
Oracle Apex Application Builder User Guide

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Beginning Oracle Application Express Apress
Customer Relationship Management (CRM) systems are a growing topic among small- and medium-sized enterprises, entrepreneurs, and solopreneurs, and it is completely clear that CRM is a tool that businesses should have in place to manage sales processes. Teams of salespeople must have a system to run their daily activities, and small businesses and solopreneurs must track their marketing effort, a functioning structure for maintaining their contacts with

prospects and clients to improve the effectiveness of their sales effort. CRM tools, once only available to large corporations, is now powerful technology for small and medium businesses. Small and medium businesses are now able to implement CRM solutions under a more cost-effective balance as an alternative to traditional tools like Salesforce, Dynamics, or Oracle. The reason for the success is mainly the simplicity of new tools and solutions that have been developed for the management of sales processes. This book discusses how to implement a CRM from the perspective of the businessperson—not the more typical IT consultant or the technical staff. It benefits business development, sales management, and sales process control. Small business owners must understand why and how implementing a CRM will create value for the

business—how it will focus on business development, sales management, and how sales leads develop into happy customers. Small business owners must first understand what a CRM system is, how it works, what its main functions are, and how it serves to manage workflows in the company's sales department. Generally, entrepreneurs struggle to find the time to read and study complex and fully comprehensive books. This book provides direct operational guidelines to those who need easy-to-read information about how to use CRM effectively. Business professionals must be able to set up CRM systems and avoid mistakes and wasting time. This book provides an overview of what can be done with CRM and how it happens to empower business people to find new customers and win their business. This book discusses the logic of CRM in sales, giving tips and explanations on why and what happens when it's implemented in a specific way. Essentially, it will give the entrepreneur the know-how behind CRM in sales in general terms, supporting enhanced customer relationships.

For DBAs and Developers Apress

Oracle Application Express for Mobile Web Applications is

an action driven book, taking you by the hand through all required steps in building your very own web application that will run on phones, tablets, and other mobile devices. Because you've built every piece of it yourself, you will know exactly how every tiny part is used and how you can tweak it to your own – or your customer's – taste. Oracle Application Express is widely known in the Oracle community as a great tool for creating web applications suitable for desktop browsers. Features have now been added to open up the world of mobile browsing, bringing the simplicity and expressiveness of Application Express to bear in developing applications to run with an almost-native look and feel on platforms such as iOS, Android, and Windows Phone. Oracle Application Express for Mobile Web Applications helps you translate your knowledge of Oracle Application Express into developing for mobile devices. The book and its running example provide all the knowledge you need to create professional looking mobile web applications. Takes you through building a mobile web application from start to finish. Gives insight into the components necessary for a professional looking mobile application. Helps you become an even better and more all-around Oracle Application Express developer.

Oracle APEX Best Practices MeetGoogle

Pro Oracle Application Express 4 is your key to mastering one of the most innovative products to come out of Oracle in years.

Application Express, termed "APEX" for short, is fast becoming one of the easiest and most widely-used of tools for creating enterprise-level applications that run against an Oracle database.

APEX is easy enough for power users to create ad-hoc applications atop something more reliable than a spreadsheet. Yet APEX is powerful and extensible enough to enable fully-scalable, enterprise-level applications that are accessed by thousands of users. Authors Tim Fox, John Scott, and Scott Spendolini take you to the professional level in developing for Application Express. They show how to handle user authentication in enterprise environments and how to extend APEX by writing components based upon Oracle's new plug-in architecture. You'll learn to deal with localization issues such as time zones and translations, and to customize the look and feel of an APEX website to blend in with your corporate branding strategy. The authors also cover web service development, performance and scalability, and the production issues that you encounter in enterprise-level deployments. Many years of experience in solving the “ hard problems ” are coalesced in this book to help you, the reader, take advantage of all that APEX has to offer. Focuses on high-end, enterprise-level development Covers new features such as plug-ins and Websheets Introduces the new interface released with APEX 4.0

Understanding Oracle APEX 5 Application Development Apress
Developing data-centric web applications can be a real challenge as it is a multi-disciplinary process. There are many technologies involved in the client side (HTML, CSS, JavaScript, and so on); the interaction with the database, on the server side; the typeless nature of the web environment; and above all, the need to put it all together. This needs to be done in a manner that will allow the end users to do their job in the simplest and most efficient way, while enriching their

