

ORACLE

Product Management Update (APEX)

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

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Database Tools Division

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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.

What is APEX.

APEX is a popular enterprise low-code application platform for building custom data-centric apps.

The APEX Advantage

It enables you to build scalable and secure AI-powered enterprise apps with world-class features.

Value Proposition

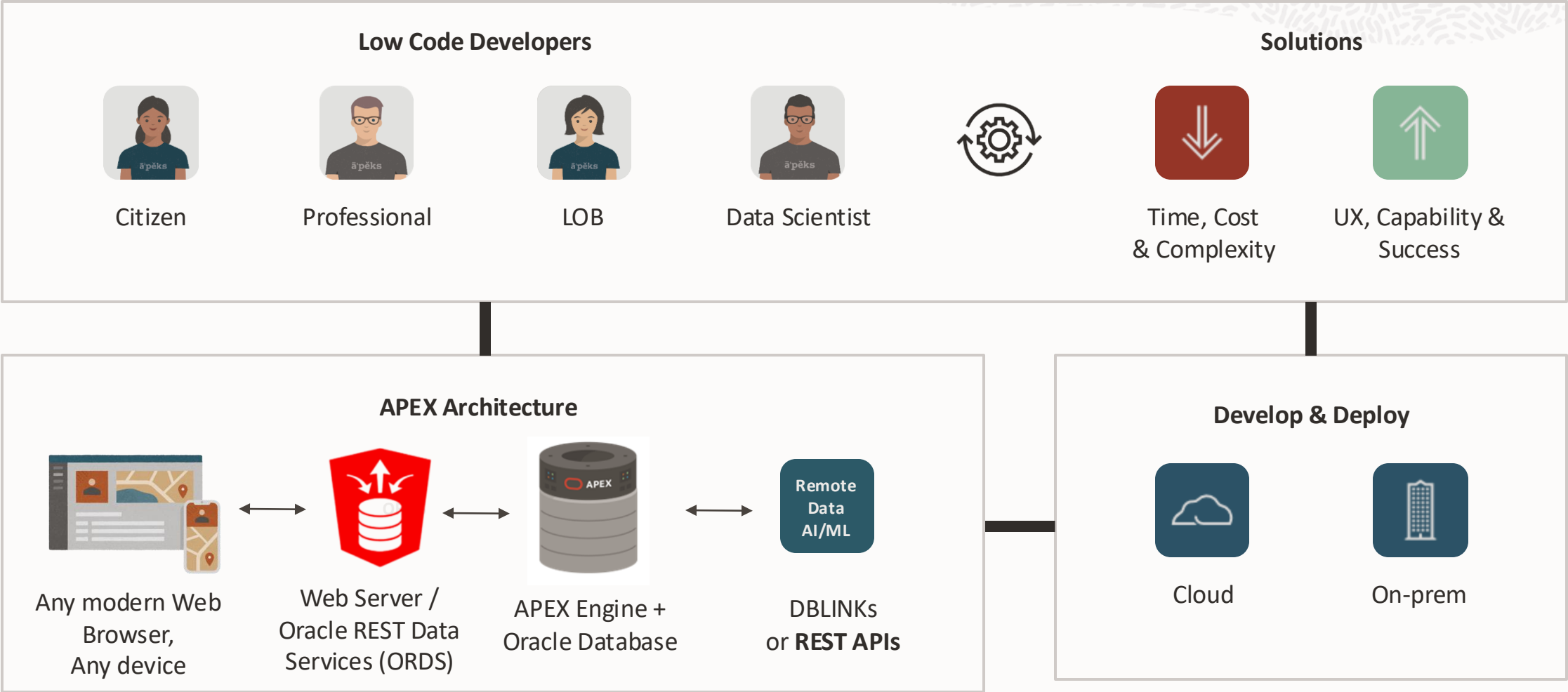
Build apps faster, with less code and minimal maintenance.

Mission

“to empower developers to easily build compelling apps with superior functionality, performance, and end user experience”.

The Oracle APEX logo is displayed in white text on a dark blue background. The word "ORACLE" is in a large, bold, sans-serif font, and the word "APEX" is in a slightly smaller, bold, sans-serif font directly below it.

Oracle APEX Low Code Application Platform



The APEX Platform

A comprehensive and unified low-code application platform



App Builder



SQL Workshop



Team Development



Workflow



RESTful Services



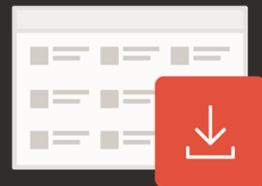
Object Browser



Data Loading



Monitor



App Gallery



DevOps Tools

Build powerful cloud and mobile apps using a web browser

Import/export data

Publish **REST APIs**

Automate & Integrate processes and apps

A comprehensive and extensible low-code application platform

Object Storage

Generative AI

IAM

ODA

OAC

DocGen

API Gateway

OGL

SQLcl

SQL Developer



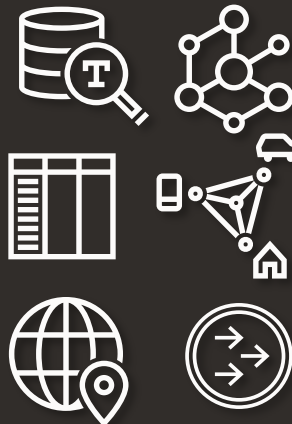
App Builder



RESTful Services



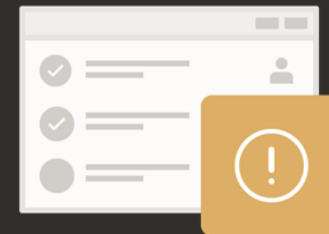
SQL Workshop



Workflow



DevOps Tools



Team Development

Partners

Flows (BPMN)

