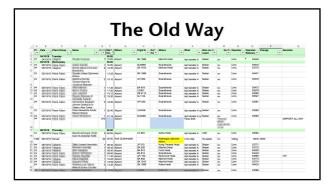


### Who am I?

- Name: Sten Vesterli
- Mission: To make the world a better place by helping people use appropriate information technology to achieve their goals
- 20 years of Oracle experience



#### From Old to New

The old way

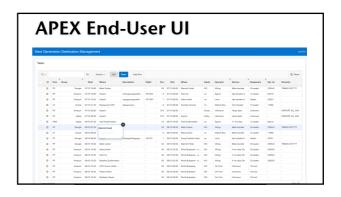
- Receive spreadsheets
- Manually merge
- Single user
- Manually update
- Manually keep vendors informed of changes

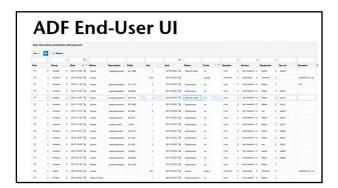
The new way

- Import spreadsheets
- Multi user
- Auto recording of changes
- Auto reporting to vendors

### **The Oracle Solutions**

- Application Express (APEX)
- Application Development Framework (ADF)
- Visual Builder Cloud Service (VBCS)

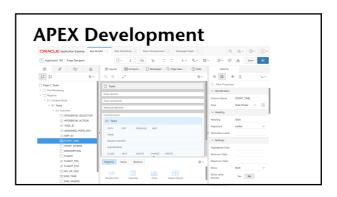






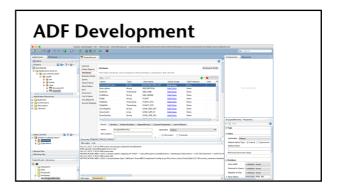
# **End User UI Comparison**

- APEX & ADF very similar
  - Strong on keyboard interaction
  - APEX has row global search & duplicate
  - ADF has easy multi-column search
  - Neither defaults date picker well by default
- VBCS first generation web feel



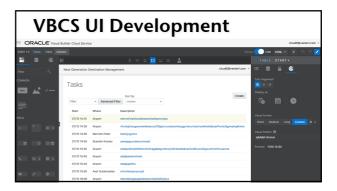
#### **APEX**

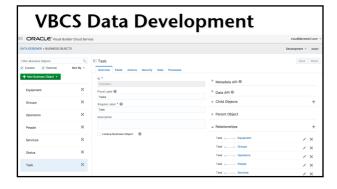
- Import spreadsheet and create matching table (staging)
- Build data model
- PL/SQL to load from staging
- Build Interactive Grid



#### **ADF**

- No data import features
  - Requires existing database
- Build business components
- Build ADF Faces task flow and page fragment





## **VBCS**

- · Can import data
  - must be pre-processed into proper form
  - auto generates IDs, must convert keys manually (Excel VLOOKUP)
- Build web application
  - Table page, edit page, create page
- Great lifecycle support

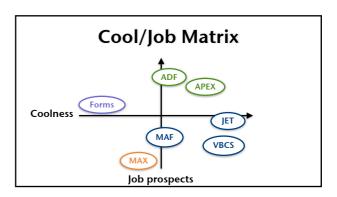
# **Adding UI Logic**

- APEX
  - Dynamic actions
- ADF
  - Managed Java beans
- VBCS
  - Extremely limited

# **Adding Data Logic**

- APEX
  - In database PL/SQL
- ADI
  - Override business component methods
  - Or database PL/SQL
- VBCS
  - Base on REST service, place logic there





# What Oracle is Doing Wrong (and Right) in the Cloud



- Free whitepaper this week
- http://bit.ly/orawrong
- Also subscribes to Oracle Tool Watch newsletter

#### References

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