user experience. How often have you wished that developing such applications could be uncomplicated and straightforward? This book will show you that it's possible, and teaches you how to do it, using Oracle Application Express (APEX). With this practical guide to APEX, you'll learn how to easily develop data-centric web applications for the Oracle environment. The book covers the development cycle of an APEX application, reviewing the major APEX principles and building blocks chapter by chapter. It starts with the basic skills you need to get going when developing with APEX. Later, you will learn advanced issues, such as how to build tailor-made forms and reports, using APEX APIs, AJAX, and so on. It not only deals with the "How" but also with the "Why", and before long you will be able to understand APEX concepts, and use them to expand and enhance the built-in features, wizards, and tools. The book starts with the design phase, including building the necessary database objects infrastructure; continues with ways to implement the application logic (on the server side) and the User Interface (on the client side), whilst showing you how to enhance your applications' features and functionality according to your specific needs; and it ends with application deployment. The book emphasizes and clearly documents areas such as Globalization, Localization, and developing multi-lingual applications, and includes a special discussion about Right-To-Left (RTL) support for APEX applications, documented here for the first time. Throughout the book, there are many screenshots and snippets of code, taken from working APEX applications. The book is accompanied by demo APEX applications that you can download and install in your APEX environment, thoroughly analyze, and learn from as you read the book.

Easy HTML-DB Oracle Application Express Apress

Pro Oracle Application Express opens the "hood" of APEX and reveals the full power behind its easy-to-use GUI interface. This book shows you what you need to know to produce powerful, professionally polished applications: such as user-authentication models, approaches to layout and navigation, how to integrate Ajax, how to deal with localization issues like time zones and translations, how to customize the look and feel of an APEX web site, and more. The authors are well-qualified to write on APEX.

John Scott is a hard-core APEX developer and his coauthor, Scott Spendolini, is one of the original creators of APEX.

Salesforce Platform App Builder Certification Handbook Apress

For many people in both developing and developed countries universal healthcare is still not the norm. Socio-economic status and geographical restrictions have proved to be major barriers to accessible care. The use of information and communication technologies ICT is growing rapidly internationally as the need to provide more efficient and cost-effective care becomes increasingly urgent. Improving the health of a nation begins with the individual and recent developments in genomics and mobile networked information technologies have regenerated interest in individualizing healthcare.

Harnessing the diversity and ubiquity of

Managing the Mail Packt Publishing Ltd

Expert Oracle Application Express Plugins is your "go to" book on the groundbreaking plugin architecture introduced in Oracle Application Express 4.0. Using the new APEX functionality, you can create well-packaged, documented, reusable components and reliably leverage your coding investments across many applications. Components you create can define new item and region types, specify validation processes, and present dynamic actions to client applications. You can design innovative and

colorful ways to display information, such as displaying the temperature using an image of a thermometer, or displaying sales velocity in the form of an automotive speedometer. The new plugin architecture is sure to create a tidal wave of creativity. Author Martin D'Souza shows everything you need to know to get started in building and deploying plugins of your own design. You'll learn the underlying architecture, including the APIs used to tie your plugins seamlessly into an Application Express environment. You'll learn about the different types of plugins, and you'll walk through examples of each to ensure that you can create the right type of plugin when you need it. Finally, Expert Oracle Application Express Plugins shows how to work as part of the larger Application Express community by leveraging that community's efforts and by giving back as you deploy your own plugins to the broad audience of Application Express developers. Presents the architecture and APIs available for customizing Application Express Gives clear examples of plugin development, for each type of plugin Helps you work as part of the broader community of plugin developers

Cloud Computing Using Oracle Application Express Apress

Deliver rich desktop-styled Oracle APEX applications using the powerful Ext JS JavaScript library with this book and eBook.

Practical Solutions Emerald Group Publishing

Develop Robust Modern Web Applications with Oracle Application Express. Covers APEX 5.1. Easily create data-reliant web applications that are reliable, scalable, dynamic, responsive, and secure using the detailed information contained in this Oracle Press guide. Oracle Application Express (APEX): Build Powerful Data-Centric Web Apps with APEX features step-by-step application development

techniques, real-world coding examples, and best practices. You will find out how to work with the App Builder and Page Designer, use APEX themes (responsive and mobile included), templates and wizards, and design and deploy custom web apps. New and updated features in APEX 5.0/5.1 are thoroughly covered and explained.

- Understand APEX concepts and programming fundamentals
- Plan and control the development cycle, using HLD techniques
- Use APEX themes and templates, including Universal Theme
- Use APEX wizards to rapidly build forms and reports on database tables
- Build modern, dynamic, and interactive user interface using the Page Designer
- Increase user experience using Dynamic Actions (Ajax included)
- Build and utilize the new APEX 5.1 Interactive Grid
- Implement App Logic with APEX computations, validations, and processes
- Use (automatic) built-in and manual DML to manipulate your data
- Handle security at browser, application, and database levels
- Successfully deploy the developed APEX apps

develop a comprehensive functional business application which can be deployed in your organization. Cloud Computing Using Oracle Application Express will teach you how to develop a complete general ledger accounting system which will be accessible through a variety of devices, including desktops, laptops, and the latest smartphones.

