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[Mastering Apex Programming Expert Oracle Application Express Security Pro Oracle Application Express Expert Oracle Application Express Apex Design Patterns Mastering Apex Programming Oracle Application Express by Design Learning Apex Programming Architecting AI Solutions on Salesforce Apex Learning Salesforce Development with Apex Beginning Oracle Application Express 4.2 Practical Salesforce Development Without Code Beginning Oracle Application Express 4 InfoWorld Expert Oracle Application Express Plugins Know Us Know Apex Pro Oracle Application Express Pro Oracle Application Express 4 Development with the Force.com Platform APEX Calculus Oracle APEX 20 For Beginners Apex Transit Solutions, LLC--Costs Mohs Micrographic Surgery Oracle Application Express Administration Network World InfoWorld Network World Salesforce Platform Enterprise Architecture Network World Mastering Application Development with Force.com InfoWorld Network World CIO Extending Oracle Application Express with Oracle Cloud Features Business Intelligence in Oracle Apex Beginning Salesforce Developer Salesforce Process Builder Quick Start Guide Force.com Enterprise Architecture Oracle APEX: The Tailor Fit](#)

Use this hands-on guide to build powerful solutions on the Salesforce platform without using a single line of code. This revised and expanded second edition includes Process Builder, Flow Builder, Lightning App Builder, Lightning Bolt Solutions, and more. Practical Salesforce Development Without Code shows you how to unlock the power of the Salesforce platform to solve real business problems. Adhering to Salesforce's "clicks, not code" mantra, Salesforce expert Phil Weinmeister walks Salesforce newcomers and veterans through different business problems and identifies effective—and proven—approaches to solutions using the platform's declarative framework. By adopting this book as your guide, you will learn how to deliver business solutions within Salesforce by combining analysis, creativity, and logic with core elements such as validation rules, workflow rules, processes, flows, formula fields, and Lightning apps. In addition, Weinmeister dissects and explains the most useful functions and features for declarative developers and shows you how to use them. Best of all, Weinmeister uses real-life business scenarios and visuals. Applying the lessons learned from this how-to guide will ultimately save you time and ensure that your clients or internal customers are enabled, equipped, and empowered. What You'll Learn Build objects, fields, and relationships to establish a sensible data model Automate business processes by using Workflow, Process Builder, and Flow Utilize functions and develop formulas effectively for a variety of business needs Develop approval processes to handle exception scenarios Employ actions to easily create efficient and relevant user experiences Manage your environments and deploy your solutions Who This Book Is for Business analysts, Salesforce administrators, and Salesforce developers Click your way to automating business processes with Salesforce Visual Workflow Key Features Create and maintain complex business processes using Process builder Discover how to debug and deploy Flow and Process Builder Use new or existing Flows to work with Salesforce Lightning Experience Book Description Salesforce Management System is an information system used in CRM to automate business processes, such as sales and marketing. Process Builder is a visual tool created to automate business processes in Salesforce. It enables users with no coding expertise to build complex Salesforce workflows. The book starts with an introduction to Process Builder, focussing on the building blocks of creating Processes. Then you will learn about different applications of Process Builder for developing streamlined solutions. You will learn how to easily automate business processes and tackle complex business scenarios using Processes. The book explains the workings of the Process Builder so that you can create reusable processes. It also explains how you can migrate existing Workflow Rules to Process Builder. By the end of the book, you will have a clear understanding of how to use Flows and Process Builder to optimize code usage. What you will learn Develop an application using point and click with the help of Process Builder Bypass Processes for specific users Understand the concepts of reusable processes Handle complex business processes using Process Builder and keep them clean Work with formulae in Process Builder to minimize the code required Create a process with no criteria so as to minimize the amount of rework Overcome Salesforce's known limitation in terms of referencing picklist values Who this book is for This book is for people who want to use Process Builder to automate their business requirements by clicking, not coding. A basic understanding of Salesforce is required, but not extensive programming knowledge. For more than 20 years, Network World has been the premier provider of information, intelligence and insight for network and IT executives responsible for the digital nervous systems of large organizations. Readers are responsible for designing, implementing and managing the voice, data and video systems their companies use to support everything from business critical applications to employee collaboration and electronic commerce. For more than 20 years, Network World has been the premier provider of information, intelligence and insight for network and IT executives responsible for the digital nervous systems of large organizations. Readers are responsible for designing, implementing and managing the voice, data and video systems their companies use to support everything from business critical applications to employee collaboration and electronic commerce. Expert Oracle Application Express Security covers all facets of security related to Oracle Application Express (APEX) development. From basic settings that can enhance security, to preventing SQL Injection and Cross Site Scripting attacks, Expert Oracle Application Express Security shows how to secure your APEX applications and defend them from intrusion. Security is a process, not an event. Expert Oracle Application Express Security is written with that theme in mind. Scott Spendolini, one of the original creators of the product, offers not only examples of security best practices, but also provides step-by-step instructions on how to implement the recommendations presented. A must-read for even the most experienced APEX developer, Expert Oracle Application Express Security can help your organization ensure their APEX applications are as secure as they can be. For more than 20 years, Network World has been the premier provider of information, intelligence and insight for network and IT executives responsible for the digital nervous systems of large organizations. Readers are responsible for

