exe\I386>curl -u [redacted] -c omcs.cookie -b omcs.cookie -H "X-OC-ID-TOKEN-STATUS: disabled" --write-out %{http_code} -T ../message2.txt -X POST "https://messaging.us2.oraclecloud.com/messaging-[redacted]/api/v1/producers/myProducer/messages"
201
E:\ICS Experiment\curl\curl.exe\I386>curl -u [redacted] -c omcs.cookie -b omcs.cookie -H "X-OC-ID-TOKEN-STATUS: disabled" --write-out %{http_code} -T ../message3.txt -X POST "https://messaging.us2.oraclecloud.com/messaging-[redacted]/api/v1/producers/myProducer/messages"
201
E:\ICS Experiment\curl\curl.exe\I386>
```

[Click to enlarge](#)

We could browse through the queue if we wanted, which acts very much like moving a cursor over a database, returning the next message each time you call on the browse, and returning HTTP 200. If you reach the end of the queue, then you get an empty message body.

To be continued

This was the first part of two articles that take a look at one of Oracle's lesser known cloud services. The second part of the article will be published in ORAWORLD #7.





Number of the Quarter:

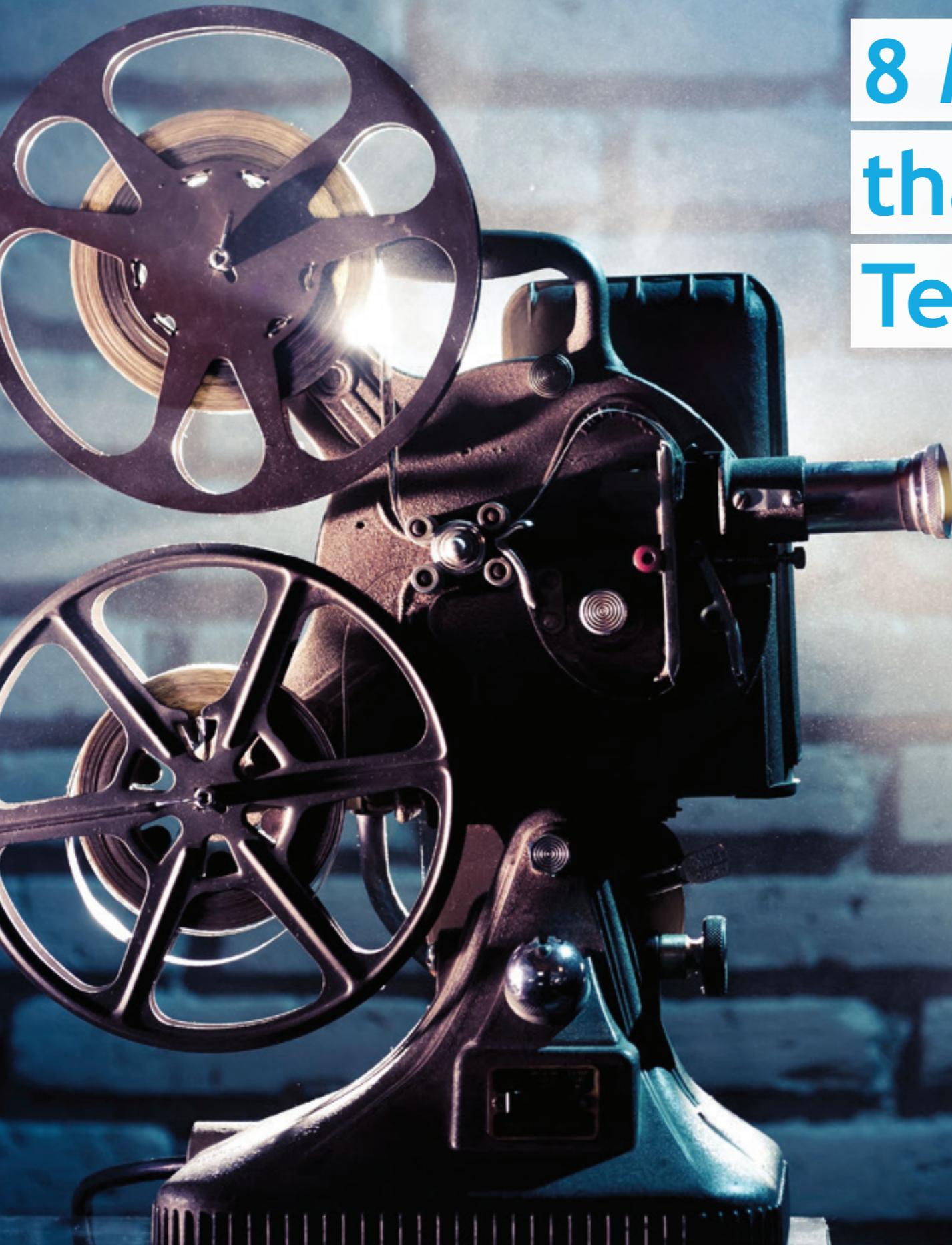
1,000

New Jobs Will Be Created by Oracle
in the EMEA Region by January 2018

The software giant intends to add a huge number of new employees to the sales team in Europe, Middle East and Africa. All in all, Oracle said they plan to hire 1,000 sales representatives to support and further extend the growth of their cloud computing business. With their “*Change happens here*” campaign, they aim at people from diverse backgrounds and profiles with two to six years of work experience in Human Resources, Finance, Marketing, Recruitment, Supply Chain or Sales. The new employees will be responsible for selling Oracle’s next generation of Cloud Applications.