AOP / AME

Project Eye

LCT

ApexSec

APEX-SERT

Jenkins

Jira

Git



The Oracle APEX Philosophy

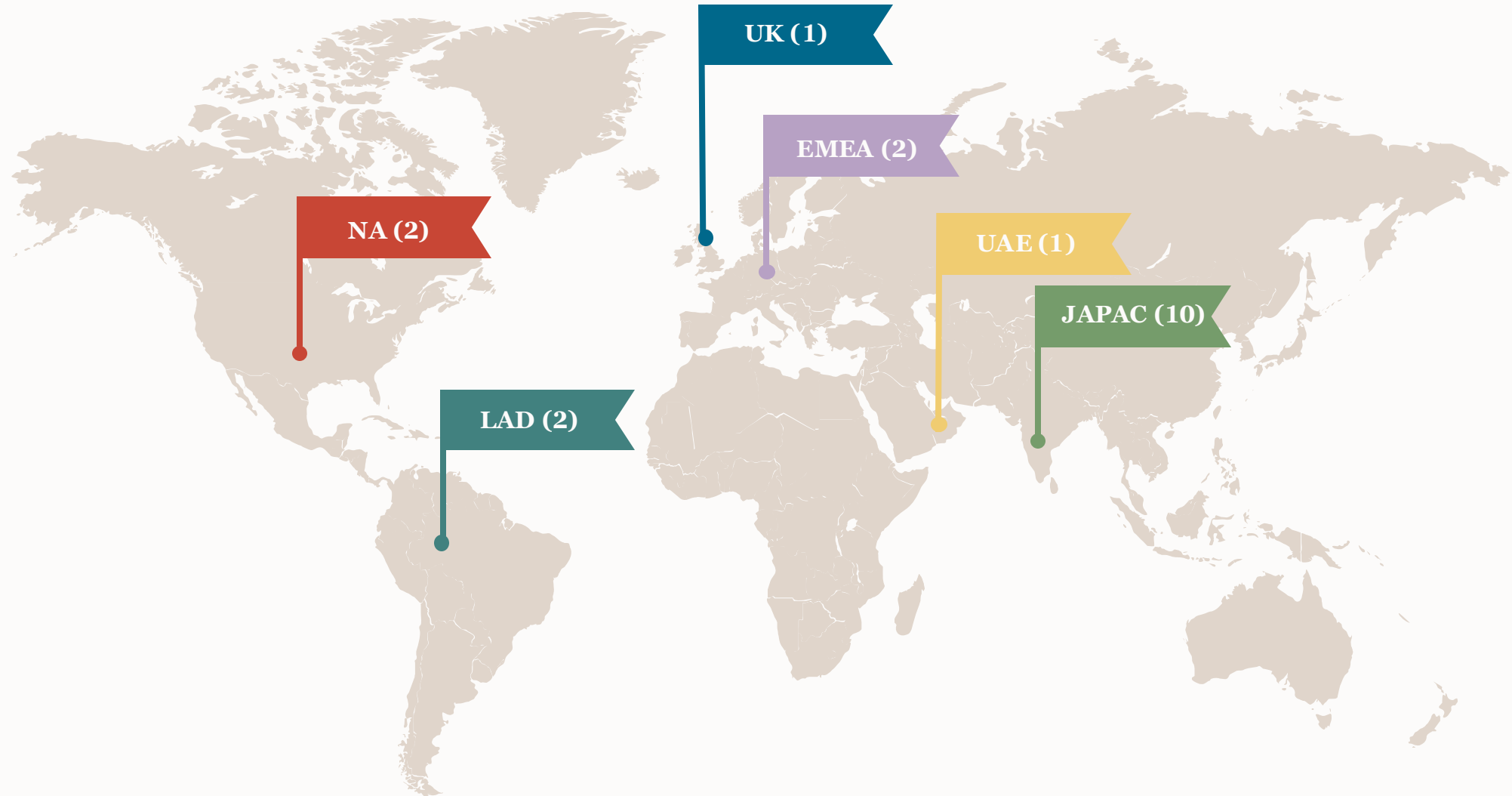
Core Values

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.