designing, implementing and managing the voice, data and video systems their companies use to support everything from business critical applications to employee collaboration and electronic commerce. Learn the many design decisions that must be made before starting to build a large Oracle Application Express (APEX) application for the cloud or enterprise. One of APEX's key strengths is the fact that it is a Rapid Application Development (RAD) tool. This is also a major weakness when it tempts developers to start coding too soon. Small applications that consist of tens of pages can be coded without a lot of design work because they can be re-factored quickly when design flaws are discovered. Design flaws in large cloud and enterprise applications that consist of hundreds or thousands of pages are not so easy to re-factor due to the time needed to redevelop and retest the application, not to mention the risk of breaking functionality in subtle ways. Designing a large application before coding starts is a profitable exercise because a thoughtful design goes a long way in mitigating cost overruns and schedule slippage while simultaneously enhancing quality. This book takes into account perspectives from other non-developer stakeholders such as maintenance developers, business analysts, testers, technical writers, end users, and business owners. Overlooking these perspectives is one of the chief causes of expensive rework late in the development cycle. Oracle Application Express by Design illustrates APEX design principles by using architecture diagrams, screen shots, and explicit code snippets to guide developers through the many design choices and complex interrelationship issues that must be evaluated before embarking on large APEX projects. This book: Guides you through important, up-front APEX design decisions Helps you to optimize your design by keeping all stakeholders in mind Explicit code examples show how design impacts cost, schedule, and quality What You Will Learn Pick and choose from the list of designs before coding begins Bake optimal quality into the underlying fabric of an APEX application Think and design from outside the developer's narrow perspective Optimize APEX application designs to satisfy multiple stakeholder groups Evaluate design options through hands-on, explicit code examples Define and measure success for large cloud and enterprise APEX applications Who This Book Is For APEX developers and development teams Harness the power of Apex design patterns to build robust and scalable code architectures on the Force.com platform About This Book Apply Creational, Structural and behavioural patterns in Apex to fix governor limit issues. Have a grasp of the anti patterns to be taken care in Apex which could have adverse effect on the application. The authors, Jitendra Zaa is a salesforce MVP and Anshul Verma has 12+ years of experience in the area of application development. Who This Book Is For If you are a competent developer with working knowledge of Apex, and now want to deep dive into the world of Apex design patterns to optimize the application performance, then this book is for you. Prior knowledge of Salesforce and Force.com platform is recommended. What You Will Learn Apply OOPs principal in Apex to design a robust and efficient solution to address various facets to a business problem Get to grips with the benefits and applicability of using different design patterns in Apex Solve problems while instantiating, structuring and giving dynamic behavior to Apex classes Understand the implementation of creational, structural, behavioral, concurrency and anti-patterns in your application Follow the Apex best practices to resolve governor limit issues Get clued up about the Inheritance, abstract classes, polymorphism in Apex to deal with the object mechanism Master various design patterns and determine the best out of them Explore the anti patterns that could not be applied to Apex and their appropriate solutions In Detail Apex is an on-demand programming language providing a complete set of features for building business applications – including data models and objects to manage data. Apex being a proprietor programming language from Salesforce to be worked with multi tenant environment is a lot different than traditional OOPs languages like Java and C#. It acts as a workflow engine for managing collaboration of the data between users, a user interface model to handle forms and other interactions, and a SOAP API for programmatic access and integration. Apex Design Patterns gives you an insight to several problematic situations that can arise while developing on Force.com platform and the usage of Design patterns to solve them. Packed with real life examples, it gives you a walkthrough from learning design patterns that Apex can offer us, to implementing the appropriate ones in your own application. Furthermore, we learn about the creational patterns that deal with object creation mechanism and structural patterns that helps to identify the relationship between entities. Also, the behavioural and concurrency patterns are put forward explaining the communication between objects and multi-threaded programming paradigm respectively. We later on, deal with the issues regarding structuring of classes, instantiating or how to give a dynamic behaviour at a runtime, with the help of anti-patterns. We learn the basic OOPs principal in polymorphic and modular way to enhance its capability. Also, best practices of writing Apex code are explained to differentiate between the implementation of appropriate patterns. This book will also explain some unique patterns that could be applied to get around governor limits. By the end of this book, you will be a maestro in developing your applications on Force.com for Salesforce Style and approach This book is a step-by-step guide, complete with well-tested programs and real world situations to solve your common occurring problems in Apex design by using the anti-patterns. It gets crackling from exploring every appropriate solution to comparing the best one as per OOps principal. Beginning Oracle Application Express 4.2 introduces version 4.2 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 4.2 brings extensive new Flash and HTML 5 charting capabilities, enhanced themes for mobile applications usable from phones and tablets, RESTful web services support, enhanced application packaging, and the many redesigned wizards give a new and fresh feel to the user interface. Whether you're new to Oracle or an old hand who's yet to test the waters of APEX, Beginning Oracle Application Express 4.2 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. Covers brand-new functionality in APEX 4.2 Provides fully documented and explained example code Guides you through creating a working and fully deployable application Do you want to go beyond the in-built functionalities of Oracle Application Express? Do you yearn to develop a custom application that is tailor-made to suit your needs? Look no further than Oracle Apex - The Tailor Fit, which provides all the information you have been seeking. - Covers different scenarios with custom solutions, based on real-time implementations. - Develop a unique method for data processing, reporting, and other operations. - Learn how to go beyond the in-built functionalities to customize requirements. 'Oracle APEX The Tailor Fit' authored by the Doyensys team, is a good handbook for all users of Oracle APEX it elaborates on how to customize application to fit in the needs of the customers.

