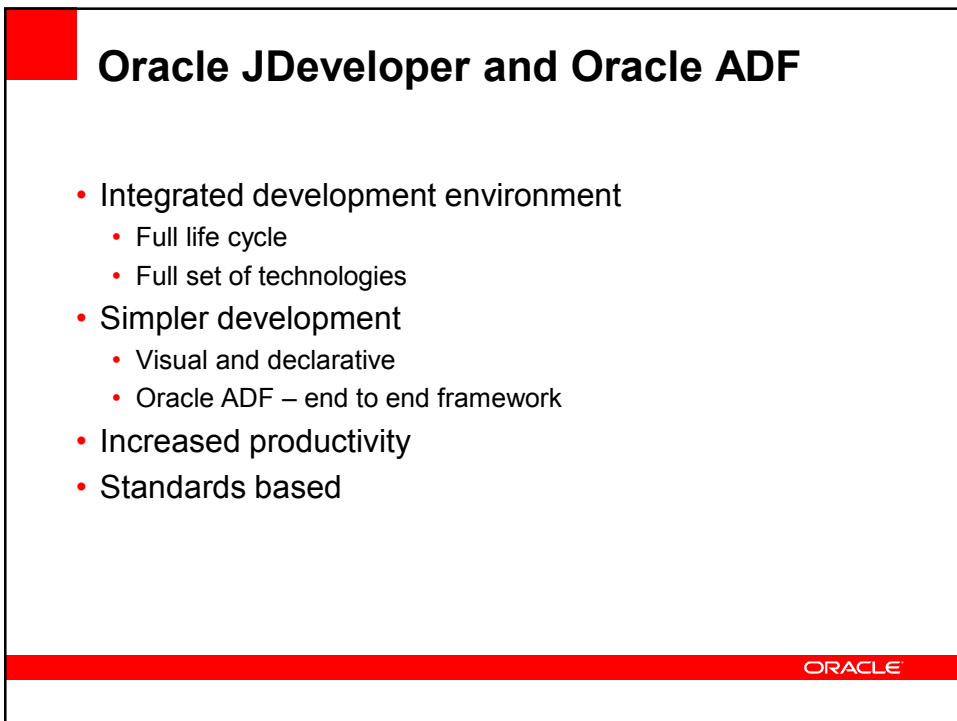


The slide features a header image with a red background and a photograph of a modern glass building. Below the image is the Oracle logo in red. The main title is "La Plataforma de Desarrollo para Oracle Fusion" in bold black text. Below the title is the name "Juan Camilo Ruiz" and his title "Senior Product Manager – Oracle JDeveloper Team" in a smaller black font. To the right of the text is a small, square, grayscale portrait of Juan Camilo Ruiz.

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La Plataforma de Desarrollo para Oracle Fusion

Juan Camilo Ruiz
Senior Product Manager – Oracle JDeveloper Team

The slide has a red header bar on the left and a red footer bar at the bottom. The main content is a list of bullet points describing the features of Oracle JDeveloper and Oracle ADF. The Oracle logo is visible in the bottom right corner of the slide.

Oracle JDeveloper and Oracle ADF

- Integrated development environment
 - Full life cycle
 - Full set of technologies
- Simpler development
 - Visual and declarative
 - Oracle ADF – end to end framework
- Increased productivity
- Standards based

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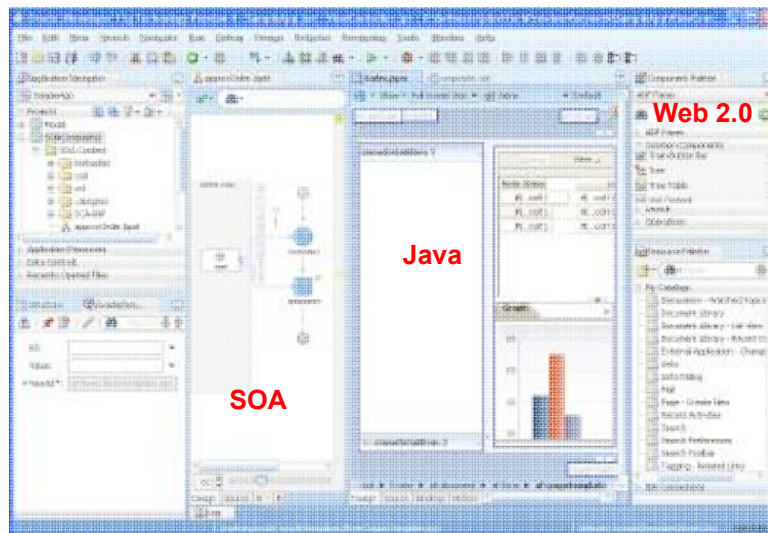
Oracle JDeveloper - Enterprise IDE