With the recruiting initiative, Oracle is reacting to the recently achieved rise of 58 percent in sales in the cloud business. According to their own statement, Oracle now is the fastest growing cloud provider – and they want to expand even more by the end of the financial year.

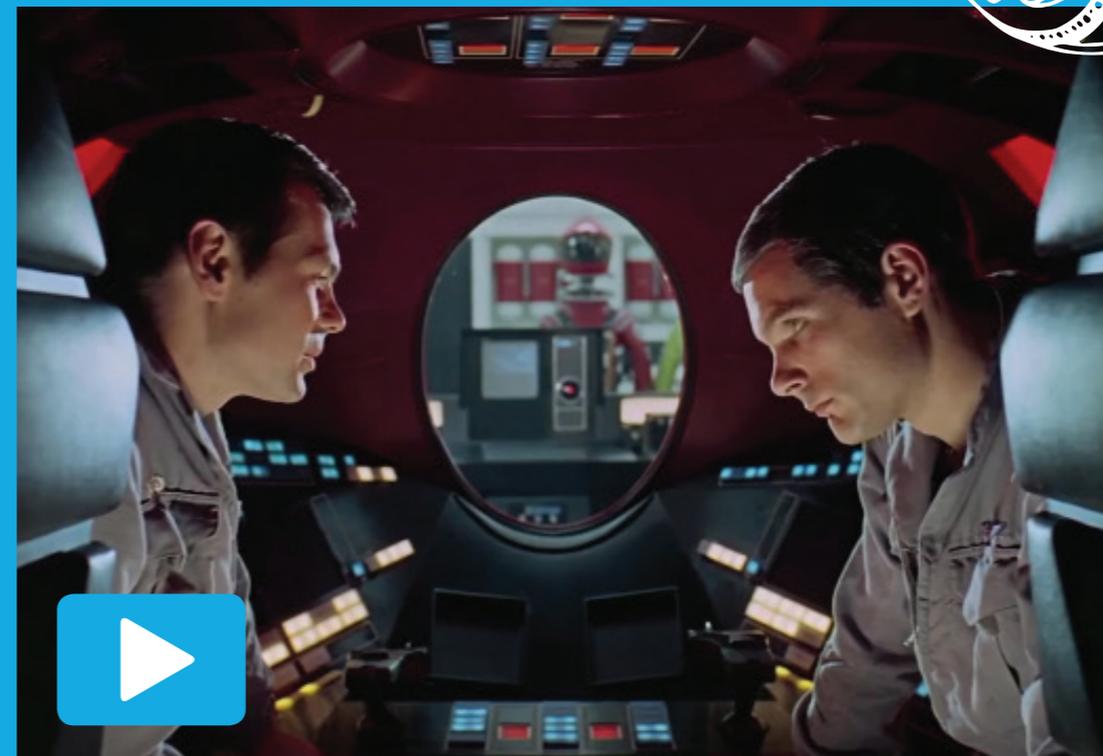




8 Movies and Series that Predicted Future Technology Correctly

Lisa Damerow

Sometimes when we watch science fiction movies from the past century, we notice that they displayed technology that is perfectly normal for us today. And sometimes we even forget that the makers could not have possibly known about this. We researched the most accurate (and therefore kind of spooky) predictions made in movies that became reality.



Back to the Future (1985)

The top runner of movies that predicted the future correctly is without a doubt *Back to the Future*, which predicted handheld tablet computers, video conferencing, widescreen TVs, electronic specs resembling today's Google Glass or Oculus Rift and more. Personal Drones walking people's dogs or taking photographs for news organizations were shown in the movie's depiction of 2015. While people nowadays still walk their pets the old-fashioned way, drones are real and make a lot of things much more simple. Unfortunately, the famous Hoverboard is not yet available. However, since 2013 the company Hendo has been working on a prototype.

2001: A Space Odyssey (1968)

Another truly astounding piece of clairvoyance is definitely Stanley Kubrick's *Space Odyssey*. This movie covers it all: tablet computers, glass cockpit display, personal TVs in the backseat of planes, video telephoning, the moon landing, space stations as well as space travelling. It is hard to believe the makers of this movie did not secretly time-travel.



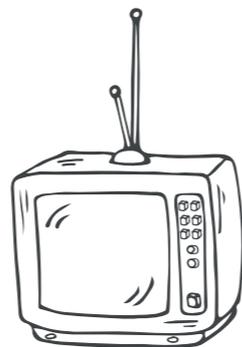


Star Trek (1987)

Among other things found in *Star Trek* that resemble today's modern technology, the most impressive one is probably their prediction of touchscreen tablet computers. Lieutenant Commander Geordi Laforge used a so-called "Personal Access Data Device" (PADD) to enter coordinates for the next star system while other crew members used them for entertainment purposes – much like we do today.

Minority Report (2002)

Steven Spielberg's *Minority Report* is set in the year 2054 and predicted facial recognition, personalized advertising, self-driving cars, voice-controlled homes and touch interfaces. All of which have been realized for a while already. Most notably, Spielberg did not just predict the technology itself, but a variety of futuristic ways to control it: voice, touch and gestures.



