



ORACLE®

Oracle Application Express Rapid Application Development Tool

Proliferation of Departmental Databases

Inefficient, Ad-hoc Deployments

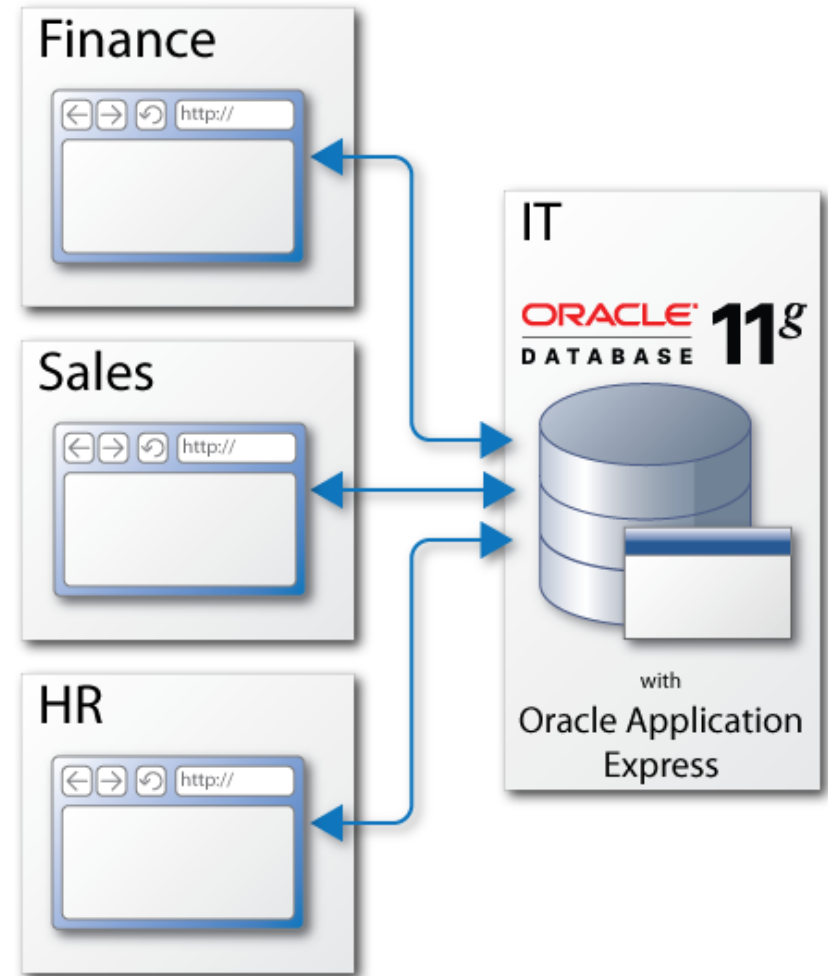


- Departments continuously create decentralized databases, such as MS Access, to solve tactical issues
- Need solutions NOW that they control
- Often contain business critical data
- Security, sharing, data accuracy, and high availability are problematic
- Costs are driven up as hundreds of these systems are created
- Departments work against IT, not with IT

The APEX Consolidated Model

Decentralized Development, Centralized Management

- Consolidate departmental data and the application development service into Oracle Database 11g with Application Express (APEX)
- Oracle Database 11g ensures that APEX applications are secure, reliable and scalable
- Departments maintain full control over application development
- IT provides professional data management
- End user experience is dramatically improved



Oracle Application Express (APEX)

Database-centric Web application development tool



Application Builder



SQL Workshop



Team Development

- Unique Rapid Application Development (RAD) tool for the Oracle Database
- Browser based for Development, Deployment & Runtime
- Declaratively build professional Web 2.0 applications that are fast and secure
- Leverages full Oracle database capabilities and existing SQL & PL/SQL skills
- Fully supported, “no-cost” standard component with all editions of the Oracle Database