- Java EE
- Web User Interfaces
- Web Services
- SOA
- WebCenter / Portlets
- Database
- XML



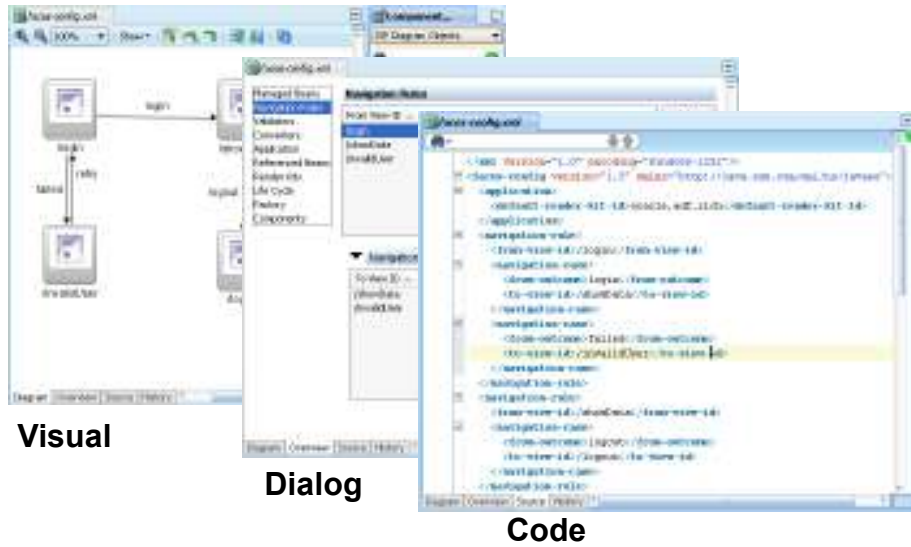
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JDeveloper - Unified Visual Development

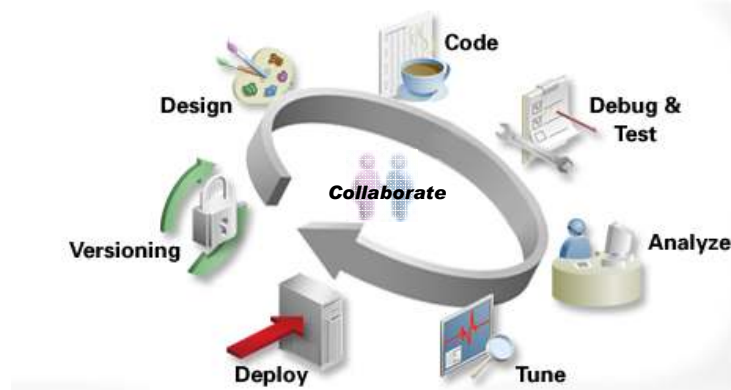


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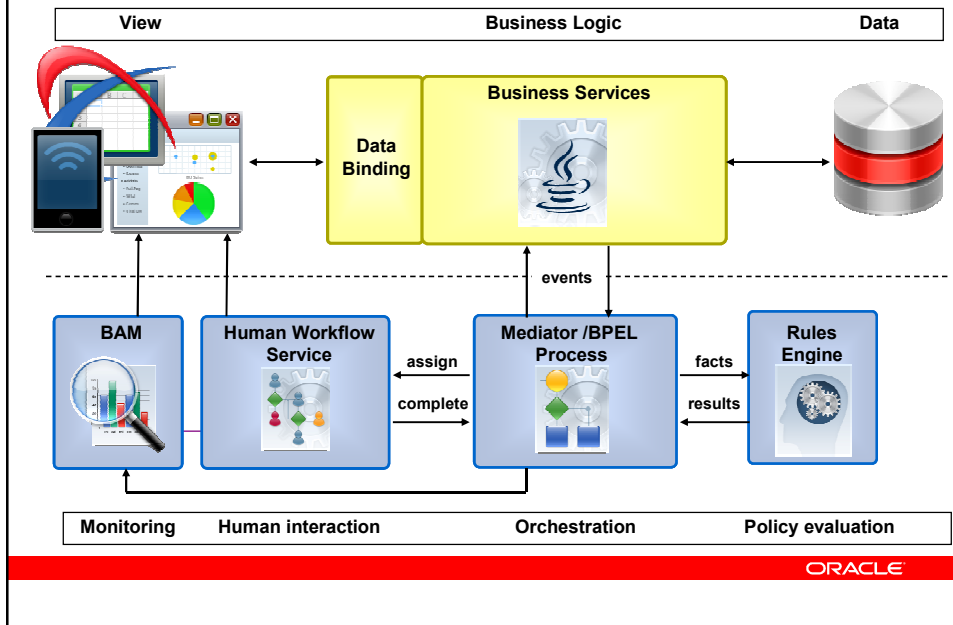
Choice of Development Styles