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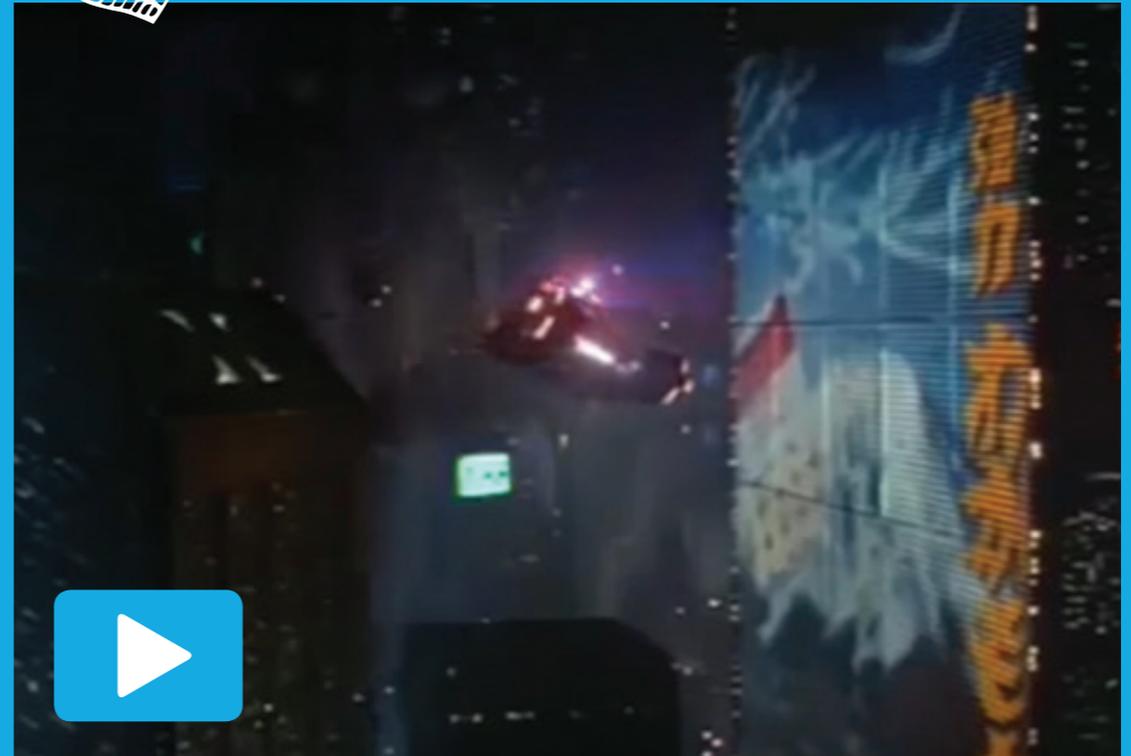
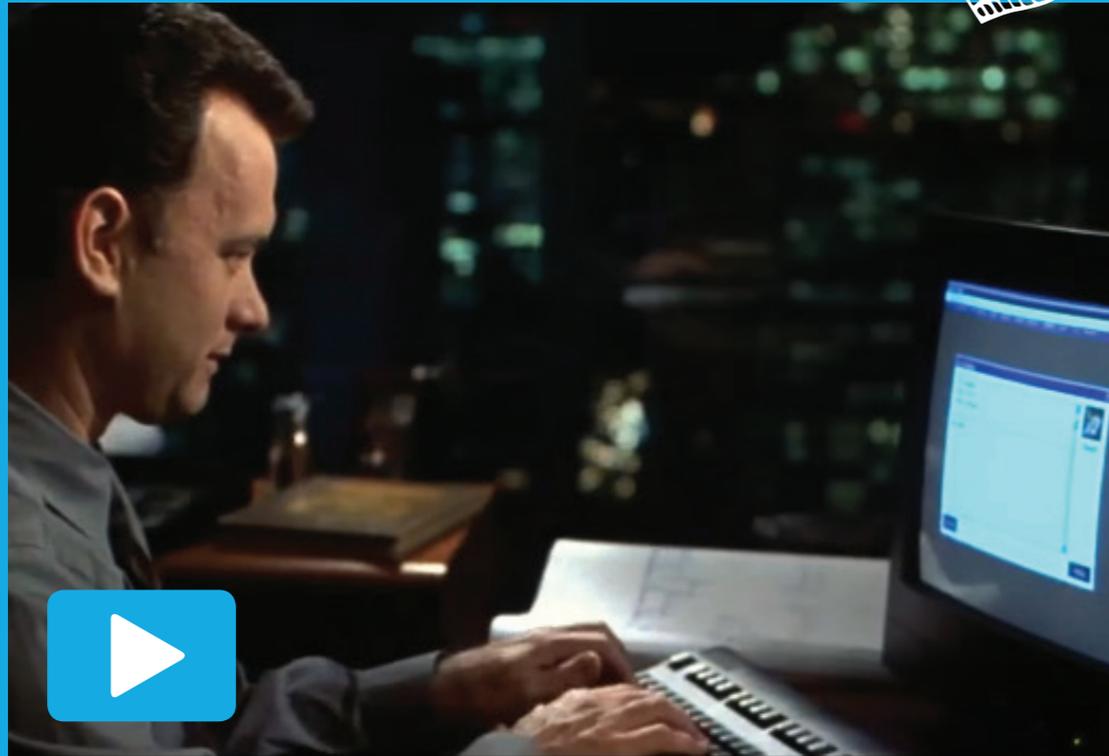
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You've Got Mail (1998)

In this movie, Meg Ryan and Tom Hanks attempted something at the time unthinkable: an online romance. In the present day, dating sites are booming as it is pretty common to look for and potentially find a partner on the internet.