This book carries stepwise illustrative guide for developers for creating various components and customizing the same. Recommended read for aspiring Apex developers and those who are already developing applications using APEX. - Beena Nayar, PMP - Head-Information Technology, Forbes Marshall Architect and deliver packaged Force.com applications that cater to enterprise business needs

About This Book Explore the lightning framework, advanced application life cycle processes, and testing Use the Force.com platform to build truly integrated, scalable, and robustly engineered applications focused on enterprise-level customer demands Using the Lightning technology to deliver modern and responsive user experiences targeting multiple devices through Lightning Experience and Salesforce1 Mobile. Step-by-step, work on examples to get you building your own ready-to-install packaged application

Who This Book Is For This book is for advanced Force.com developers and architects who need to understand the Salesforce platform from the perspective of enterprise-level requirements. A prior understanding of Apex and Visualforce is a must. Those familiar with other enterprise software ecosystems will also find this book ideal as they adopt Force.com.

What You Will Learn Package, install, test, and upgrade an application Define architecture-aligning data storage and functional requirements Develop Apex code that is easy to navigate, self-documenting, testable, robust, and organic Leverage your application's clientagnostic Service layer backbone to support numerous platform areas Get the most from hosting your application within the Lightning Experience and Salesforce1 Mobile clients Apply querying, indexing, and asynchronous best practices Leverage mocking and dependency injection in your Apex tests Explore tips for developing advanced applications

In Detail Companies of all sizes have seen the need for Force.com's architectural strategy focused on enabling their business objectives. Successful enterprise applications require planning, commitment, and investment in the best tools, processes, and features available. This book will teach you how to architect and support enduring applications for enterprise clients with Salesforce by exploring how to identify architecture needs and design solutions based on industry standard patterns. There are several ways to build solutions on Force.com, and this book will guide you through a logical path and show you the steps and considerations required to build packaged solutions from start to finish. It covers all aspects, from engineering to getting your application into the hands of your customers, and ensuring that they get the best value possible from your Force.com application. You will get acquainted with extending tools such as Lightning App Builder, Process Builder, and Flow with your own application logic. In addition to building your own application API, you will learn the techniques required to leverage the latest Lightning technologies on desktop and mobile platforms.