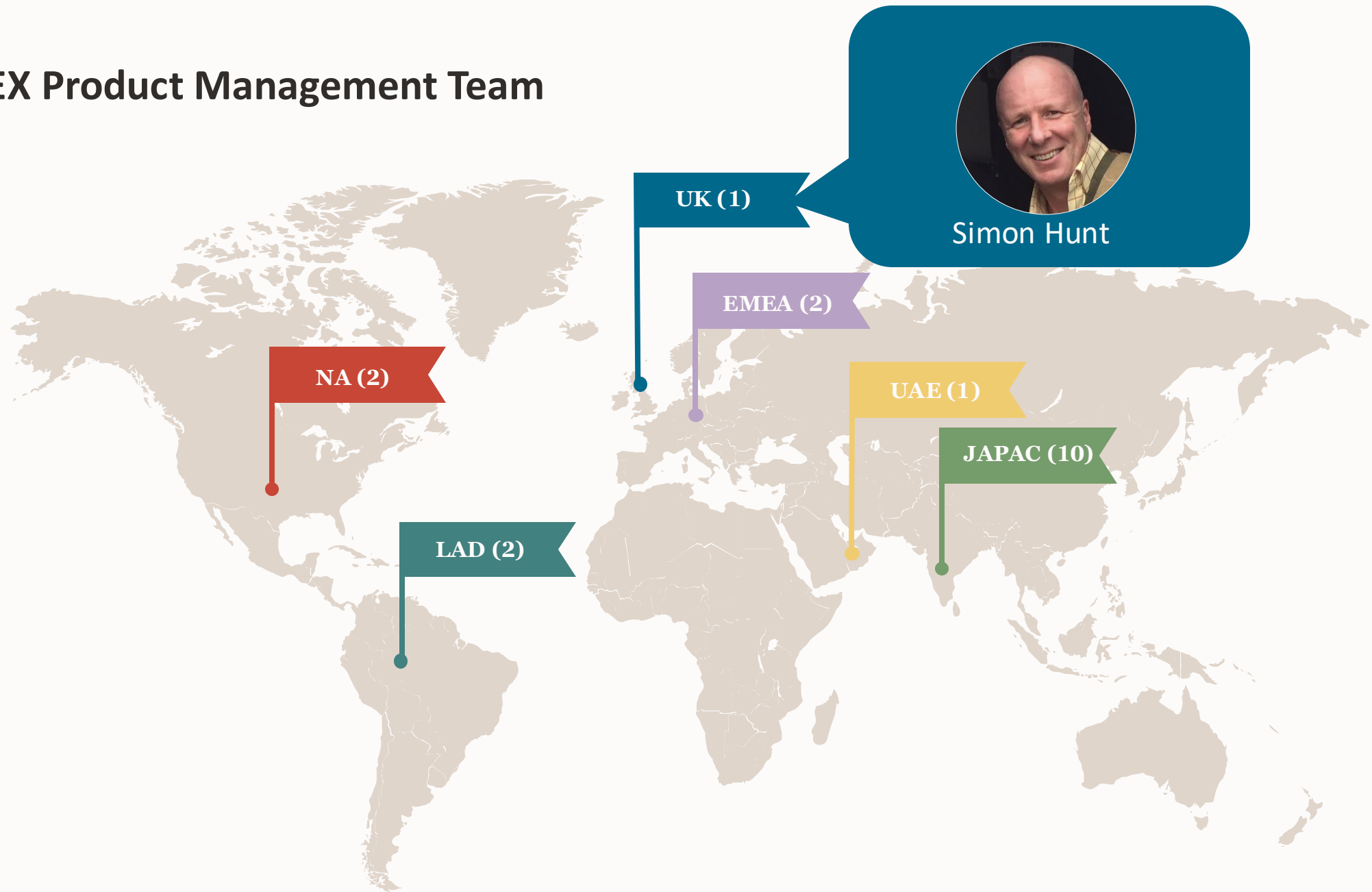
Principles

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.

