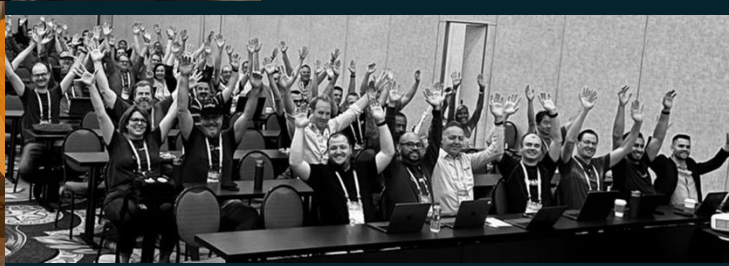


23ai & APEX Iberian Tour Keynote



Agenda

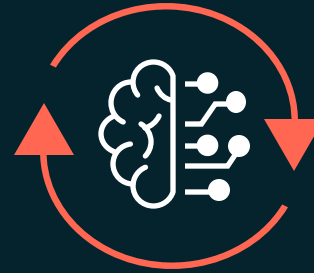
Keynote	09:30 – 10:00
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** At the end of each session, we will have a few minutes for a break*

Our vision for the future of App Dev



Say what you
want an app to do



AI generates
the app

But how realistic is this vision?

Current **enterprise** app development infrastructure suffers from three issues that limit the benefits of AI code generation



Widespread **dependencies** in the apps make generation and evolution difficult



Large **volume of code** makes it hard to understand, verify, and maintain the app