Full Lifecycle Support



The Fusion Architecture



Oracle ADF

Oracle's Application
Development Framework

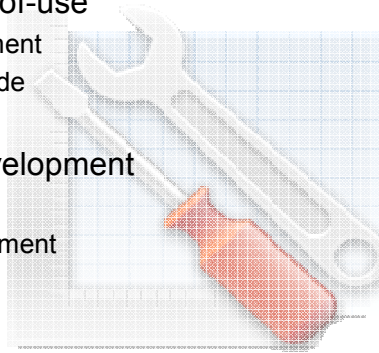


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A Common Development Framework

Oracle Application Development Framework

- Increase productivity & ease-of-use
 - Visual and declarative development
 - Takes care of the “plumbing” code
 - Implements best practices
- Promote service oriented development
 - Re-usable business services
 - Composite applications development
- Standards-based
 - Java EE, SOA, SDO/SCA ...
- End-to-end coverage
 - MVC, security, customization



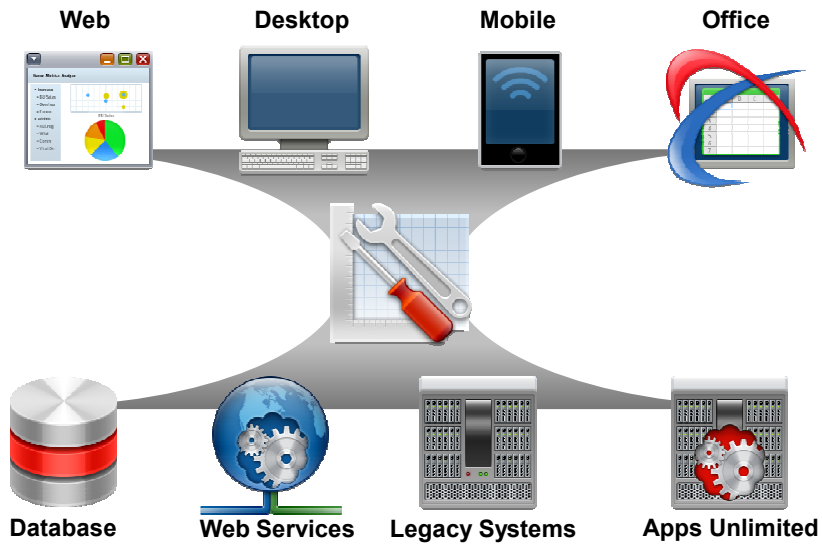
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Oracle's Strategic Framework

- ADF is used at Oracle for all “next generation” Web User interfaces
 - Fusion Applications (CRM, HCM etc.)
 - Middleware components (Enterprise Manager, administration consoles etc)
 - Vertical applications (Insurance, telco, pharma...)
 - WebCenter Spaces and Services
- Anyone can use this
 - Available to customers and partners as part of the platform