Easy - Rapid - Empowering

Oracle Application Express Momentum

- Developer community - 80k+ downloads / year
- apex.oracle.com – 4m page views / week
- Active Discussion Forum – 4.6 m views, #3 on OTN
- 100 Consulting companies, 60 BLOGs, 10 Hosting Partners
- User Groups: 30 @OOW-09, 50 @ODTUG, APEXposed
- User interface for Oracle Store and Oracle Audit Vault

ORACLE

[Forum Home](#) > [Database](#) > [Application Express](#)

Forum: Application Express

[Post New Thread](#) [Post Announcement](#) [Create Poll](#) [Watch Forum](#) [Back to Category](#)

Messages: 276,662 - Threads: 56,575 - Filter: Pages: 1,132 [[1](#) [2](#) [3](#) [4](#) [5](#) | [Next](#)]

	Thread	Author	Views	Replies	Last Post
	Oracle Application Express 4.0 is now Production Posted By: dpeake -- Jun 5, 2010 2:59 AM				Edit - Expire - Delete
	Welcome to the Oracle Application Express Discussion Forum! Posted By: sbkenned -- Jun 21, 2010 3:10 PM				Edit - Expire - Delete
	APEX Listener Early Adopter now available - New Forum available Posted By: sbkenned -- Jun 21, 2010 2:31 PM				Edit - Expire - Delete
	over riding oracle error messages	ashalon	3	0	Jun 23, 2010 2:28 PM Last Post By: ashalon
	Select with a CASE statement to a Apex Collection	MsMac	55	9	Jun 23, 2010 2:28 PM Last Post By: MsMac

ORACLE

Store Country (United States) Language (English) [Oracle Websites](#)

STORE

Welcome, Guest [Sign In](#) | [New Customer?](#) [Help](#) | [No Items in Cart](#) [Checkout](#)

Store Search

Product Categories

- Database
- Middleware
- Enterprise Management
- Applications
- Infrastructure
- Systems
- Oracle Solutions
- Storage and Tape
- Networking Products
- Options & Spares
- All Products

Oracle Database Standard Edition (Perpetual License)

Consolidate, Compress, Control - Oracle Database, the world's #1 database. Start innovating today!

\$350.00 / Named User Plus

Check minimum quantities
Quantity:
Minimum order quantity: 5

[Add to Cart](#)

Oracle WebLogic Server Standard Edition (Perpetual License)

\$200.00 / Named User Plus

Check minimum quantities
Quantity:
Minimum order quantity: 1

[Add to Cart](#)

Oracle SQL Developer (Perpetual License)

\$3,000.00 / Named User Plus

Check minimum quantities
Quantity:
Minimum order quantity: 1

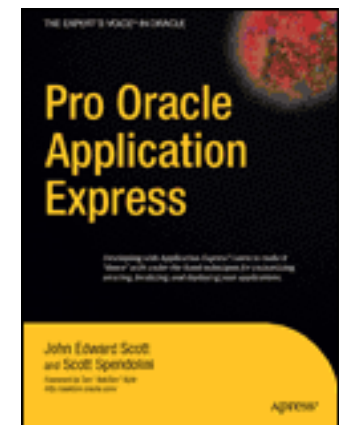
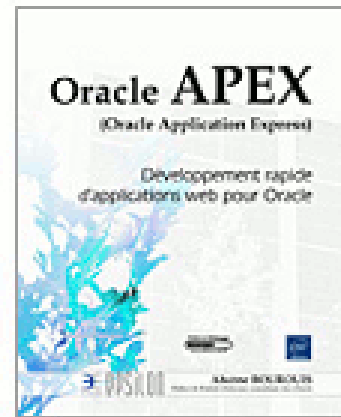
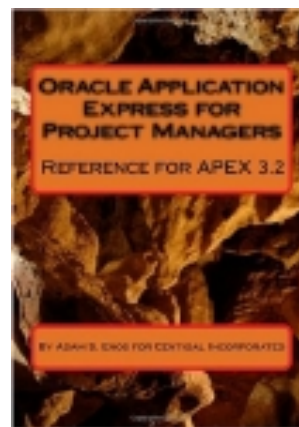
[Add to Cart](#)