Blade Runner (1982)

Needless to say, in the year 1982, digital billboards were unheard of and nothing more than science fiction. In *Blade Runner's* 2019 Los Angeles, they are pretty much everywhere. Nowadays, you could not imagine big cities like New York or Tokyo without them.



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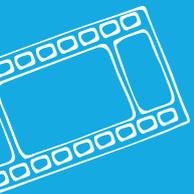
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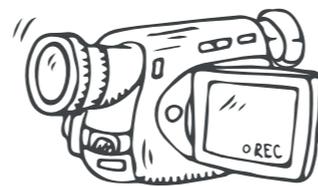


Airplane II: The Sequel (1982)

Full-body scanners were probably one of the more ridiculous future gadgets displayed in this movie. About 30 years later, this idea was actually realized at airports.

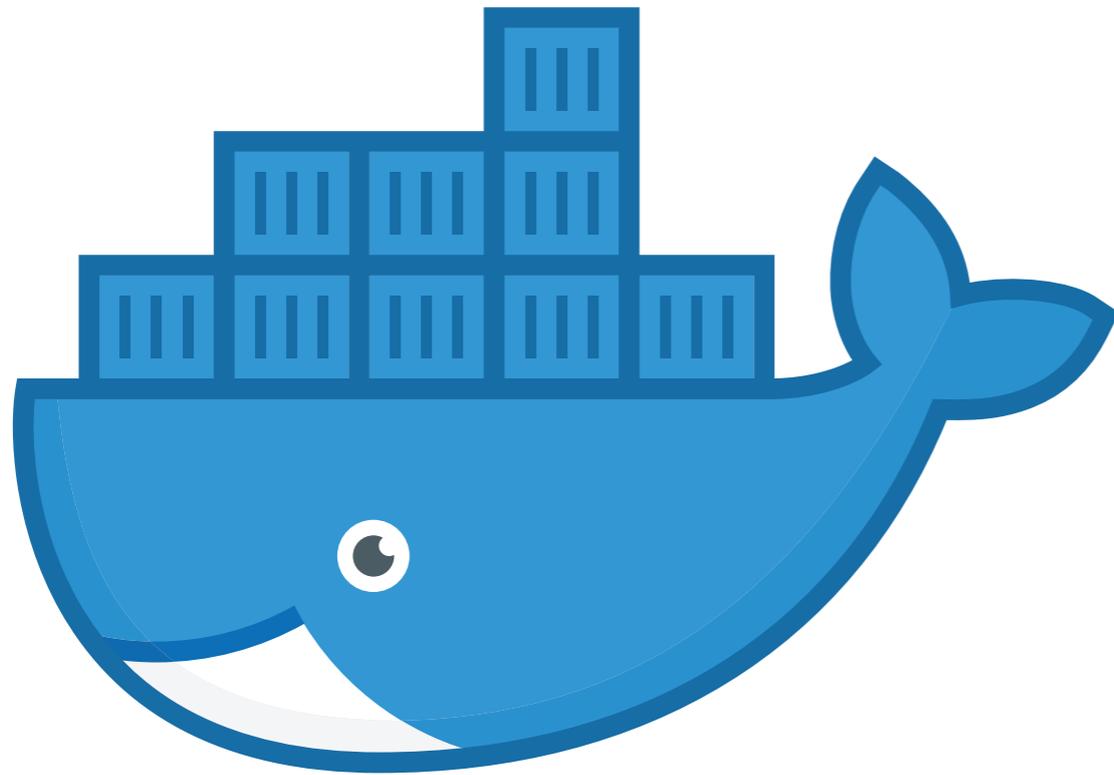
Woman in the Moon (1929)

This movie predicted space travel 40 years before the Apollo 11 first landed on the moon. What makes this even more impressive is that during the time this movie came out, about ninety percent of people did not even own cars.



Moby Dock: ^{Sebastian Höing}One of the Most Famous Whales in the World

With over 100 million downloads, Docker is one – if not the most – popular software container platform in the developer world. The friendly smiling blue whale in the docker logo, also called Moby Dock, is quite famous and even sold on many merchandising products. There is no doubt: The logo has also contributed to the success of the container platform. Let's take a closer look at the story behind the friendly mammal.



The Docker logo was created in the first release year of the container software in 2013. The Indonesian designer Ricky Asamanis created it for an online contest launched by Docker's founders – and he won. The iconographic logo shows a whale holding up a stack of shipping containers. Blue containers stand for the idea of Docker: Containerized apps don't need a separate instance to run. Instead they can run on the same operating system and can be deployed in minutes.

One last fact about the Docker logo: The company paid only \$799 dollars as a reward to the designer Asamanis for winning the contest back in 2013. Not much when you compare that the company has been valued at one billion dollars. Other designers also had some funny and nice ideas during the contest. You still can see some of the results on the [website](#) of the poll. There were shipping cranes, giraffes, an elephant, and much more.





Javapocalypse: Can You *Marina Fischer* Imagine a Life Without Java?