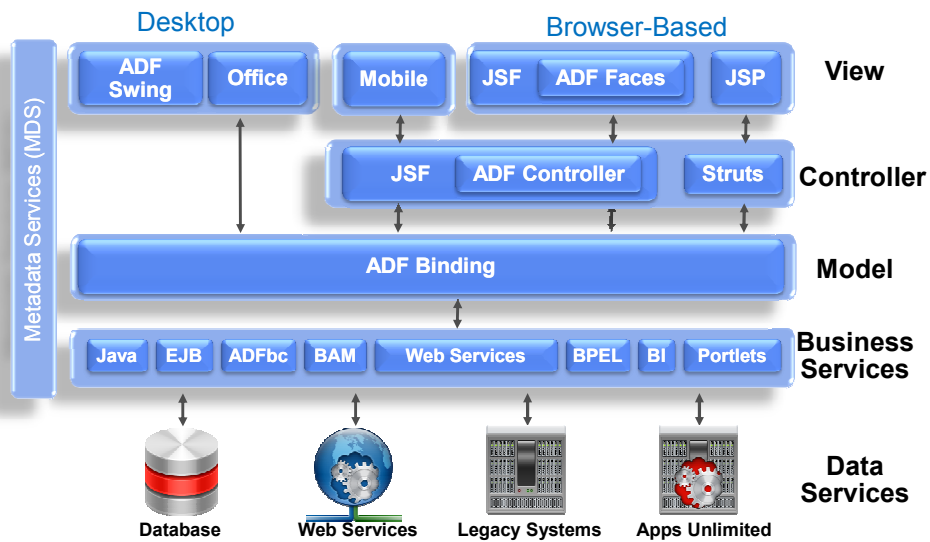
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Oracle ADF - Common Binding



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Oracle ADF - The Bigger Picture



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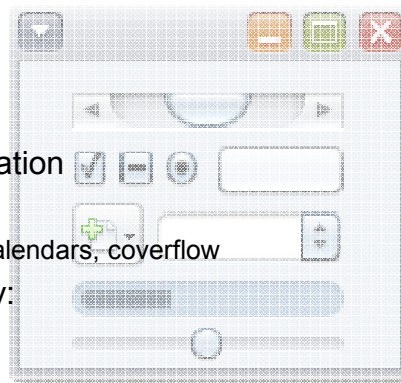
ADF – Simplification in Each Layer



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ADF Faces Rich Client Components

- Over 150 components
- Ajax enabled
- Pluggable look and feel
- Accessibility & internationalization
- The usual components plus:
 - Charts, gantt, geo-map, pivot, calendars, coverflow
- Built in advanced functionality:
 - Drag and drop framework
 - Dialog and pop-up framework
 - “Active Data” - Dashboards / push updates (comet)
 - Templating and declarative components



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MICROS



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Cuyahoga County GIS



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Fusion Applications

HCM



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Fusion Applications

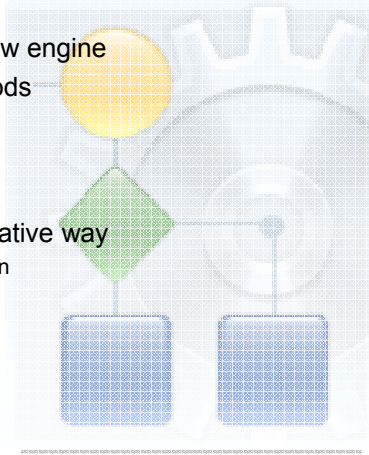
Projects



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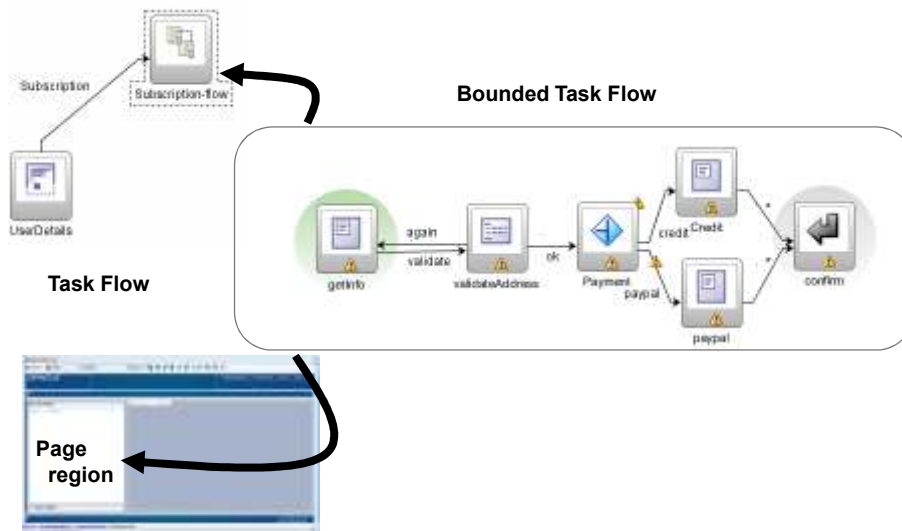
ADF Controller