Enterprise Linux Network Support (1 Year)

\$449.00 / System






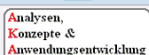
Quantity:
[Add to Cart](#)


Oracle Application Express Books



Community Focus

- Strong & Supportive Community
- Popular OTN Discussion Forum
- Consulting Companies
- Blogs, SIGs
- Commercial Applications
- Internet Applications

APEX Community & Partners			
		Consulting Companies	Hosting Companies
<input type="text"/> <input type="button" value="Go"/> <input type="button" value="Actions"/>			
<input type="checkbox"/> Region <input checked="" type="checkbox"/> <input type="checkbox"/>			
Region : Asia Pacific			
Company Name	Logo	URL	Location
Attain IT		http://www.attainit.com.au/	Australia
DBCON		http://www.dbcon.com/	Singapore
Pacific DBMS		http://www.pacificdbms.com.au/	Australia
		http://www.sagecomputing.com.au/	Australia
		http://www.iwarelogic.com/	India
		http://aka-adv.de	Germany



Oracle Application Express Community
Internet Applications built using Oracle APEX



[Return to Community Page](#)

Advanced Training - www.advtrain.kz
Advanced Training Centre is an Approved Oracle Education provider. It offers a wide range of authorized education and certification IT-services for Oracle, Sun, Cisco, Microsoft and other vendors. The new ABS Training Centre site is built using Oracle Application Express by CyberMasterZ (<http://www.yoinov.com>).

Ask Tom - asktom.oracle.com
Ask Tom is one of the most popular "Ask the Expert" sites for Oracle.

APEX Evangelists - apex-evangelists.com
The website of the APEX Evangelists. They promote Oracle Application Express in Europe and beyond, are actively involved in the Oracle APEX community, and also give the "European APEX Training Days".

Climb Up - www.climb-up.nl

What Makes an application Successful?

- Oracle APEX user interface
 - Themes
 - Comprised of templates
 - Oracle supplies many, you can develop your own
 - Technologies
 - Image sprites, CSS 3, XHTML Strict
 - Cross browser compatibility
 - jQuery
 - Modernize applications by switching themes
- Separation of look and feel and application logic

Visually Pleasing

- Runs within the database
 - Application logic and data on same tier = less network traffic
 - Leverages database functionality; SQL, bind variables, result set caching, RAC, analytics, DB buffer cache, ...
- Stateless
 - Session state maintained within database
 - Sessions not processing or generating pages have zero load on the server
- Scalable
 - Scales up to large systems with 100,000's of online users
 - Scales down to your laptop

Fast

- Browsers
 - Firefox, IE, Safari, Chrome
- Mobile
 - iPhone, iPad, Android
- Operating Systems
 - Everywhere Oracle runs, Solaris, Windows, Linux, HP-UX, AIX ...
- Hardware
 - From laptops to clusters of large SMP's to Exadata