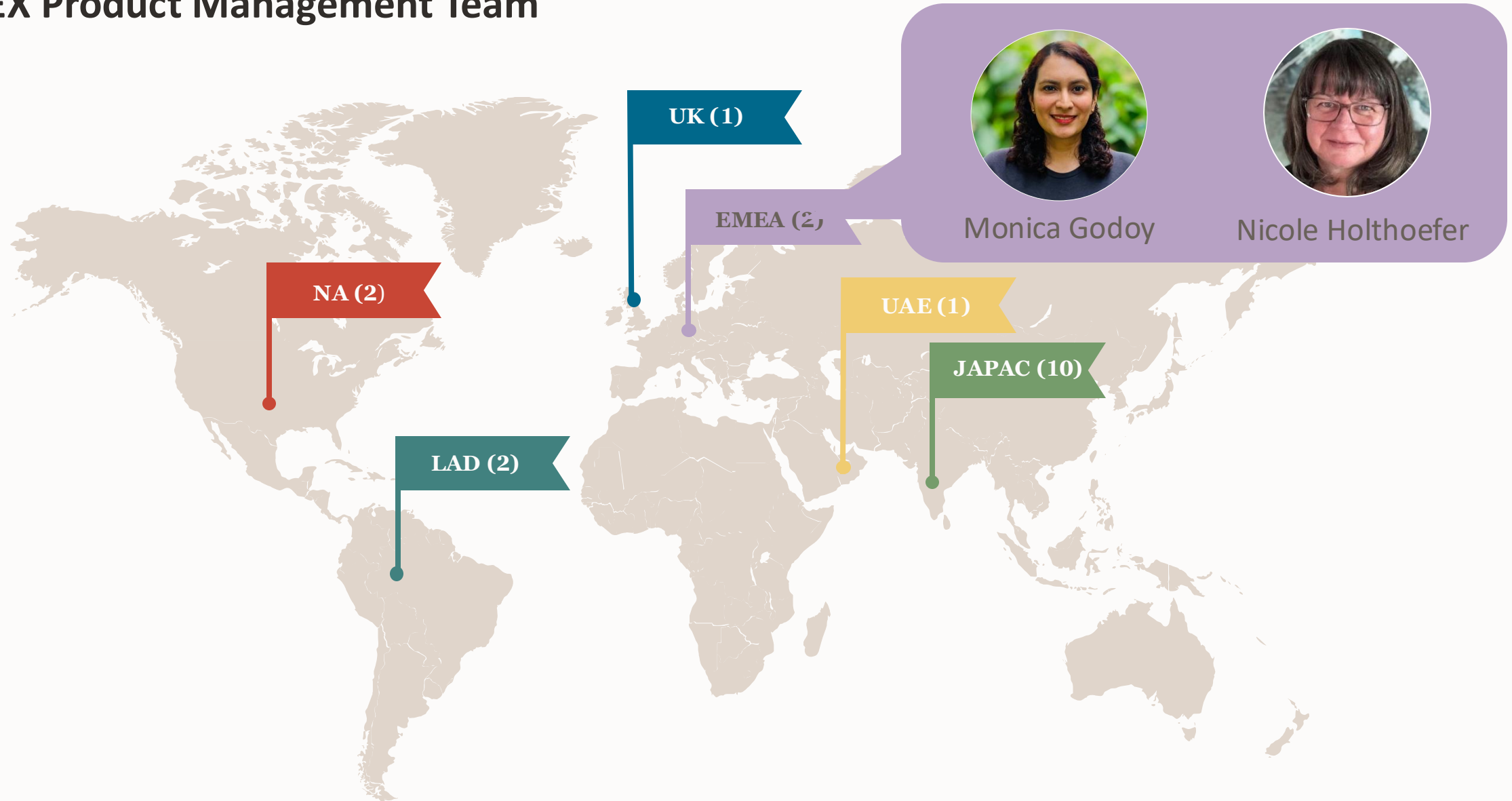
APEX Product Management Team



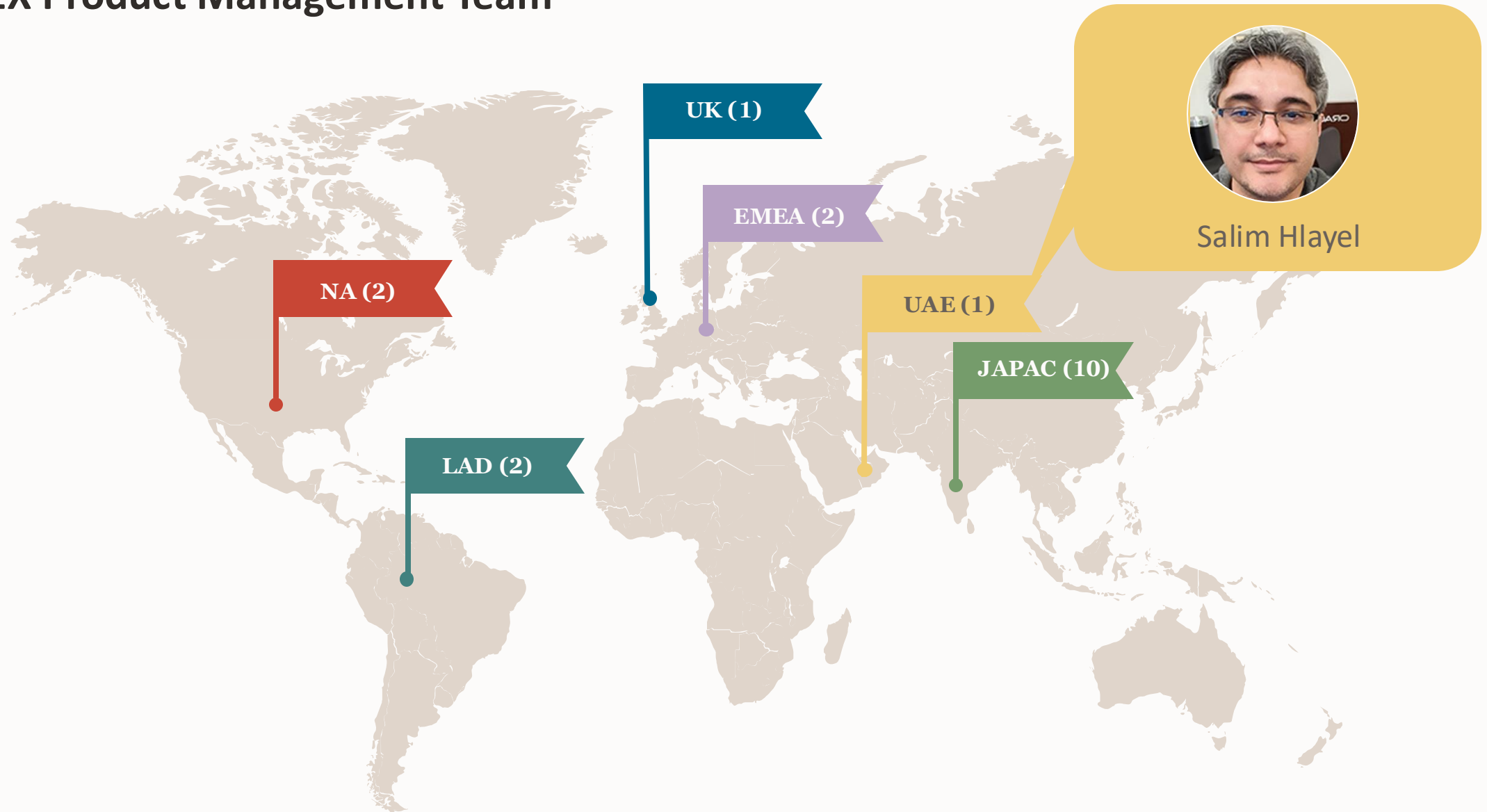
APEX Product Management Team



APEX Product Management Team



APEX Product Management Team



“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

Oracle APEX Community

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

APEX Meetups

37 independent APEX Meetup groups worldwide

apex.world

Central portal for everything APEX created by the APEX community

APEX Plug-ins

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

Dedicated APEX Conferences

APEX Connect, APEX World
Oracle APEX Tours (LatAm, Africa)
APEX Utsav, APEX Alpe Adria