Style and approach The book takes a straightforward approach, taking apart the Force.com architecture for you to gain a deep understanding of how you can implement the Salesforce platform based on enterprise-level requirements. Learn to harness the power of the Apex language to build Salesforce applications

• **KEY FEATURES**

- Learn how to work with the Apex language.
- Learn how to develop Apex Triggers.
- Learn how to use SOQL and SOSL to retrieve data.
- Learn how to write Object-Oriented Salesforce code.
- Explore the best practices to deliver scalable and maintainable code.

• **DESCRIPTION**

This book covers the fundamentals of the Salesforce Apex programming language used by developers to build powerful applications in the cloud. In this book, you will learn how to work with the Apex language to build scalable applications that can interact with and update data from your users. We cover the language from the ground up, introducing programming concepts such as variables and control statements alongside clear and concise examples to help you understand the key concepts and features. Platform-specific features such as Apex triggers, SOQL and SOSL are covered in detail to help ensure you deliver robust and scalable solutions. Nuances and best practices for development are discussed along with how to effectively test your code to ensure that you can deploy it to users with confidence. Object-oriented programming in Apex is also covered in-depth to ensure that you can develop dynamic solutions and build for the future. The book also discusses and shows developers how to integrate with third-party solutions using REST APIs in Apex. By the end of the book, the reader will know how to start developing applications using Apex with confidence.

• **WHAT WILL YOU LEARN**

- Learn how to declare variables in Apex.
- Understand how to work with collections in Apex.
- Use different control statements within Apex to control program flow.
- Learn how to use the built-in tools to test in Apex.
- Understand how to make callouts to external applications and data sources.

WHO THIS BOOK IS FOR

This book is intended for those starting out with Apex, whether existing Salesforce Admins or those joining the Salesforce ecosystem with little professional prior programming experience, such as students. The reader is expected to have some basic familiarity with Salesforce as a platform, although key concepts are reviewed.

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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. This book shows Oracle Application Express (APEX) developers how to take advantage of Oracle Cloud Infrastructure (OCI) features for APEX that might otherwise go missed. You will learn how to use OCI features for data science tasks such as detecting anomalies in your data, training machine learning models, and much more. The book provides an in-depth look at Oracle Cloud features and demonstrates how they can be easily integrated into an APEX application. While the book focuses on developing for APEX, the approaches covered in the book are also applicable to any other modern web developer framework for applications running on the OCI platform. For many organizations, the database is the heart of operations. Those who opt to invest in the Oracle Database can learn from this book how to maximize their return on investment. The book begins with an introduction to OCI and help on setting up your OCI developer environment. From there you'll begin with security by learning to provide single sign-on via the Oracle Identity Cloud Service. Subsequent chapters take you through cloud-focused features such as Object Storage, Oracle Function, Oracle Machine Learning REST Services, and Oracle Cloud Anomaly Detection. You'll even learn to troubleshoot email delivery services. What You Will Learn Be aware of Oracle Cloud Infrastructure features for developers Integrate with cloud native services such as cloud-based object storage and serverless functions Enhance APEX applications with machine learning features Implement Natural Language Processing and Anomaly Detection Algorithms Troubleshoot email delivery services when sending emails using the APEX_MAIL package Design and implement an APEX environment that is secure

Who This Book Is For APEX developers who are looking

to extend their application's capabilities using features and resources available through the Oracle Cloud, and cloud solutions architects who support development teams and help design and implement architectures that benefit business operations

Design and develop state-of-the-art applications using Force.com's powerful development platform

About This Book Flaunt your skillsets by developing complex applications that include demanding concepts such as triggers, Visualforce controllers, batch jobs, and Lightning components

Earn the gratitude of your colleagues by structuring a project so that multiple developers can work independently of each other

Kevin Poorman, the author of the book and a Force.com MVP, shares his years of Force.com knowledge and experience with you through the medium of telling examples

Who This Book Is For If you're a Force.com developer with a fundamental understanding of Apex and JavaScript but now want to enhance your skills with tips, tricks, and guidance on the best architectural and engineering practices, then this book is for you.