Run Everywhere

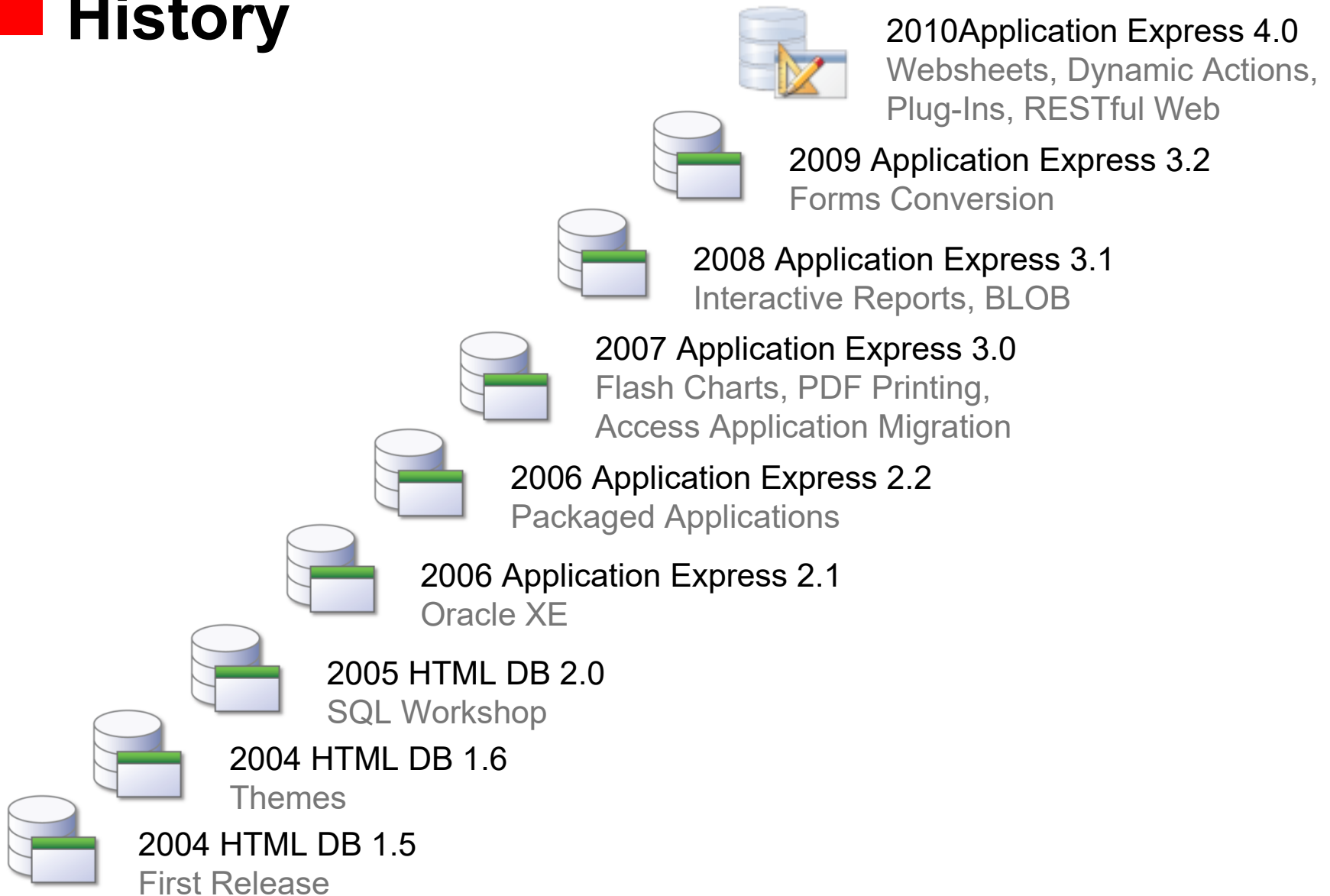
- Clear navigation and page flow
- Obvious indication of application context
- Intuitive controls
- Easy for the novice
- Full featured for power users