Imagine Java was terminated once and for all. What would you miss? Would the world stop turning, or worse: Would there be a JAVAPOCALYPSE? Watch this grand movie trailer on people losing their grip when Java is suddenly shut down by the President himself by pushing the “Undo Java”-button. Follow fictive Java expert Mrs. Stringsteen watching the world fall apart since no

one listened to her warnings of disastrous consequences. Now their only hope is a Java update – will they be able to make it?

“Javapocalypse” is only one of many great trailers the Norwegian conference JavaZone shows off each year. JavaZone 2017 will take place at Oslo Spektrum from September 13 to 14. More info: <https://2017.javazone.no>





Sebastian Höing

The Future of the Database Administrator

Big Data, virtualization and Engineered Systems – Oracle is powering up their cloud technology, also offering more and more hardware and databases as managed cloud services. By asking the Oracle user groups, we wanted to explore if today's database administrators have a chance to work in the future or if they have to be afraid of losing their jobs.

Do you think DBAs will lose their jobs in 10 years?



Words to describe the future DBA:

Do you see more opportunities or risks?

Data Architect

Cloud Administrator

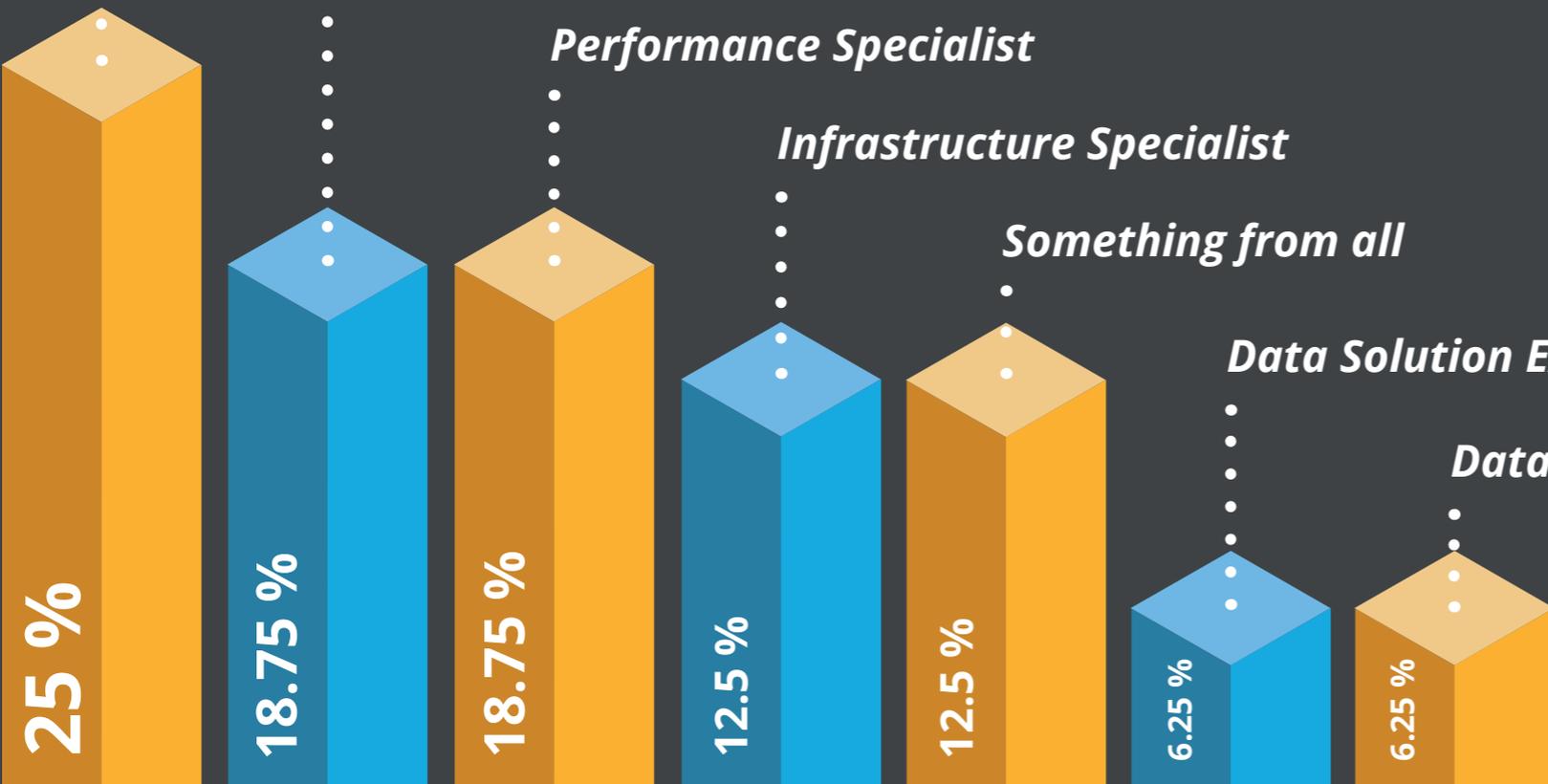
Performance Specialist

Infrastructure Specialist

Something from all

Data Solution Expert

Data Champion



"... safe, working in cloud is similar to working on premises. The DBA still must have some work to do, to create, clone, administer and maybe do some new line of work which we don't see right now. The location where you work may change – but the need is still there."