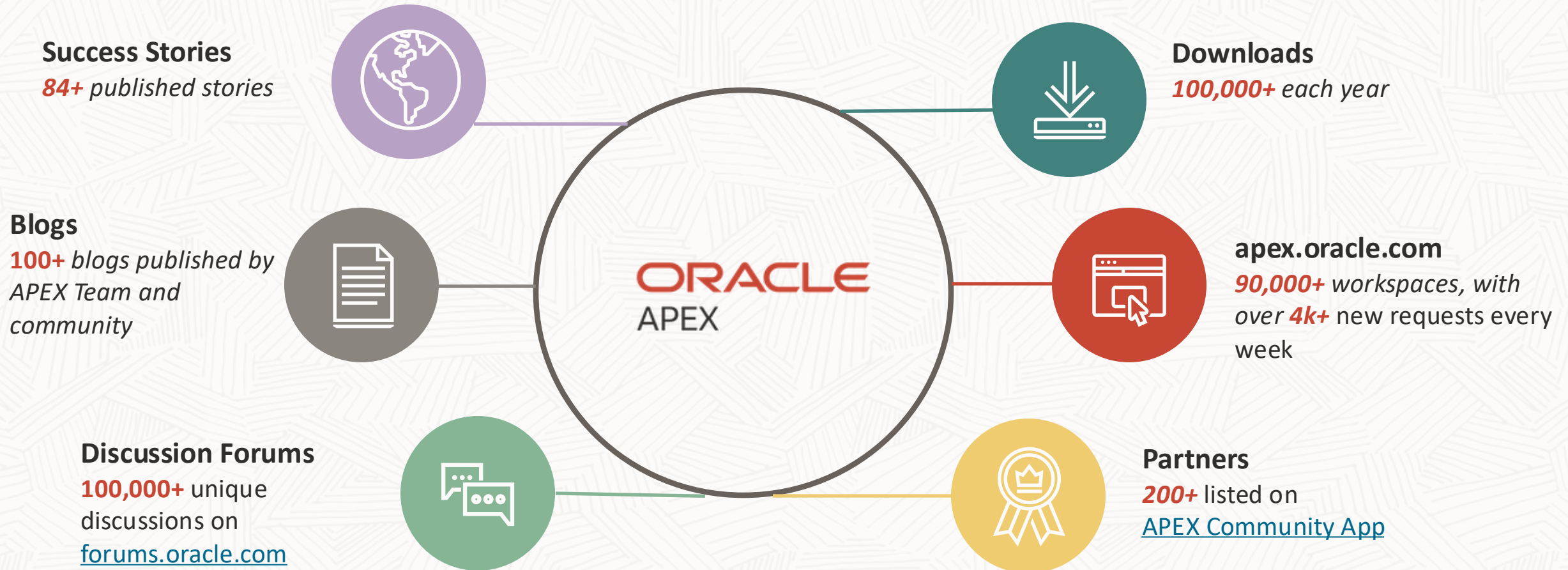
APEX Jobs

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

Translate APEX

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

Collateral



A sample of APEX customers

apex.oracle.com/go/success-stories



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

PLSQL



Open Standards

SQL

HTML, CSS, and JavaScript

JSON REST

PWA

Forms 3

1988
Oracle



HTML

1989
Tim Berners-Lee

Python

1991
Guido van Rossum

CSS

1993
CERN

Java

1995
Sun Microsystems

JavaScript

1995
Netscape

.NET

2002
Microsoft



OutSystems

2002
Outsystems



APEX

2004
Oracle



Mendix

2005
Siemens AG



React

2013
Meta



.NET Core

2014
Microsoft



VS Code

2015
Microsoft

PowerApps

2015
Microsoft



JET

2015
Oracle



Web-First, Web Focused



Low Code App Dev



Meta-Data Driven



Direct SQL



Native Mobile



Native procedural language



Visual Logic



PWA



“Free” (unlimited)

Meta-Data Driven = model driven execution engine; e.g. runtime interpretation of meta data



Analyst Engagement

- Gartner Peer Insights
- Gartner Enterprise LCAP
- Omdia
- IDC

“We’re now building a lot of our applications with APEX. And our productivity gains are, again, a factor of 10. And we build the applications in one tenth of the time, or one tenth of the amount of people, or at one tenth of the cost.

But these are not typical low-code applications. These are applications that can scale to millions of users and all over the world.”

Larry Ellison

Founder and CTO, Oracle

Oracle Q4 FY23 earnings call - June 12, 2023

APEX Strategic Roadmap

AI Tools

AI Features

SaaS Extensions

Workflows

PWA

JSON

APEX PWA Reference

Roadmap

Roadmap APEX 23.2 APEX 23.1 APEX 22.2 APEX 22.1 APEX 21.2

Roadmap



Declarative Badging
Control badges for installed PWAs to notify users that there is new activity that require their attention



Multi apps PWA
Build a PWA that includes pages from multiple APEX applications



PWA-enable APEX App Builder
Deliver your APEX applications with a builder launched like a native app