Intuitive

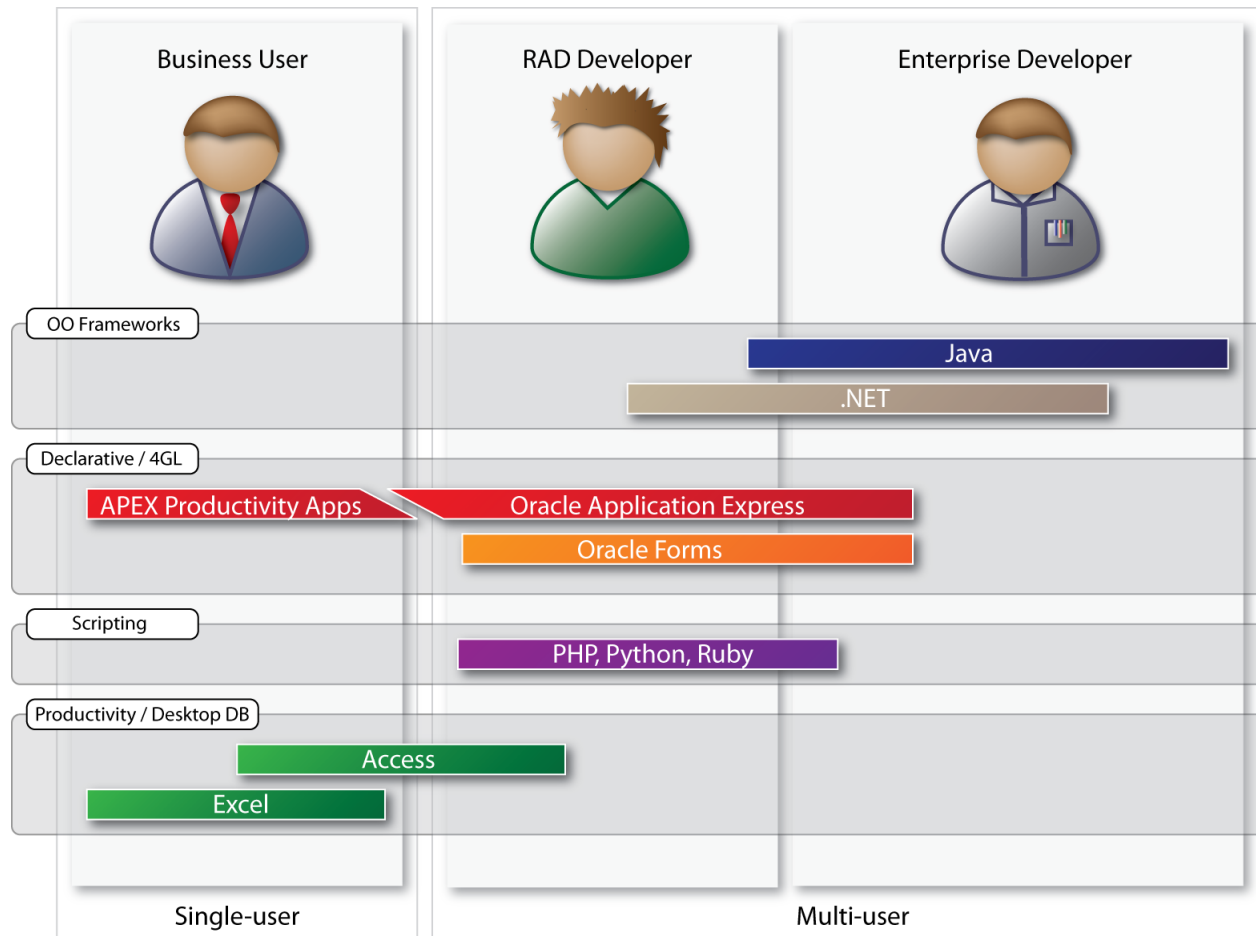
- Real time data access
- Ability to customize
- Edit data online
- Localization
- Secure role aware applications

Dynamic

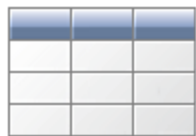
History



Targets the Rapid Application Development Community



Out of the Box Development Features



Reports



Validations



Translation Services



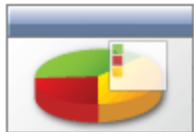
Forms



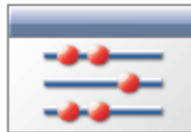
Processes /
Dynamic Actions



Conditional
Processing



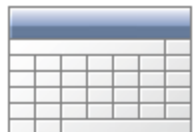
Charts



Computations



Authentication



Calendar



Branches



Authorization



Templates



Web Services



Session State
Management



Navigation



Email Services



Logging &
Monitoring

Interactive Reports

- Out of the box declarative Web 2.0 reporting
- Dramatically enhances end-user capabilities