What You Will Learn: Use new Oracle APEX 5.0 techniques
Develop a complete general ledger accounting system named The Cloud Accountant
Create cloud-based business apps accessible anywhere and anytime
Enhance your APEX development skills
Who This Book Is For: Web developers who possess some working knowledge of Oracle Application Express, and developers who have been using Oracle Forms and now wish to use their existing SQL and PL/SQL expertise.

Apress

An example-driven approach to securing Oracle APEX applications As a Rapid Application Development framework, Oracle Application Express (APEX) allows websites to easily be created based on data within an Oracle database. Using only a web browser, you can develop and deploy professional applications that are both fast and secure. However, as with any website, there is a security risk and threat, and securing APEX applications requires some specific knowledge of the framework. Written by well-known security specialists Recx, this book shows you the correct ways to implement your APEX applications to ensure that they are not vulnerable to attacks. Real-world

Oracle APEX Packt Publishing Ltd

Make the most of Oracle Apex with this guide to best practices and its Tips and Tricks. It will help you look at the bigger picture when building applications and take more elements into account and deal with everyday common issues that are faced.

A Business-Oriented Approach Using ORACLE, MySQL and MS Access Packt Publishing Ltd

Develop cloud-based applications rapidly using the Oracle Application Express (APEX) platform. You will learn to

examples of a variety of security vulnerabilities demonstrate attacks and show the techniques and best practices for making applications secure. Divides coverage into four sections, three of which cover the main classes of threat faced by web applications and the fourth covers an APEX-specific protection mechanism. Addresses the security issues that can arise, demonstrating secure application design. Examines the most common class of vulnerability that allows attackers to invoke actions on behalf of other users and access sensitive data. The lead-by-example approach featured in this critical book teaches you basic "hacker" skills in order to show you how to validate and secure your APEX applications.

Oracle Application Express 3.2 Packt Publishing Ltd

Take advantage of all the exciting Reporting features of Oracle Application Express 4.2. Designed for a hands-on approach, this book contains in-depth practical guidelines from George Bara, a well-known Oracle APEX expert and blogger. From Classic to Interactive Reports, Web Services and PDF Printing, "Oracle APEX Reporting Tips & Tricks" is a must-have for all database developers that want to make the most out of the Oracle APEX reporting engine.

Rapid Application Development for Web and Mobile Apps Zygiaris provides an accessible walkthrough of all technological advances of databases in the business environment. Readers learn how to design, develop, and use databases to provide business analytical reports with the three major database management systems: Microsoft Access, Oracle Express and MariaDB (formerly MySQL).

Tips and Tricks I Expert Oracle Application Express Security

Whether you're new to Oracle or an old hand who's yet to test the waters of APEX, *Beginning Oracle Application Express 5* introduces the processes and best practices you'll need to become proficient with APEX. The book shows off the programming environment, the utilities and tools available, and then continues by walking through the process of building a working system from the ground up. All code is documented and explained so that those new to the languages will not be lost. After reading this book, power users and programmers alike can quickly put together robust and scalable applications for use by one person, by a department, by an entire company. *Beginning Oracle Application Express 5* introduces version 5 of the popular and productive Oracle Application Express development platform. Called APEX for short, the platform enables rapid and easy development of web-based applications that make full use of Oracle Database. The release of APEX 5 brings major new changes to the page builder, an enhanced universal theme, better RESTful web services support, enhanced application packaging, and the many redesigned wizards give a new and fresh feel to the user interface. Covers brand-new functionality in APEX 5; Provides fully documented and explained example code; Guides you through creating a working and fully deployable application.

Beginning Oracle Application Express 5 "O'Reilly Media, Inc."

Migrating to the Cloud: Oracle Client/Server Modernization is a reference guide for migrating client/server applications to the Oracle cloud. Organized into 14 chapters, the book offers tips on planning, determining effort and budget, designing the Oracle cloud infrastructure, implementing the migration, and moving the Oracle cloud environment into production. Aside from Oracle application and database cloud offerings, the book looks at various tools and technologies that can facilitate migration to the cloud. It includes useful code snippets and step-by-step instructions in database migration, along with four case studies that highlight service enablement of DOS-based applications, Sybase to Oracle,

PowerBuilder to APEX, and Forms to Java EE. Finally, it considers current challenges and future trends in cloud computing and client/server migration. This book will be useful to IT professionals, such as developers, architects, database administrators, IT project managers, and executives, in developing migration strategies and best practices, as well as finding appropriate solutions. Focuses on Oracle architecture, Middleware and COTS business applications Explains the tools and technologies necessary for your legacy migration Gives useful information about various strategies, migration methodologies and efficient plans for executing migration projects