"... good, but needs adjustments."

"... the role of an Infrastructure or Platform Engineer."

**Finish the following sentence:
The future of the DBA is...**

"... strategic management of databases in the cloud."

"... in learning to do something else, not only install databases, but install patches or rebuild indexes."

"... is relevant as Data is one of the most important issues in Digital Transformation. The future DBA will be less involved in the hardware and software stack, instead he will focus on tasks like capacity planning, deep in the guts of the application logic, knows the access patterns and the structure of the data, has a good idea of upcoming feature requirements and likely the growth of data and/or usage..."



Sebastian Höing

Knowledge, Networking and Beer

The Polish Oracle User Group (POUG) is young, energetic and comes around with a fresh graphical approach: The POUG logo is different from other user groups and includes the shape of a meditating woman. Luiza Koziel, Board Member at POUG, explains why this symbol also stands for a different mindset in the world of Oracle, and how Polish beer helps to connect people during conferences.



Luiza, somebody who looks at your user group logo for the first time might think: What the heck does a meditating woman have in common with Oracle?

Yes, it drags attention. It's the symbol number one: The woman is a personification of an ancient oracle – usually they were women. We want to enhance the fact that we think differently about our society gathering a group of people who share the passion for Oracle without this whole official atmosphere. That's why we also decided to serve beer at our meetings.

Think differently – was this also the foundation to establish an Oracle User Group?

The founder, Kamil Stawiarski, is known as “The Man With an Axe” and sometimes we say that's the best way to deal with IT problems. Yes, we wanted to have a way for meetings and discussions about Oracle topics in a non-formal and relaxed atmosphere. The idea turned out to be so interesting and popular that we planned our meetings periodically, inviting experts from abroad or make the event international.

At your conference POUG High Five you combine the top ten ways of drinking beer with the top ten ways of bad programming habits in one lecture. Why?

This is all connected with our idea of POUG: knowledge, networking and beer. People say that one of the best things about our meetings and conferences is the fact that even with very little experience you can speak with world-famous experts like good buddies. It's the magic of beer, Polish beer of course.



Luiza Koziel
POUG (Poland)

Founded: 2015
Members: 400
Events: 1 conference, 2 meetups per year
Website: www.poug.org
Twitter: @POUG_org





What is it like to work in the user group?

Organizing a conference takes a lot of effort and the week before the event we barely sleep. But we are all in this together and it's like working with best friends. Personally, I can say that this is the best part of my job. We joke, we help each other and we create an amazing atmosphere. After our first big conference last year, I almost fainted from tiredness but I was also so overwhelmed with joy that I had a big problem with going back to "normal" life.

Is humor an important element for your daily work?

It's essential. You deal with different cases, clients, environments. Our job can be very stressful but we have an amazing team and with a huge dose of humor we can manage every task.

How many user group meetings do you have?

We have two kinds of events: meet-ups two times a year and one big conference. Meet-ups usually take place on Friday and last for about three to four hours. We discuss, eat pizza and drink beer. The conference is two days long. Last time it was in Warsaw, this year we'll go to Krakow.

Which quote describes the Oracle scene in Poland best?

People in Poland – especially in the Oracle IT world – tend to worship one rule: "It's not worth doing something unless someone, somewhere, would much rather you weren't doing it." (Terry Pratchett)



“People in South Africa are Openminded and Relaxed” Sebastian Höing



When Wolfgang Scherrer speaks about his work on the board of the South African Oracle User Group (SAOUG), there is no stopping him. He enthusiastically describes how he got in touch with the SAOUG more than 20 years ago. But what is work in South Africa like? What are the daily problems one has to deal with?



Wolfgang Scherrer
SAOUG (South Africa)



Founded: 1996
Members: 300 - 400, many of them being companies
Website: www.saoug.co.za
Twitter: @SAOUG

Wolfgang, first of all, how did a German become part of the SAOUG board?

I made the first contacts roughly 20 years ago. Back then, the reason I participated in the conferences of the African user groups was pure interest. At that time, I was active for Oracle user groups worldwide to support customers with localization problems of the Oracle E-Business Suite – including customers in Africa. About seven years ago I was asked if I wanted to work in the SAOUG.

What fascinates you about the work in Africa?

I am always excited when I work with people who have a different cultural background. The people in Southern Africa are generally cheerful and open-minded. Evening events in an African user group are more casual, there is more communication compared to an event in Germany, for example. The reason for this is particularly the young generation who takes over more and more positions, and therefore has a major impact in the IT field.

What are the daily challenges for IT companies?

One challenge for Oracle at the moment surely is the lack of acceptance for cloud computing. Partially, this is due to frequently occurring infrastructure outages and failures of the wiring system. Everything that does not work via mobile communications is not available at this time. For this reason, large companies, in particular, frequently have emergency power generators to keep operating the data processing center in case of a power failure. On top of that, Internet connection via international submarine cables is also a problem from my experience. There are performance problems because the demand for throughput increases faster than supply of capacity.



Cape Town, capital city of the Western Cape province, from above

What does this mean for companies like Oracle then?

This results in some problems for Oracle. As soon as you enter the African continent, Internet connection quality is not as you are used to from other places. When the cloud hardware is not on the same continent, in the same country, then you have trouble to establish a connection.