Alternative Default: Monthly Review

Order Month

Orders > \$1,500

Orders <= \$900

Order Month : April 2010

Order #	Order Date	Customer Name	Sales Rep	Order Items	Order Total
10			DEMO	3	\$870.00
					Average: \$870.00
Order Month : May 2010					
Order #	Order Date	Customer Name	Sales Rep	Order Items	Order Total
5	Last 5 Years		DEMO	5	\$950.00
6	Last 2 Years		DEMO	4	\$1,515.00
7	Last Year		DEMO	7	\$905.00
8	Last Month	Butch	DEMO	4	\$1,060.00
9	Last Week		DEMO	3	\$730.00
					Average: \$1,032.00

Order Date

Last 5 Years

Last 2 Years

Last Year

Last Month

Last Week

Last 2 Days

Last Day

Last 12 Hours

Last 2 Hours

Last Hour

Next Hour

Next 2 Hours

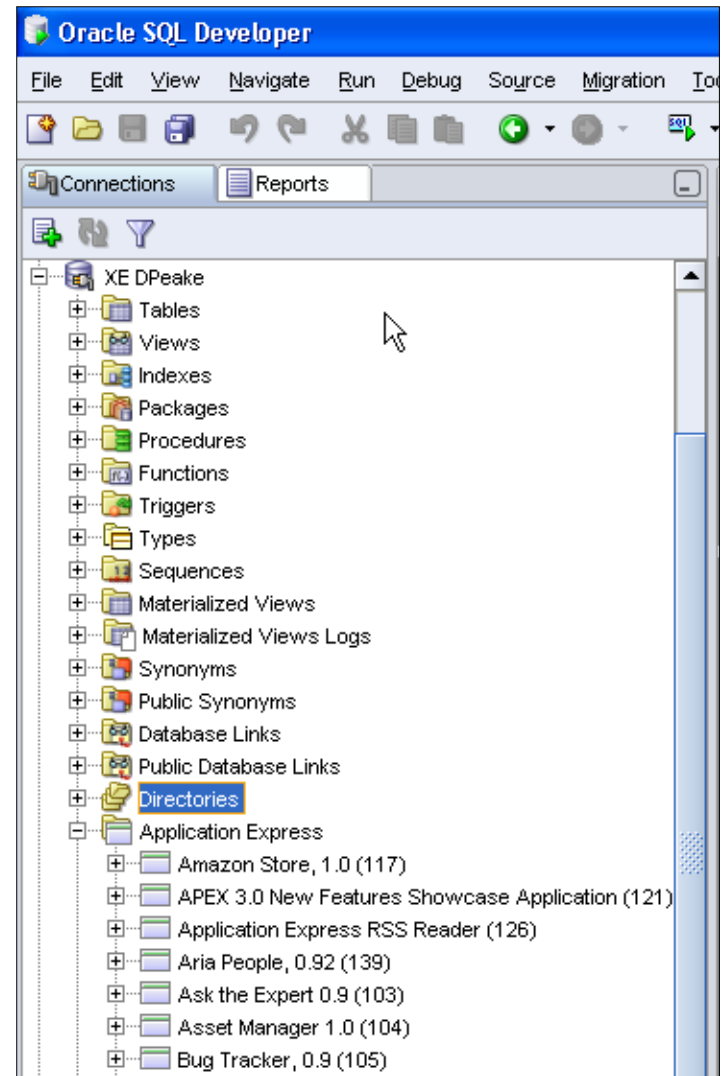
Actions

- Select Columns
- Filter
- Rows Per Page
- Format
- Flashback
- Save Report
- Reset
- Help
- Download
- Subscription