- An extension to the JSF page flow engine
- Define flows of pages and methods
- Diagram your process
- Build reusable task flows
 - In other flows, inside other pages
- Advance functionality in a declarative way
 - Transaction, initialization, Back button



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Task Flows - Reusable Page Flows



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ADF Business Components

A framework that simplifies developing Java EE business services for developers familiar with 4GL tools, declarative development, and relational databases

- Simplify data access
- Simplify validation and business logic
- Uses SQL based data views
- Separate data views from business logic
- Implement best practices
- Easy customization

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ADF BC - Making Things Simpler

- Query by example any field
- Master/Detail coordination
- List of values
- Calculated fields
- Various validations
- Exposing services
- Range fetching
- Web service interfaces
- Transaction control
- Locking mechanism
- State management
- All done declaratively without coding!

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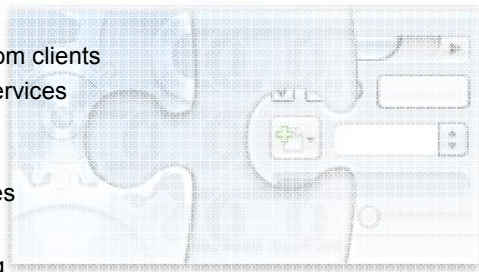
ADF BC Familiar Concepts for Forms/4GL Developers

- Declarative DB access definition – similar to blocks
- Built in events – similar to triggers in Forms
- Declarative property setting for attribute
- Declarative validation
- Declarative LOV
- Declarative calculated fields
- Built in query by example
- Find/Execute query support
- Reusable property sets
- Transaction management using commit/rollback

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ADF Model - Data Binding

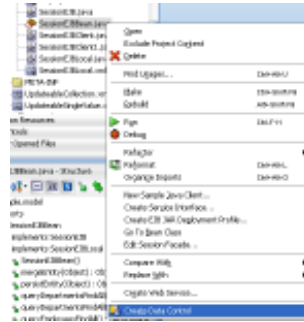
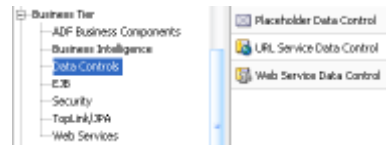
- ADF Model
 - JSR-227 Data Controls
- Service Oriented Interface
 - Abstract implementation from clients
 - Loose coupling between services and application
- More Reusability
 - Discover and share services
- More Productivity
 - Drag and drop data binding
 - Declarative validation
 - Control hints



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ADF 11g Built-in Data Controls

- ADF Business Components
- Java Class
- EJB
- Web Service
- URL (XML or CSV)
- Essbase
- Place Holder
- Add your own



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Oracle ADF **Demonstration**



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Additional Core Capabilities



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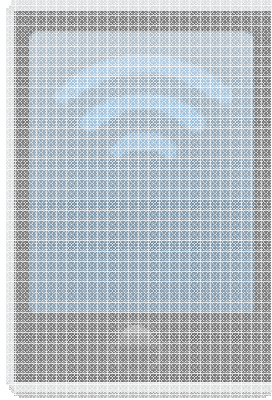
Mobile Development Challenges

- **Duplicating development efforts**
 - Different tools and environment for different mobile devices and channels (on-device vs. web)
 - Different frameworks for native/on-device vs. web based mobile applications
- **Code-driven development paradigm**
 - Java (ME and SE), Objective C, C++, etc.
- **(Re)build all application services from the ground up**
 - For application logic services, view services, etc.
- **Proprietary frameworks and technologies**