What is the structure of the IT landscape in South Africa like?

Principally, there are no medium-sized companies as we are used to in Germany, but rather large or small companies. Oracle software is primarily utilized in large companies. These companies are governmental organizations, banks, and business groups. Production and manufacturing companies



usually do not have Oracle software. Competitor SAP has a strong customer base in this sector. Because of its economic starting position, South Africa also manages its neighboring countries with IT infrastructure, including Botswana, Mauritius, or Angola.

How is the organization of the SAOUG members and what are user group meetings like?

When I compare the situation to Europe, SAOUG members are very much characterized by a consumption-oriented behavior. Finding speakers for a meeting is extremely difficult. Frequently, speakers are only from partner companies. Most meetings do not last for one or several days, but only a couple of hours. End users contribute relatively little. When you organize an event, it is received quite well. It is extremely hard for the user group because it has to deal with all contents and marketing for an event on its own. In addition, South Africa is characterized by large locations. Business activities are focused on Johannesburg, Cape Town, and rarely Durban. Furthermore, payment morale of the members for the conference contributions are problematic. Unfortunately, a certain casual behavior can also be found in this area. On top of that, there is excessive administration due to legal requirements.

Do tech companies from the west invest much in South Africa?

There are only very few European companies in South Africa. SAP has a significant market share in the ERP field. This is due to large companies using SAP such as the branches of BMW or Mercedes who also produce here, whereas US-American IT companies are relatively rare. Reasons for this are the economic situation in Southern Africa, particularly South Africa, and also the exchange rate.

How would you describe the IT landscape in South Africa in the next ten years?

There will be a much stronger focus on mobile devices and they will expand their market-dominating position in the IT field – much stronger than in Europe. Mobile payment via phone is already common practice and mobile payment systems have been on the market here for quite some time. The whole money transfer will move much faster and stronger to mobile devices compared to Europe.



Heli Helskyaho Ambassador's Corner

Dear user group leaders,

I hope you and your user groups are doing well!

In June, we had a wonderful face-to-face EOUC leaders' meeting in Valencia, Spain. In this letter, I will fill you in on the outcomes of the meeting. Thank you Tom Scheirsen and the whole team for organizing the event!

The Ambassador's Election

I, Heli Helskyaho, Oracle ACE Director and long term EOUC Ambassador, was re-elected as an Ambassador for another two years term. Thank you so much for electing me again. I am happy and proud to serve you as an Ambassador for another two years!

Oracle OpenWorld 2017

The preparation for the annual User Group Sunday is going smoothly. The voting for EOUC presentations has been finished and the agenda is ready. I am looking forward to meeting you there!

The Next EOUC Leaders' Meeting

UKOUG kindly invited us to have the next EOUC Leaders' meeting in Birmingham, during UKOUG Conference, December 3-6, 2017. This invitation was gladly accepted in the meeting. More info to come!

Your Ambassadors:



Ami Aharonovich
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ami@brillix.co.il



Heli Helskyaho
OUGF (Finland)
heli@miracleoy.fi

EOUC Mailing List

If your user group has not yet created a generic contact e-mail address, please do so ASAP and email it to your Ambassadors (for contact details, see above). That way we can make sure to be able to contact every user group even when the members of a user group's board will change.

I hope to see many of you at Oracle OpenWorld and in our next EOUC Leaders' meeting in Birmingham!

Best regards,
Heli



Marina Fischer

What Happened to the Co-Founders of Oracle?

In 1977, the three software engineers Larry Ellison, Bob Miner and Ed Oates founded the consulting company Software Development Laboratories (SDL), which later became Oracle Corporation. We all know the story of Larry Ellison, but what about the Co-Founders?

Bob Miner – The Heart of the Company

Bob Miner and Larry Ellison met at the tech company Ampex, where Bob was Larry's supervisor. However, they both soon left Ampex to found SDL. In the early days of Oracle, Bob was the lead engineer and it can be assumed that he created most of Oracle Version 3 by himself.

While many consider Larry as the brain of Oracle, it has been generally agreed that Bob was the „heart“ of the company with a completely different managing style, always loyal to his employees and against extremely late hours.

In 1992, after 15 years of leading product design and development for Oracle's relational database management system, Bob started a small advanced technology unit within Oracle. In 1993, however, he left the Oracle board. Only one year later, he died of cancer at age 52, leaving behind three children and his wife Mary.



The Oracle Founders

Ed Oates – From Project Manager to Guitarist

Born in 1946, Ed Oates is the youngest of the three Oracle founders. About himself, he often said that he brought project management and the knowledge of how computers worked at their core level to the company.

When he retired from Oracle in 1996, Ed bought the high-end home theater store Audible Difference, which he again sold in 1999.

Ever since his college days, he has been the guitarist of the band CHOC'D. Today, Ed is a member of the board of advisors of big data analytics company Auguri Corp. and is on the Board of Directors of the San Francisco Zoological Society.



Reggie Bradford

“Why Oracle’s Approach to Investing in Startups Has Me Feeling like an Entrepreneur again”

Have you heard of the Oracle Startup Cloud Accelerator? It’s the new startup program by Oracle that supports and advises startups around the world. Meet Reggie Bradford, three-time entrepreneur and Oracle Senior Vice President for Startup Ecosystem and Accelerator, as he shares his excitement for the program.