SQL Developer and Application Express

- Browse your Application Express Applications
- Export and Import Applications
- Drop Applications
- Deploy Applications
- Modify Applications
- Export Pages
- Tune your Queries
- Included Application Express Reports
- Custom Exception Reports

*Requires SQL Developer 1.2.1 +
and Application Express 3.0.1 +*

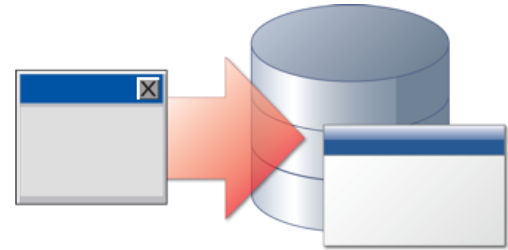


Oracle Application Express Use Cases



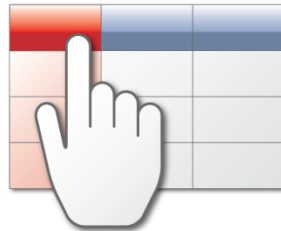
Data-driven Applications

Develop opportunistic and departmental productivity applications



Oracle Forms Modernization

Leverage SQL & PL/SQL declarative programming skills to move Forms applications to HTML / Web 2.0



Online Reporting

Build SQL-based reporting applications on existing database schemas



Spreadsheet Web-ification

Convert spreadsheets to Web applications where they can be concurrently viewed and edited

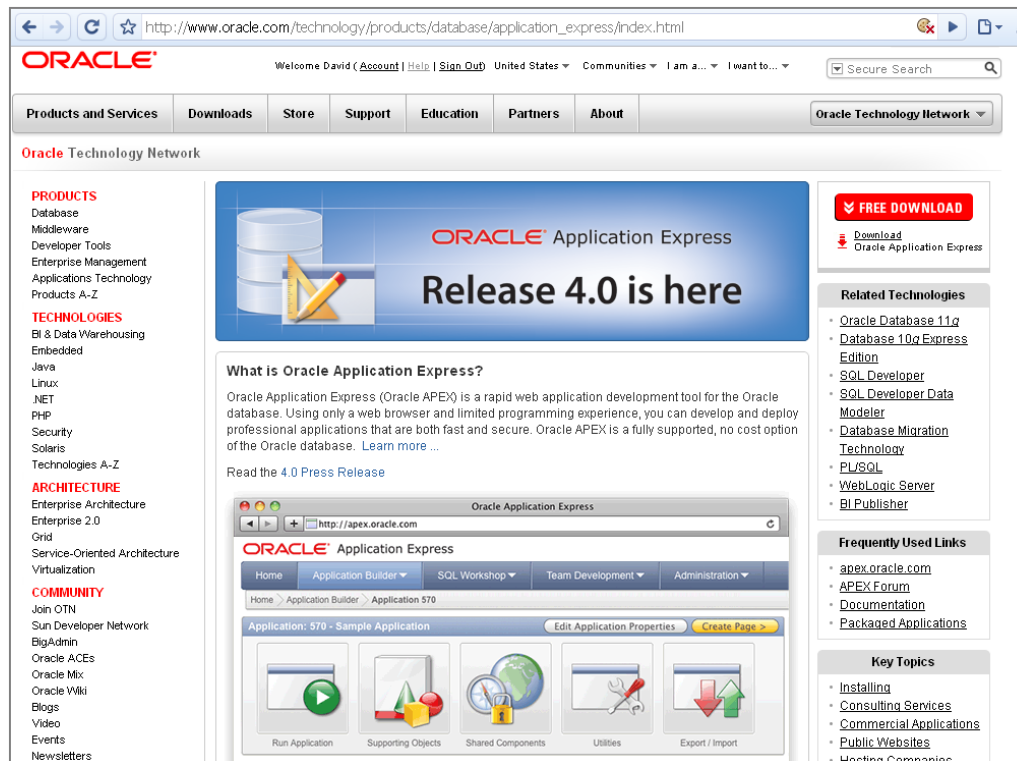


Access Replacement

Consolidate outgrown Access applications to the Oracle database with an APEX Web front end