Deploy APEX apps to app stores
Automate deploying APEX apps to popular application stores from APEX Builder



PWA-only APEX applications
Optionally compel end users to install your application as a PWA when that delivers the best user experience



Basic offline capabilities
Offer initial declarative support for targeted offline use cases



PWA Analytics
Useful analytics on the installation, push notifications and general usage of your APEX PWA



APEX 24.2

2 Releases per year – Major & Minor
RAG

20+ Features from the Ideas App

- Display Column Names in IRs
- Right Click – Comment Out
- Disappearing Messages

4 Ideas App Implementations

APEX thrives because of community engagement and feedback. The [APEX Ideas](#) app makes it easier for you to contribute directly to the product direction of APEX.

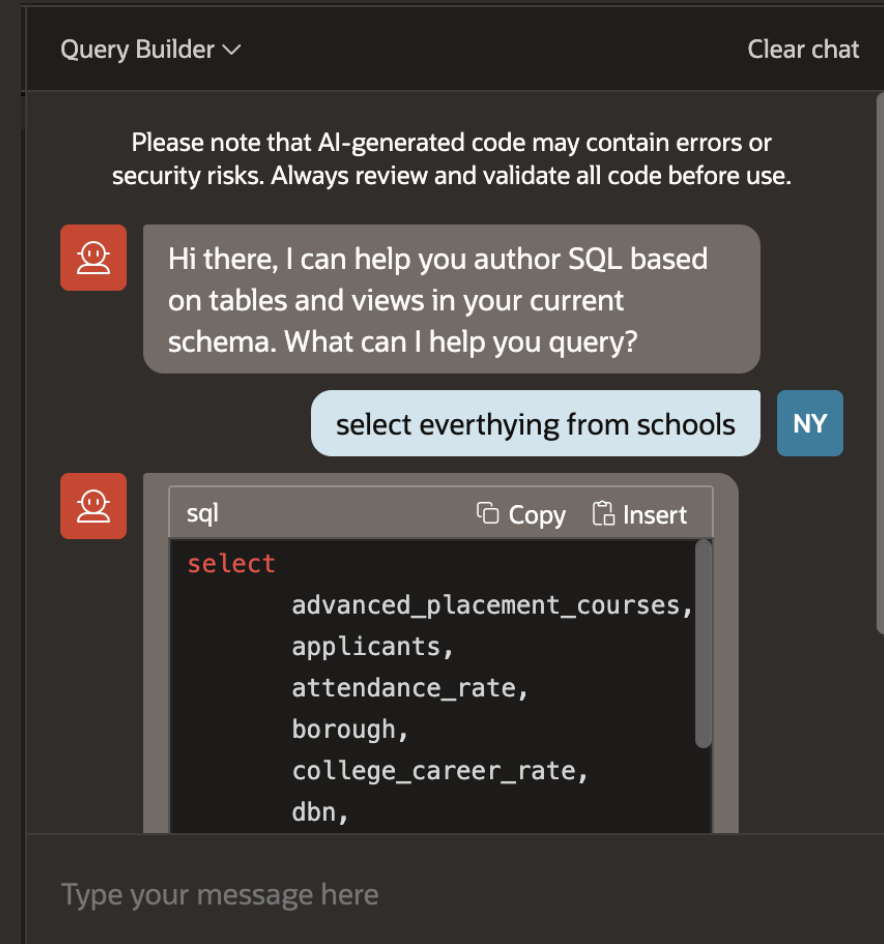
Feature Request Number	Subject	Solution
FR-1613 / FR-1909	Add Back Database Object Dependencies Report	Delivered. See Database Object Dependencies .
FR-1736	Better Translation of Applications Handling	Delivered. See Export App Enhancements .
FR-1843	Refresh Region: Keep Pagination and Scroll Position	Delivered. See Refresh Dynamic Action Changes .
FR-2371 / FR-2647	Rename Page Designer to the Page's Name	Delivered. See App Builder UI Changes .
FR-2425	Generate "nonce" for inline scripts	Delivered. See Universal Theme Enhancements .
FR-2799	Provide API to Change/Create Remote Server Entries	Delivered. See PL/SQL API Updates .
FR-2972	Add Flag to the apex_page.GET_URL Function	Delivered. See PL/SQL API Updates .
FR-2975	Allow Modal Dialog to be Resizable	Delivered. See App Builder UI Changes .
FR-3042	Add function to get Region ID by Static ID and Name	Delivered. See PL/SQL API Updates .
FR-3127	Using JSON Collections as Persistence for new APEX Applications	Delivered. See JSON Duality Views and JSON Sources .
FR-3565	Add the "eyeball" to the login area so users can view their password	Delivered. See Universal Theme Enhancements .

