ORACLE

Product Management Update (APEX)

Build AI-powered, mission-critical apps faster using APEX

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Safe harbor statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, timing, and pricing of any features or functionality described for Oracle's products may change and remains at the sole discretion of Oracle Corporation.

"The mission of Oracle APEX is to empower developers to easily build compelling apps with superior functionality, performance, and end user experience"

The Oracle APEX Philosophy

Core Values

1. **Community-Driven** – Focused on problem-solving and developer enablement.
2. **Inclusivity** – Low barrier to entry for a broad range of users.
3. **Ease of Use** – Intuitive, developer-friendly, and efficient.
4. **High Productivity** – Reduces development time and effort.
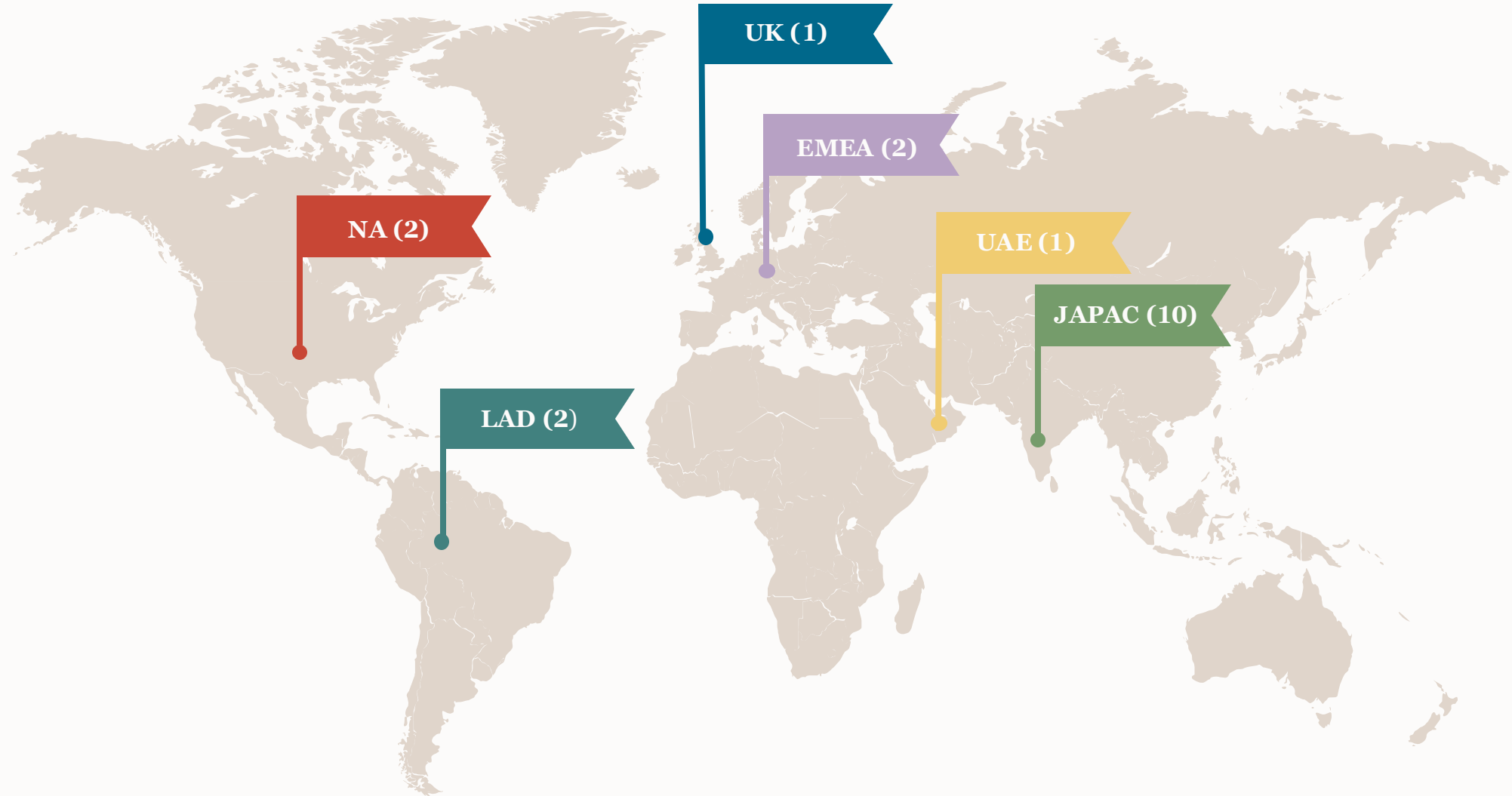5. **Instant Gratification** – true Agile iterative development

Principles

1. **Abstraction** – Simplifying development through high-level configuration.
2. **Declarative Development** – Emphasizing configuration over custom coding.
3. **Compelling UX** – Ensuring modern, efficient, and engaging user experiences.
4. **Security & Compliance** – Addressing enterprise risk factors.

"To drive adoption and expand into new markets, ensuring that **Oracle APEX** is the world's most popular enterprise low-code application platform."