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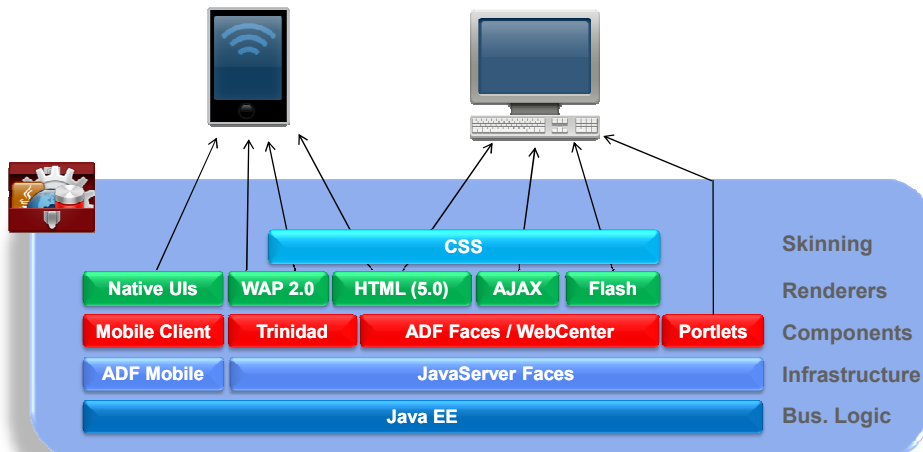
Oracle ADF Mobile

- Two approaches:
 - ADF Mobile Browser
 - ADF Mobile Client
- Extend your existing application
- Reuse business services
- Same development concepts



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Multi-Channel Development A Single Programming Model



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ADF Mobile Browser

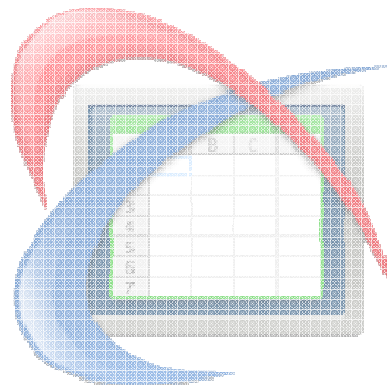
- Delivers mobile-optimized native look-and-feel user interface to mobile browsers
- Adjusts to device's browser capabilities



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ADF Desktop Integration

- Excel Spreadsheets connected to Java Business services through ADF binding
- Familiar working environment
- Connected or disconnected
- Leverage business services and security from your application



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UI Development in Excel

The screenshot illustrates the Oracle ADF 11g Desktop Integration interface. On the left, an Excel spreadsheet titled 'DepartmentsList.xlsx' is open, showing columns A through E and rows 1 through 13. A 'Document Actions' dialog box is active, displaying the 'Bindings' tab. The 'Page Definition' is 'ADFdi_view_Departme...'. The 'Available Bindings' list includes 'Departments1View1 (tree)'. A red arrow points from this dialog to a cell in the spreadsheet. Below the spreadsheet, an 'Insert Binding' dialog box is open, showing the 'ADF Read-only Table' component selected. A second dialog box, 'Select Component', is also visible, showing the 'ADF Read-only Table' component selected. The 'Insert Component: ADF Read-only Table' dialog box is open, showing the 'Columns' property set to 'HeadOnlyColumn() Array' and the 'DepartmentID' property set to 'ROT1720281191'. The 'Annotation' property is set to 'SCS3'. The 'OK' button is highlighted.

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ADF Security - End-to-end Security

The screenshot shows the Oracle ADF Security console. The 'ADF Security Policies' window is open, displaying the 'Web Pages' tab. The 'Page Name' field is empty, and the 'Show web pages with least-all grants only' checkbox is checked. The 'Web Page Definition' list shows 'unlabeled1 (view pageDefs)' and 'unlabeled2 (view pageDefs)'. The 'Granted To Roles' list shows 'test-all'. The 'Actions' list shows 'View', 'Customize', 'Grant', and 'Personalize'. The 'ADF Security Overview' window is also open, showing the 'Task Flows' tab. The 'Task Flow Name' field is empty, and the 'Show task flows with test-all grants only' checkbox is checked. The 'Task Flow' list shows 'test-flow (WAFD-TWP)'. The 'Granted To Roles' list shows 'test-all'. The 'Actions' list shows 'Customize', 'Grant', and 'Personalize'. The 'Departments.xml - Structure' window is open, showing the 'Attributes' list. The 'DepartmentID' attribute is selected, and the 'Reflector' context menu is open, showing options like 'Go to Source', 'Find Usages...', 'Go to Properties', 'Go to Declaration', 'Edit Binding...', and 'Edit Security...'. The 'OK' button is highlighted.

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Summary

- Oracle JDeveloper provides a truly integrated development environment
- Oracle ADF provides simpler development with a complete framework

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Question & Answers

- Oracle.com/technology/jdev
- Demos
- Tutorials
- Blogs
- Samples
- Documentation
- More...



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