Enterprise-grade robustness needs to be built into the entire app

We need to create

AI-centric enterprise development infrastructure



GenDev

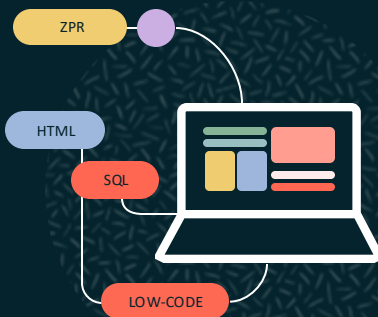
GenDev

Infrastructure that facilitates AI development



Independent,
Evolvable, Trusted

**Oracle
Database 23ai**



Declarative,
Understandable, Editable

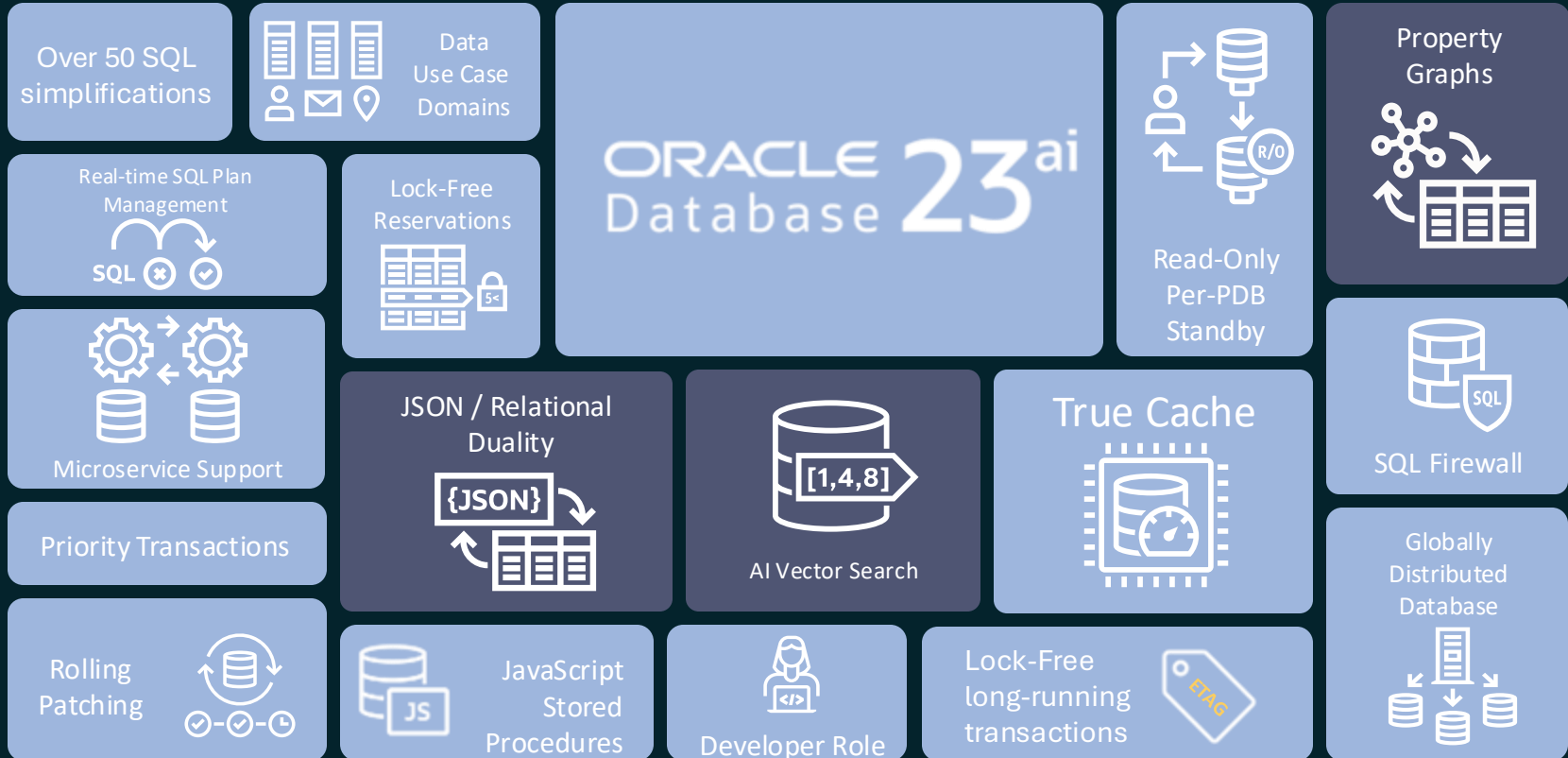
**Oracle APEX
Oracle SQL Developer**



Automated,
Mission Critical Platform

**Oracle
Autonomous Database**

Oracle Database 23ai – Next Long-term Support Release



The image displays a grid of 18 feature cards for Oracle Database 23ai, arranged around a central title card. The central card is a large light blue rectangle with the text "ORACLE Database 23ai". The surrounding cards are smaller, rounded rectangles in various shades of blue and purple, each containing an icon and a text label. The features include: Over 50 SQL simplifications; Data Use Case Domains; Real-time SQL Plan Management; Lock-Free Reservations; Read-Only Per-PDB Standby; Property Graphs; Microservice Support; JSON / Relational Duality; AI Vector Search; True Cache; SQL Firewall; Priority Transactions; JavaScript Stored Procedures; Developer Role; Lock-Free long-running transactions; and Globally Distributed Database.

Over 50 SQL simplifications

Data Use Case Domains

Real-time SQL Plan Management

Lock-Free Reservations

Read-Only Per-PDB Standby

Property Graphs

Microservice Support

JSON / Relational Duality

AI Vector Search

True Cache

SQL Firewall

Priority Transactions

JavaScript Stored Procedures

Developer Role

Lock-Free long-running transactions

Globally Distributed Database

ORACLE Database 23ai

Use Cases

Natural Language Processing

- Text classification and clustering
- SQL generation

Similarity Search

- Match candidates with jobs
- Image and video retrieval
- Find patients with similar issues
- Legal e-discovery

Use Cases

Data Analytics

- Anomaly detection
- Pattern recognition

Geographic Information Systems

- Spatial analysis
- Map rendering

Oracle APEX – Strategic Low-Code Application Platform

APEX is the **world's most popular** enterprise **low-code** application platform.

It enables you to build scalable and secure enterprise apps with world-class features **20X** faster with **100X** less code.

Oracle APEX delivers the most productive way to develop and deploy **Mobile, Web, and Desktop** apps everywhere - cloud and on-premises.

21M+

apps created till date

7K+

APEX apps created daily

850K+

APEX developers worldwide

100K+

customers across 150 countries

The Oracle APEX Advantage

Quickly create apps that meet business objectives

Focus on the intent of the app – not how to code it, and spend less time on maintenance going forward

Add AI to your apps

Add AI capabilities to apps even if you're not an AI expert – giving users flexible options for using apps, and shortening their learning curve

Build enterprise-ready applications

Get the security, scalability, performance and reliability of Oracle Database.