Product Management Team Mission

APEX Product Management Team

UK (1)

EMEA (2)

NA (2)

UAE (1)

JAPAC (10)

LAD (2)

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Learn more at apex.oracle.com

Oracle APEX Community

The Oracle APEX community is very large, passionate and active!

APEX Meetups
37 independent APEX Meetup groups worldwide

Dedicated APEX Conferences
APEX Connect, APEX World
Oracle APEX Tours (Latam, Africa)
APEX Utsav, APEX Aplpe Aldria

apex.world
Central portal for everything APEX created by the APEX community

APEX Jobs
Numerous APEX Developer jobs are being posted every week on various portals

APEX Plug-ins
Sites dedicated to plug-ins which extend the Oracle APEX framework

Translate APEX
To date, there are 53 community-authored translations for Oracle APEX

Collateral

Success Stories
84+ *published stories*

Downloads
100,000+ *each year*

Blogs
100+ *blogs published by APEX Team and community*

ORACLE
APEX

apex.oracle.com
90,000+ *workspaces, with over* *4k+* *new requests every week*

Discussion Forums
100,000+ *unique discussions on* forums.oracle.com

Partners
200+ *listed on* APEX Community App

84 Success Stories - apex.oracle.com/go/success-stories

Syneos Health

Healthcare, Cloud
US

Learn more >

Siemens Mobility

Travel and Transportation, Cloud
Germany

Learn more >

Vodafone Group

Communication
Düsseldorf, Germany

Learn more >

Munich Re HealthTech

Healthcare, Cloud
Germany

Learn more >

Nomura Research Institute

High Technology, Cloud
Japan

Learn more >

Samsonite

Consumer Goods, Cloud
Belgium

Learn more >

NEC Software Solutions

Information Technology, Cloud
UK

Learn more >

Tanishq

Retail, Cloud
India

Learn more >

APEX Differentiators

Licensing Cost
No additional licensing cost

Oracle Ecosystem
Inherits Db features

ORDS

Fully Supported

Integrations

In Db Architecture
Low latency

High performance

Scalable

Resilient

Secure

Open Standards
SQL

HTML, CSS, and JavaScript

JSON REST

PWA

The Analyst Perspective

1. Gartner Peer Insights
2. Gartner Enterprise LCAP
3. Forrester Wave – Low-Code for Pro Developers
4. Omdia
5. IDC
6. Others …..

APEX Cloud Application Generator – Most New Applications

- APEX: Generate Applications – No Code
  - From Java Programming to APEX Application Generation
  - Most New Oracle Applications Generated by APEX
  - Cerner New Millennium, Fusion Marketing, Banking, Retail, Hospitality …
- APEX Application Development Methodology – Smaller Teams & Less Time
  - Smaller Development Teams: 50 becomes 10
  - Faster Development Methodology: Prototype Features and Iterate
  - More Secure: Does Not Generate Security Bugs
  - More Reliable: Generates Stateless Applications with Automatic Failover

10x Development Productivity Gain

A comprehensive and extensible low-code application platform

Object Storage

Generative AI

IAM

ODA

OAC

DocGen

API Gateway

OGL

SQLcl

SQL Developer

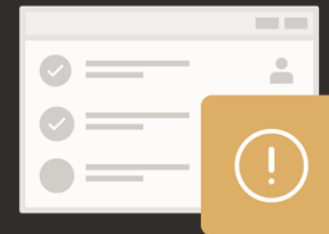**App Builder**

RESTful Services

SQL Workshop

<XML>

{JSON}

[1,4,8,2]

23^{ai}

Workflow

DevOps Tools

Team Development

Flows (BPMN)