APEX and AI

APEX AI Assistant

Use Natural Language to:

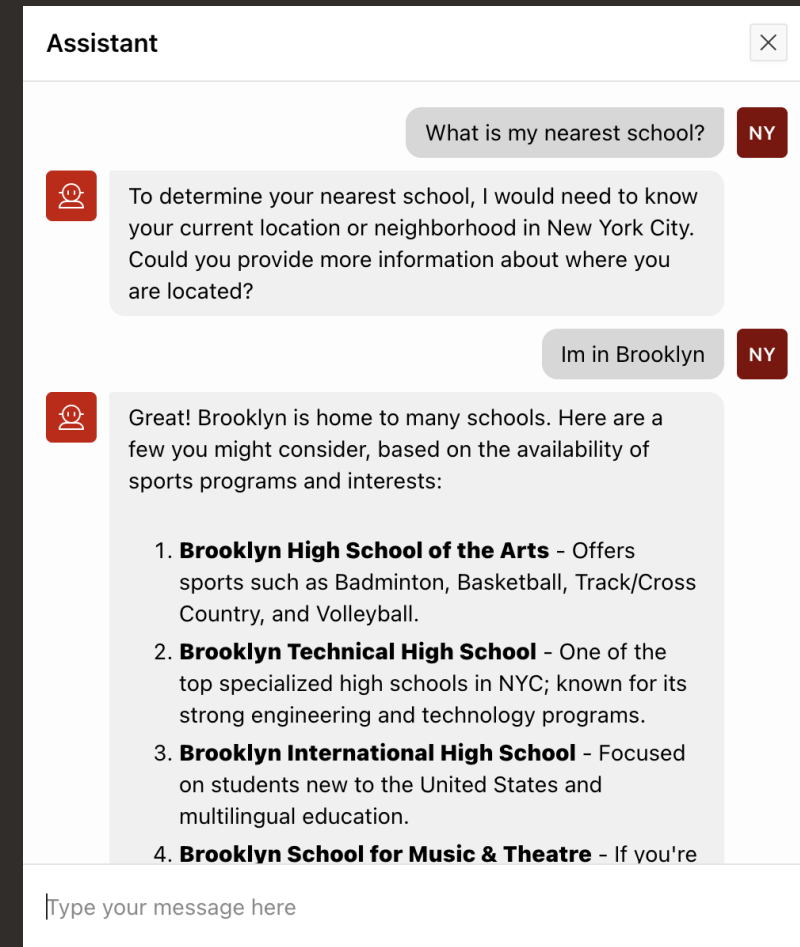
- Create a Database Model
- Create an Application
- Write Queries in SQL Workshop
- Code editor in the application
- Create System Prompt



