

Oracle Visual Builder

Oracle Visual Builder provides an easy way to create and host web and mobile applications in a secure cloud environment. An intuitive visual development experience on top of a complete development and hosting platform accelerates application creation and provisioning, leveraging an open, standard-based architecture. Reducing IT backlog has never been easier.

VISUAL APPLICATION CREATION AND PUBLISHING FOR ANYONE

With increasing demands for modern business applications that will serve specific business needs, and the proliferation of data sources, the speed at which IT departments address line of business requirements for new applications can become a bottleneck.

Oracle Visual Builder resolves this challenge by providing a cloud-hosted solution that empowers anyone to create and host applications with ease, leveraging a visual low-code development approach.

Focusing on ease of use and a visual development approach, Oracle Visual Builder guides users through the process of application creation allowing them to combine their custom data objects with data from existing applications to create engaging web and mobile applications that are hosted in Oracle's secure and scalable cloud platform.

APPLICATION DEVELOPMENT SIMPLIFIED

Oracle Visual Builder focuses on simplifying development by providing a visual approach to application development and publishing.

Both the development environment and runtime platform are cloud hosted, and accessible from web browsers – removing the need for software setup and maintenance on users and developers machines.

Key Features

- Visual development experience. Drag-and-drop, WYSIWYG UI development
- Zero install – cloud and browser based
- Multi-channel interfaces - delivering both responsive UI and on-device mobile apps
- Declarative business logic definition
- Direct access to code for more complex logic and UI
- Standard based – HTML5/JavaScript/REST
- Out-of-the-box integration with Oracle's SaaS applications

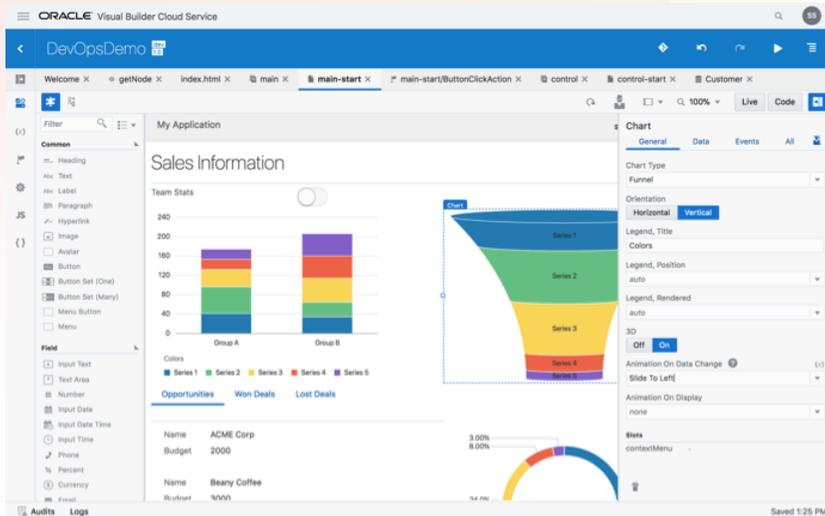


Figure 1. Visual Development Environment

Application creation is streamlined with a visual design environment and drag-and-drop simplicity. A rich set of UI components, leveraging the open-source Oracle JavaScript Extension Toolkit (Oracle JET), enables the design of advanced layouts with rich data visualization capabilities for any application. Visual development concepts also extend to application page flows, UI events and their logic flows, and logic rules for business objects.

While the visual approach to development provides for increased developer productivity, developers also have direct access to their application’s code, providing further flexibility to create more complex logic and UI when needed.

In addition to browser-based responsive applications, users can create on-device mobile applications targeting mobile phones. Mobile-optimized templates and interaction-patterns as well as native look-and-feel for both iOS and Android devices create highly usable apps that install and run directly on mobile devices.