APEX is included with Oracle Database at no extra cost



Artificial Intelligence in the Database

Oracle's Goal – Make **AI for Data** ultra simple for

All Personas



Dev



DBA



Analyst



User

All Apps



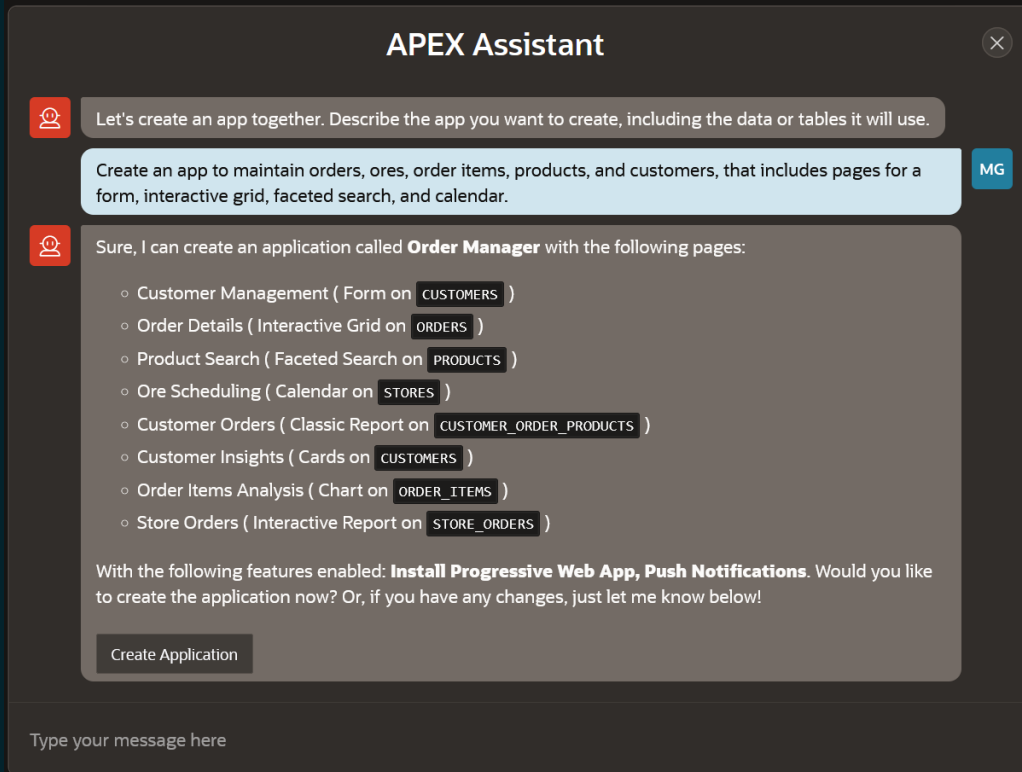
All Workloads





Artificial Intelligence in APEX

APEX Brings Gen AI to Developers



The screenshot shows the APEX Assistant chat window. At the top, it says "APEX Assistant" with a close button. The first message from the assistant says: "Let's create an app together. Describe the app you want to create, including the data or tables it will use." The user's response is: "Create an app to maintain orders, ores, order items, products, and customers, that includes pages for a form, interactive grid, faceted search, and calendar." The assistant's response is: "Sure, I can create an application called **Order Manager** with the following pages:

- Customer Management (Form on CUSTOMERS)
- Order Details (Interactive Grid on ORDERS)
- Product Search (Faceted Search on PRODUCTS)
- Ore Scheduling (Calendar on STORES)
- Customer Orders (Classic Report on CUSTOMER_ORDER_PRODUCTS)
- Customer Insights (Cards on CUSTOMERS)
- Order Items Analysis (Chart on ORDER_ITEMS)
- Store Orders (Interactive Report on STORE_ORDERS)

With the following features enabled: **Install Progressive Web App, Push Notifications**. Would you like to create the application now? Or, if you have any changes, just let me know below!" At the bottom of the chat area is a "Create Application" button. Below the chat area is a text input field labeled "Type your message here".