APEX AI Features

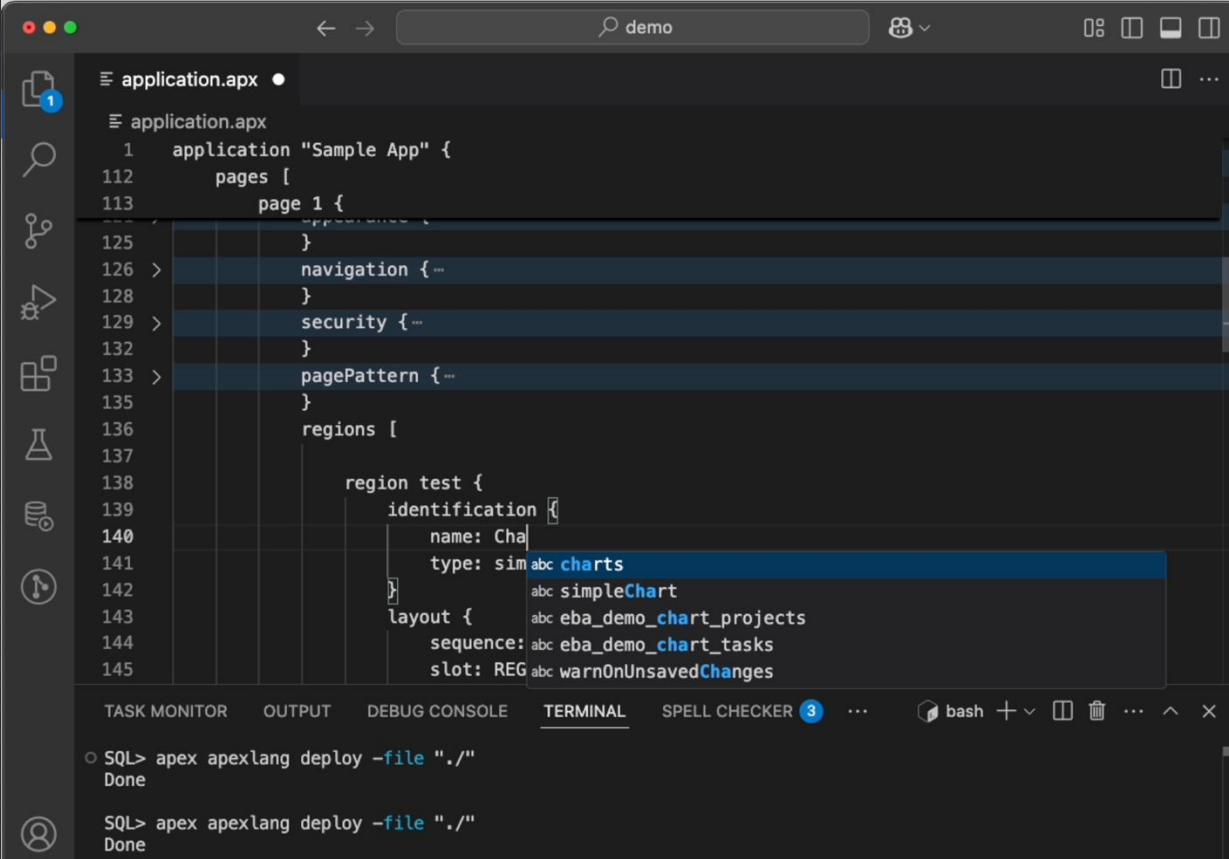
Create these AI features:

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



APEX Lang

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



The screenshot shows a VS Code editor window with a file named `application.apx`. The code is an APEX Lang application definition for "Sample App". It includes a `pages` array with `page 1`, which contains `navigation`, `security`, `pagePattern`, and `regions`. The `regions` array contains a `region test` with `identification` (name: `Chart`, type: `simpleChart`) and `layout` (sequence: `eba_demo_chart_tasks`, slot: `warnOnUnsavedChanges`). The terminal at the bottom shows two successful deployment commands:

```
SQL> apex apexlang deploy -file "./"
Done

SQL> apex apexlang deploy -file "./"
Done
```

APEX Key Takeaways



Free with the Oracle Database and also available as a service on OCI



Runs in the Oracle Database which delivers scalability, low cost, and performance



Responsive UI for desktop and mobile devices



Ideal for building data-driven apps and extending SaaS applications



APEX is Building Next-Gen AI-Powered Apps

To learn more and try APEX yourself



Try Oracle Database 23ai for Free

oracle.com/database/free/



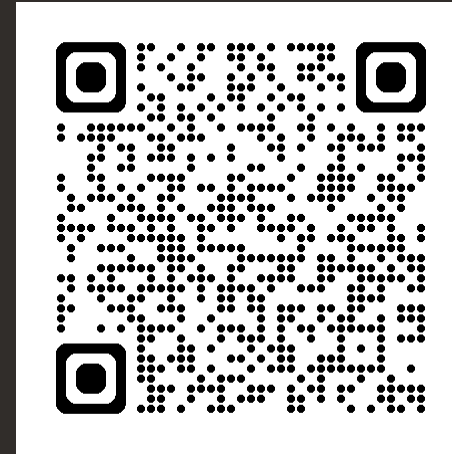
LiveLabs

livelabs.oracle.com



Visit Our Information Portal

apex.oracle.com



Oracle Database 23ai for Free

Try the “Build an Innovative Q&A Interface Powered by Generative AI” Live Lab to explore key capabilities of APEX Next-Gen AI-Powered Apps

Thank you

Questions

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