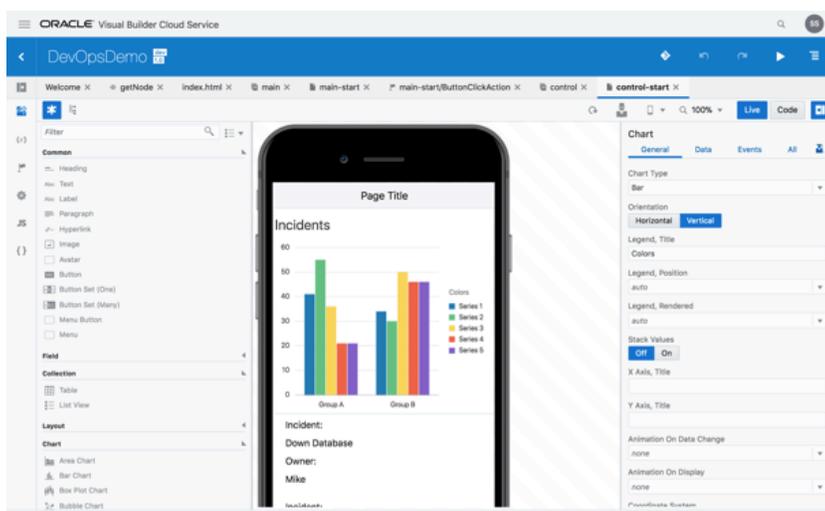


Figure 2. Visual Mobile Development

Key Business Benefits

- Faster application development
- Zero-install complete development and hosting platform in the cloud
- Publish both web and mobile optimize UIs from the same application
- Easily integrate data from Oracle SaaS and other REST enabled data sources
- Leverage standard-based coding to extend the platform for more complex needs

The declarative approach simplifies the creation of custom data objects, relationships and business logic. Custom business objects can be exposed as REST services for consumption in other applications. Access to other sources of data is streamlined with a built-in expandable service catalog, and declarative connectivity to REST-based services. Data can be imported into the application from existing files and spreadsheets. Business components can be shared among applications for increased reusability.

Oracle Visual Builder manages the lifecycle of the application through development, test, stage, and final publishing. Version management and data migration are built-in into the lifecycle of an application. Multiple users can collaborate in the development of an application, leveraging integration with Oracle's Developer and the built-in Git version management features it provides.

ORACLE SAAS INTEGRATION

Oracle Visual Builder is the perfect tool for customers looking to extend Oracle's set of SaaS applications. The integrated service catalog provides easy access to data objects exposed by Oracle's SaaS applications. A shared security layer simplifies security across applications, supporting single sign-on between Oracle Visual Builder applications and Oracle's SaaS applications.

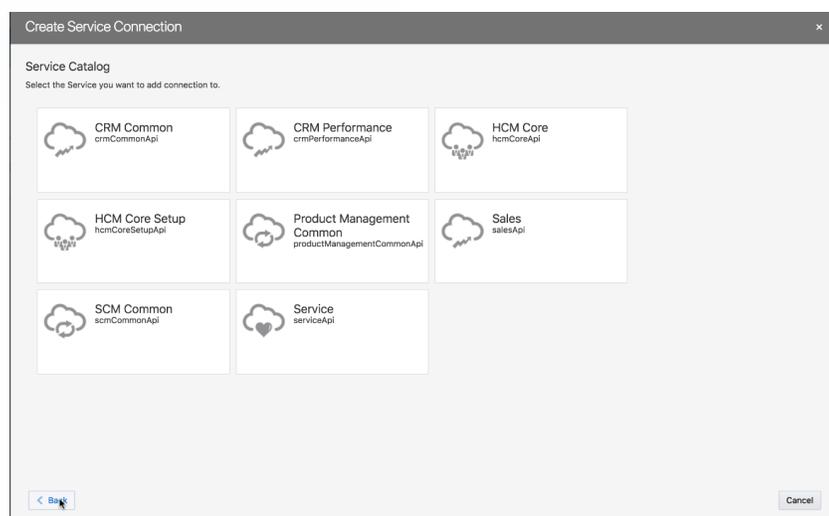


Figure 3: Built-in Oracle SaaS Service Catalog

STANDARDS-BASED AND EXTENDABLE ARCHITECTURE

Oracle Visual Builder uses a modern standard-based architecture for the applications you create. User interfaces are created using HTML5 and JavaScript supporting rich client side capabilities. The client layer leverages the Oracle JavaScript Extension Toolkit (Oracle JET) to create dynamic applications that are accessible, support internationalization, are mobile optimized, and secure.

At the back end, Oracle Visual Builder accesses existing system and data sources through standard REST-based interfaces. A pre-populated catalog of services includes details for Oracle SaaS services, and allows the addition of other REST services in a declarative way. New data objects created in the applications can be exposed through REST for use by other applications.

Leveraging the same technologies developers can extend the platform and applications created with the Oracle Visual Builder with additional pluggable capabilities. Extensions can include new UI components, application's look and feel, complex logic units, and access to additional external sources of data.

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