- Create Apps using Natural Language
- AI-Assisted SQL Authoring
- AI-Assisted Debugging
- Conversational AI Dialogs

Summary

- Oracle Database 23ai represents a significant advancement in database technology, particularly by integrating AI capabilities directly into the database, allowing users to leverage machine learning and natural language processing on their data.
- Oracle APEX is the strategic Low-Code application platform for enterprises to create applications quickly and efficiently. It's ideal for building database-driven applications, and it can be used to create a wide range of apps.

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23ai Livelabs



<https://apex.oracle.com/go/barcelona-lab>

<https://apex.oracle.com/go/madrid-lab>

<https://apex.oracle.com/go/lisbon-lab>

<https://apex.oracle.com/go/malaga-lab>

Try it for Free



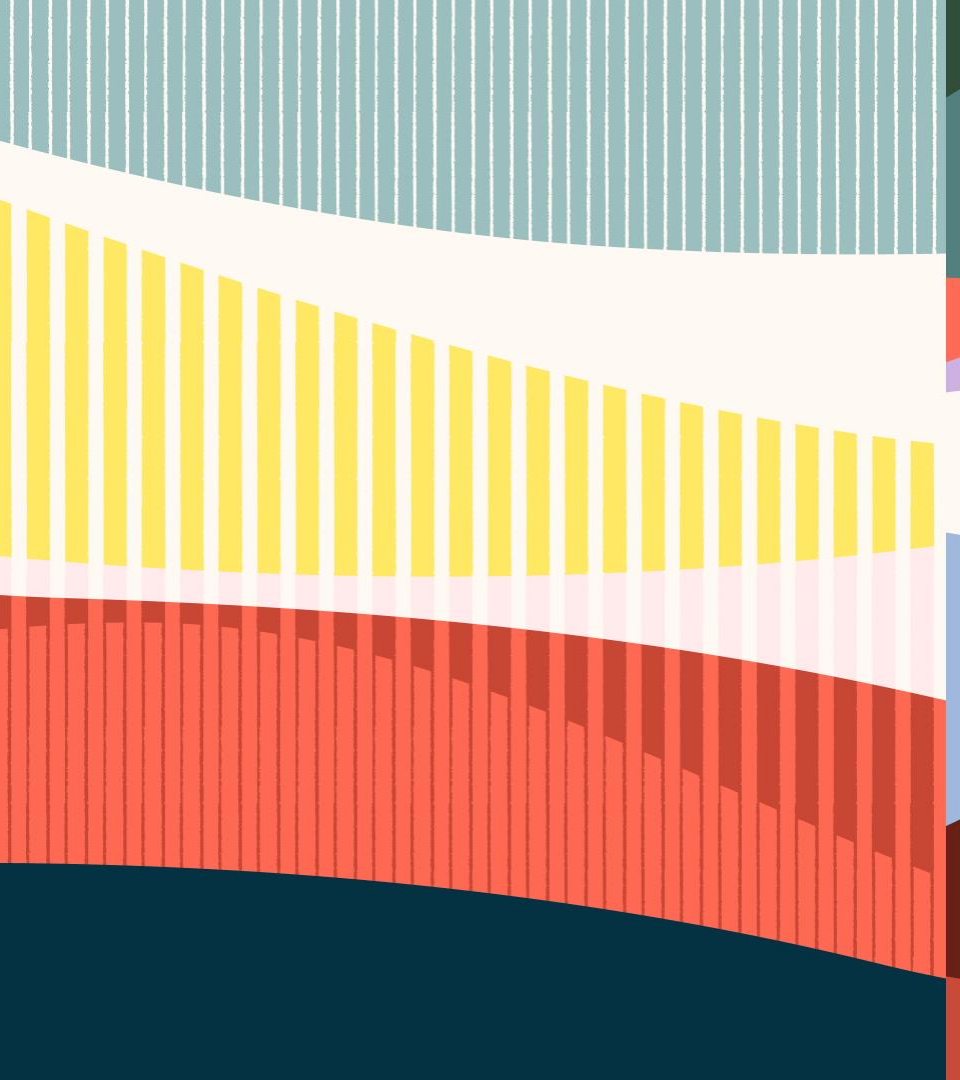
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<https://apex.oracle.com/go/malaga-adb>



Thank You