[How to Find the Right Solution for Effectively Connecting with Your Customers](#) Apress

This new edition of Understanding Oracle APEX 5 Application Development shows APEX developers how to build practical, non-trivial web applications. The book introduces the world of APEX properties, explaining the functionality supported by each page component as well as the techniques developers use to achieve that functionality. The book is targeted at those who are new to APEX and just beginning to develop real projects for production deployment. Reading the book and working the examples will leave you in a good position to build good-looking, highly-functional, web applications. Topics include: conditional formatting, user-customized reports, data entry forms, concurrency and lost updates, and updatable reports. Accompanying the book is a demo web application that illustrates each concept mentioned in the book. Specific attention is given in the book to the thought process involved in choosing and assembling APEX components and features to deliver a specific result. Understanding Oracle APEX 5 Application Development is the ideal book to take you from an understanding of the individual pieces of APEX to an understanding of how those pieces are assembled into polished applications. Teaches how to develop non-trivial APEX applications. Provides deep understanding of APEX functionality. Shows the techniques needed for customization.

Pro Oracle Application Express 4 MeetGoogle

Build and deploy an attractive, user-friendly web or mobile application in one day or less using Oracle's new, low-code development tool: Visual Builder Cloud Service. Today's IT world is fast-paced, and the ability to rapidly deliver running code is the most crucial and sought-after skill a developer can have. Oracle has brought together their enterprise experience, advanced usability knowledge, and their best cloud engineering to produce an innovative platform giving developers unprecedented productivity. You will learn how to use all aspects of Oracle Visual Builder Cloud Service to build web or mobile applications. Using the fully browser-based development environment, you'll gain experience with all the modern user-interface components that the tool offers for a visual, user-interface-driven, development approach. You'll also see how to use the integrated data management capabilities and existing REST data services to store your data, and learn how to easily transfer applications to a test/staging environment and later to production, while continuing to develop the next version in the development environment. What You'll Learn Build great-looking web and mobile applications in a browser-based, visual design environment Define custom business logic in the visual logic editor or with JavaScript Manage multiple concurrent application versions from development through staging and production Define business objects with validation logic for application-specific data Communicate with, and draw data from, existing REST web

services Use Visual Builder Cloud Service to expand Oracle SaaS solutions Who This Book Is For Developers at all expertise levels as well as business professionals and UX designers with an interest in using IT to quickly solve simple business problems. Because this tool is based on a modern low-code approach, no prior programming experience is necessary to benefit from the book.

Pro jQuery in Oracle Application Express Apress

A handy guide that covers the most essential topics for Salesforce Platform App Builder Certification in an easy-to-understand format About This Book Get to grips with the fundamentals of Force.com to pass the certification exam with flying colors Create Force.com applications, automate business processes, and manage data operations to be a successful Salesforce.com Certified Force.com app builder A step-by-step guide that covers the most essential topics for the Platform App Builder Certification in an easy-to-understand format Who This Book Is For Salesforce beginners who need to prepare for the Salesforce Platform App Builder Certification exam will benefit from this book. This book is ideal for developers and admins who are new to Salesforce CRM and the Force.com platform. It is recommended that users have some basic programming knowledge and are familiar with salesforce. By the end of the book, you will be ready to appear for the exam and develop various applications on the cloud platform. What You Will Learn Learn the basics of the force.com cloud platform Learn to build objects that align with your business

Understand the process of building an application on force.com platform Kick-start your certification journey in basic- easy-to-follow guide Focus on important topics that help you accomplish your certification goals Learn to secure your application with the Salesforce security model Manipulate and process large amount of data using the data tools Prepare for the exam with sample mock questions In Detail The Salesforce Certified Platform App Builder exam is for individuals who want to demonstrate their skills and knowledge in designing, building, and implementing custom applications using the declarative customization capabilities of Force.com. This book will build a strong foundation in Force.com to prepare you for the platform app builder certification exam. It will guide you through designing the interface while introducing the Lightning Process Builder. Next, we will implement business logic using various point and click features of Force.com. We will learn to manage data and create reports and dashboards. We will then learn to administer the force.com application by configuring the object-level, field-level, and record-level security. By the end of this book, you will be completely equipped to take the Platform App Builder certification exam. Style and approach Simple and to-the-point examples that can be tried out in your developer org. A practical book for professionals who want to take the Salesforce Platform App Builder Certification exam. Sample questions for every topic in an exam pattern to help you prepare better, and tips to get things started. Full of screen-shots, diagrams, and clear step-

by-step instructions that cover the entire syllabus for the exam.

Managing Cost, Schedule, and Quality CRC Press

If you have mastered the fundamentals of the PL/SQL language and are now looking for an in-depth, practical guide to solving real problems with PL/SQL stored procedures, then this is the book for you.