AOP

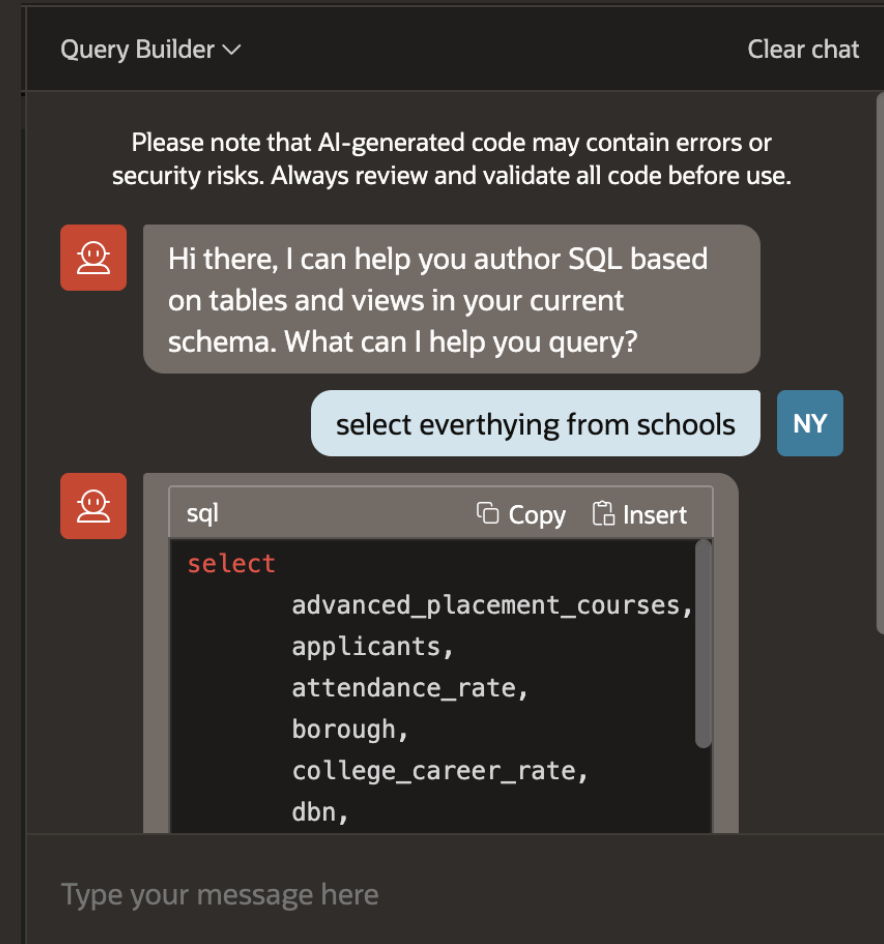Project Eye

LCT

ApexSec

APEX-SERT

Jenkins

Jira

Git

APEX and AI

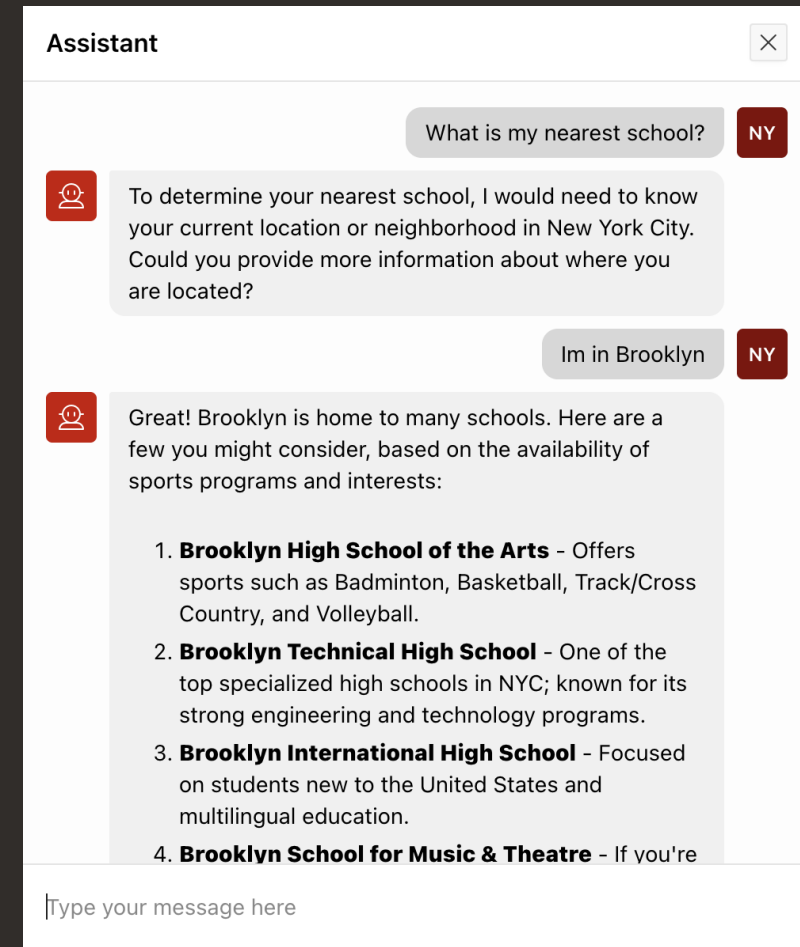# APEX AI Assistant

Use Natural Language to:

- Create a Database Model

- Create an Application

- Write Queries in SQL Workshop

- Code editor in the application

APEX AI Features

Create these AI features:

- Show AI Assistant (chat window)
- Generate Text with AI
- AI Vector Search
- Retrieval Augmented Generation

Assistant   ✕

What is my nearest school?   NY

To determine your nearest school, I would need to know your current location or neighborhood in New York City. Could you provide more information about where you are located?

Im in Brooklyn   NY

Great! Brooklyn is home to many schools. Here are a few you might consider, based on the availability of sports programs and interests:

1. **Brooklyn High School of the Arts** - Offers sports such as Badminton, Basketball, Track/Cross Country, and Volleyball.
2. **Brooklyn Technical High School** - One of the top specialized high schools in NYC; known for its strong engineering and technology programs.
3. **Brooklyn International High School** - Focused on students new to the United States and multilingual education.
4. **Brooklyn School for Music & Theatre** - If you're

Type your message here

APEX Lang

- Editable in VS Code
- CI/CD Pipelines
- AI Powered App Dev

Demo

Strategic Planner Kanban Board

Thank you

Questions