Oracle Technology Network (OTN)

- Download latest Release
- Getting Started
- Documentation & Tutorials
- Hosted Environment
- Oracle By Examples
- Community & Partners



APEX within Oracle

The screenshot displays the Oracle Store and Software Projects sections. The Oracle Store features the 'Oracle Database Standard Edition (perpetual license)' for \$350.00, along with other products like 'Oracle WebLogic Server' and 'Oracle Enterprise Manager'. The Software Projects section, titled 'DAVID PEAKS@ORACLE.COM', includes a 'Project Search' bar, a 'View Projects As' dropdown, and a grid of project categories: Application Express, Audit Vault, Colateral, Conference Activities, Eclipse DTP, Global Product Matrix, Migration Workbench, People Search (Aria), and SQL Developer. Below the grid are 'Project Links' for documentation, early access comments, Hudson, application express development, access to logs, application express studio, application express on Brooklyn, internal application express info site, and OTN discussion forum. The bottom right shows a 'Tomask Oracle' forum post titled 'Questions' with a table of recent questions and answers.

Subject	Last Updated	First Asked
Balancing Instances and schemas	13 Aug 2009 12:45 PM	7 days ago
PL/SQL C/R image of datablocks	13 Aug 2009 12:44 PM	7 days ago
Confusion surrounding "buffer busy waits" and "read by other s...	13 Aug 2009 12:43 PM	7 days ago
exporting packages/function etc. from one user to another	13 Aug 2009 12:39 PM	8.0 years ago
multi-table insert	13 Aug 2009 12:39 PM	6.7 years ago
Help with Master-detail query	13 Aug 2009 12:38 PM	1.7 years ago
dbms_output.enable does not work	13 Aug 2009 12:35 PM	7.0 years ago
high water mark	13 Aug 2009 12:32 PM	9 years ago
Select Count(*) How it works	13 Aug 2009 12:29 PM	8 years ago
Using Statistics report	13 Aug 2009 12:19 PM	7.3 years ago
Object relational impedance mismatch	13 Aug 2009 12:17 PM	8 days ago
SQL Tuning	13 Aug 2009 12:17 PM	6.4 years ago
How to calculate two dimensional array in PL/SQL	13 Aug 2009 12:13 PM	5 months ago
FWB1 back to disk	13 Aug 2009 12:03 PM	8.6 years ago
difference between set with clause and union	13 Aug 2009 11:47 AM	7.1 years ago

- Oracle Store – *Multi-lingual, multi-currency, Web services and Apps integration*
- ARIA People – *Most reliable, heavily used application in Oracle*
- Project Management – *Software Projects, Customer Wikis, Consulting Summaries*
- Internet Sites – *AskTom, ThinkQuest, apex.oracle.com*

APEX Commercial Applications

- Various delivery methods
On-premises, managed, hosted
- Scalable solutions –
Supporting up to hundreds of thousands of users
- Numerous use cases –
Enterprise suites, CRM, Workflow, Monitoring, EBS Add-ons
- Customized user interfaces – *Custom CSS, Integrated with Flash and AJAX, Mash-ups*



APEX Internet Applications



- Commercial Sites
- Company Web Sites
- User Groups / Associations – ODTUG, IOUG, etc.
- Government / Non-Profit – UDOT, ProMED Mail

Oracle APEX Applications

promedmail.org



APEX Hosting Companies



Position Your Business
Application Outsource UK LTD



Modulesoft Managed IT
Service Provider



ORACLE