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[Oracle Services](#)
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Upcoming Events

[Oracle OpenWorld](#)
 Sept. 28 - Oct. 2
 San Francisco, CA

Dave Welch's
[sessions](#) in Cisco's
 booth #721

9/29/14 11:00 AM
 Cisco UCS is
 Everywhere:
 Why HoB Loves the
 Server Platform

9/29/14 4:30 PM
 GE Appliances &
 Lighting: Making Oracle
 DR Invisible with Cisco
 OTV

10/1/14 12:00 PM
 Business Critical Oracle
 Performance: VM vs.
 Native - No Double
 Standards

Connect with HoB

Oracle Licensing: Soft Partitioning on VMware is Your Contractual Right

By Dave Welch, CTO and Chief Evangelist

Oracle Corporation's [Tom Kyte did a keynote at Oracle Open World 2006](#) in a very large hall at the Hilton Union Square titled, "Things you think you know." I thoroughly enjoyed the session. Quoting from one of Tom's slides: "It ain't so much the things we don't know that get us into trouble. It's the things you know that just ain't so..."

Probably 98% of us are willing to admit we've been there on substantive issues. The other 2% are liars. [Read More](#)

Hear Insights from House of Brick Customers in VMworld Customer Success Stories Panel

VAPP1224: Applications Using Oracle on vSphere Success Stories Panel

With a focus on Cloud Architectures, panelists elaborate on the particulars of their impressive individual successes. VMware's Don Sullivan leads a discussion of popular applications with customers such as Conagra (SAP Supply Chain), First National Bank of Nebraska (Oracle Identity Management), SITA, and Indiana University. Panelists share how they successfully implemented their respective Business Critical Applications on Oracle on vSphere.

Kris Cook - Sr. Manager, Database Services, SITA
 Dan Young - Mgr of Enterprise Database Administration, Indiana University
 Jon Tucker - Lead Database Administrator, First National Bank of Omaha
 Mike Peters - Lead Systems & Network Admin, ConAgra Foods

[Watch the session](#)

VMworld 2014 Observations By Dave Welch, CTO

I'd almost rather quit my job than miss VMworld. To quote House of Brick's VP of Client Solutions, Jim Ogborn, "my last customer's more important than my next." Due to very welcome scheduling pressure, I didn't even submit a presentation abstract for VMworld 2014.

New Offering: Site Recovery Manager (SRM) Assessment

House of Brick (HoB), through its work with business critical systems, brings a unique perspective to the implementation of Site Recovery Manager (SRM). House of Brick works closely with clients in understanding their Disaster Recovery (DR) vision including which business critical applications



 Forward to a Friend

Folks that don't have conference passes should be aware of these [free 2014 sessions available](#) at this link with a free VMworld account registration.

can have the biggest impact on their organization's bottom line.

[Learn More](#)
[Case Study - Manufacturer](#)
[Case Study - Revenue Agency](#)

[Monday, August 25](#)
[Tuesday, August 26](#)
[Wednesday, August 27](#)
[Thursday, August 28](#)



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