According to a [recent study](#), 95 percent of startups wish to develop long-term partnerships with corporations. On the other hand, a [report](#) revealed that 82 percent of large companies now view interactions with startups as important. But that doesn't mean that connections between startups and corporations come easy. At their core, both are very different and always will be.

The benefits to startup and enterprise interactions are clear but so are the barriers. Former entrepreneur and current Stanford and U.C. Berkeley professor Steve Blank recently addressed in his blog the topic ["Why Companies Are Not Startups."](#) A truth from the piece: "Companies looking to be innovative face a conundrum: Every policy and procedure that makes them efficient execution machines stifles innovation."

I've seen this time and again. Often I'm asked why, as a three-time entrepreneur, are you still at Oracle? The answer is I'm seeing Oracle tackle the conundrum above. Pockets of innovation efforts happening all across the company are refueling my entrepreneurial spirit and passion.

A Next-Generation Acceleration Initiative

Which brings me back to Oracle's approach to investing in startups. The typical industry method has been fairly standard: Companies take an equity stake in exchange for corporate resources, co-working space, mentoring and guidance.

Oracle is taking a different approach: A pay-it-forward model where we don't take equity but do create an ecosystem of co-development and co-innovation across startups, our global customers, and Oracle. [The Oracle Startup Cloud Accelerator](#) is a next-generation acceleration initiative for startups that delivers true peer-to-peer interactions and collaboration.

Rethinking the Startup/Enterprise Relationship

In all three of my startups, garnering reference customers and revenue was my biggest challenge, even before funding. Funding



Reggie Brandford (on the left)
three-time Entrepreneur & SVP,
Oracle Startup Ecosystem & Accelerator

can be found. It's delivering on that customer and market access, as well as technical and business expertise, which will grow in importance to startups. That's why it is Oracle's focus.

I'm an entrepreneur at heart, with three successful startup exits. But I've also been an executive in large organizations. That blend of startup and enterprise experience allows me to take advantage of learnings from both sides and apply it to Oracle's global startup initiatives.

Our startup partners are engaging with our product development teams and global customers; exciting technologies are emerging, pain-points are being solved, and advancements happening. The next five to ten years promise revolutionary changes that will transform entire industries and create new technology frontiers – from healthcare to education to government and beyond – and it will require partnerships that spur and support innovation ecosystems. Startup ingenuity coupled with enterprise expertise will be a necessity.



Call for Papers

iIOUG Tech Days 2018

Until September 21, 2017
Tel Aviv area, Israel
cfp.iloug.org

BGOUG 2017 Autumn Conference

Until September, 29, 2017
hotel RIU Pravets Resort , Pravets, Bulgaria
website.bgoug.online/en/events/details/100.html

APEX Connect 2018

Until November 8, 2017
Düsseldorf, Germany
apex.doag.org

OUG Ireland 2018

October 9, 2017
Dublin, Ireland
www.ukoug.org

Spring Seminar 2018 - Vårseminar 2018

Until November 20, 2017
Color Fantasy: cruise ship Oslo-Kiel and back
c4p@ougn.no





Events

6th SIOUG APEX Meetup

September 8-9, 2017
Rogla, Slovenia
www.sioug.si

Oracle Openworld 2017

October 1-5, 2017
San Francisco, California, USA
www.oracle.com/openworld

Conference SIOUG 2017

October 16-18, 2017
Congress Centre Portus, Portoroz, Slovenia
www.sioug.si

Conference JavaSi'17

October 17-18, 2017
Congress Centre Portus, Portoroz, Slovenia
www.sioug.si

HrOUG 2017

October 17-21, 2017
Rovinj, Croatia
2017.hroug.hr

Nordic User Group Tour 2017

October 23, 2017
Copenhagen, Denmark
www.nordicacetour.com

Nordic User group Tour 2017

October 24, 2017
Stockholm, Sweden
www.nordicacetour.com

UKOUG Licence Management Event

October 24, 2017
Cavendish Conference Centre, London, UK
www.ukoug.org/lme

Events

Nordic User Group Tour 2017

October 25, 2017
Oslo, Norway
www.nordicacetour.com

Nordic User Group Tour 2017

October 26, 2017
Helsinki, Finland
www.nordicacetour.com

JDE Day

November 16, 2017
Paris, France
camilleg@fgcom.fr

BGOUG 2017 Autumn Conference

November 17-19, 2017
hotel RIU Pravets Resort , Pravets, Bulgaria
website.bgoug.online/en/events/details/100.html

DOAG 2017 Conference + Exhibition

November 21-24, 2017
Nuremberg, Germany
2017.doag.org/en/home

UKOUG Applications Conference & Exhibition 2017

December 4-6, 2017
ICC, Birmingham, UK
www.apps17.ukoug.org

UKOUG Technology Conference & Exhibition 2017

December 4-6, 2017
ICC, Birmingham, UK
www.tech17.ukoug.org

UKOUG JD Edwards Conference & Exhibition 2017

December 5-6, 2017
ICC, Birmingham, UK
www.jde17.ukoug.org



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