What You Will Learn

- Creating triggers, and the best practices for writing them
- Developing a number of Visualforce controllers and extensions
- Integrating third-party web APIs into your Apex code
- Writing unit tests that cover testing bulk safety, user and profile settings, and negative tests
- Creating a Lightning component for use in Salesforce1
- Getting acquainted with various methods for deploying metadata between orgs
- Using the Rest sObject API for access to Salesforce objects and data using the REST methodology
- Learning about overarching architectural considerations such as naming conventions, testing practices, and data modeling practices

In Detail

Force.com is an extremely powerful, scalable, and secure cloud platform, delivering a complete technology stack, ranging from databases and security to workflow and the user interface. With salesforce.com's Force.com cloud platform, you can build any business application and run it on your servers. The book will help you enhance your skillset and develop complex applications using Force.com. It gets you started with a quick refresher of Force.com's development tools and methodologies, and moves to an in-depth discussion of triggers, bulkification, DML order of operations, and trigger frameworks. Next, you will learn to use batchable and schedulable interfaces to process massive amounts of information asynchronously. You will also be introduced to Salesforce Lightning and cover components—including backend (apex) controllers, frontend (JavaScript) controllers, events, and attributes—in detail. Moving on, the book will focus on testing various apex components: what to test, when to write the tests, and—most importantly—how to test. Next, you will develop a changeset and use it to migrate your code from one org to another, and learn what other tools are out there for deploying metadata. You will also use command-line tools to authenticate and access the Force.com Rest sObject API and the Bulk sObject API; additionally, you will write a custom Rest endpoint, and learn how to structure a project so that multiple developers can work independently of each other without causing metadata conflicts. Finally, you will take an in-depth look at the overarching best practices for architecture (structure) and engineering (code) applications on the Force.com platform.

Style and approach

A step-by-step tutorial, with plenty of tips and tricks that will help you develop complex Force.com applications. Get started developing on the Force.com platform in no time. With step-by-step guidance, starting with setting up your developer environment and progressing through to deploying to production, you will learn industry best practices to release robust custom applications with tangible benefits to your company or your client. Geared specifically toward beginning developers, Beginning Salesforce Developer establishes a strong understanding of basic code constructs through examples. Rather than simply explaining how to use the platform, you will receive a comprehensive understanding of why, allowing you to address platform quirks and "gotchas" that might occur. The book also serves to lay the foundation for continuing on to Salesforce Developer Pro.

What You'll Learn

- Configure your Salesforce development environment
- Understand the Salesforce data model and query languages
- Create basic Apex triggers
- Use standard controllers with basic Visualforce pages
- Utilize Visualforce with custom-built Apex controllers
- Write test coverage

Who This Book Is For

Salesforce administrators who wish to transition into developing on the Force.com platform. The book also serves as a quick immersion into the world of development for complete beginners through proprietary Salesforce development languages on the Force.com platform. Advance your Apex programming skills to the next level with best practices, proven techniques, and practical code samples with this updated edition along with the most recent advancements in Apex

Key Features

- Understand the various integration asynchronous processing options in Apex and how to use them to scale you application
- Learn how to integrate external systems with Apex through both inbound and outbound integrations
- Profile and improve the performance of your Apex code

Book Description

Applications built on the Salesforce platform are now a key part of many organizations' IT systems, with more complex and integrated solutions being delivered every day. As a Salesforce developer working with Apex, it is important to understand the range and variety of tools at your disposal, how and when to use them, and what the best practices are. This revised second edition includes a complete restructuring and five new chapters filled with detailed content on the latest Salesforce innovations including integrating with DataWeave in Apex, and utilizing Flow and Apex together to build scalable applications with Administrators. This Salesforce book starts with a discussion around common mistakes, debugging, exception handling, and testing. The second section focuses on the different asynchronous Apex programming options to help you build more scalable applications, before the third section focuses on integrations, including working with platform events and developing custom Apex REST web services. Finally, the book finishes with a section dedicated to profiling and improving the performance of your Apex including architecture. With code examples used to facilitate discussion throughout, by the end of the book you will be able to develop robust and scalable applications in Apex with confidence.

What you will learn

- Understand common Apex mistakes and how to avoid them through best practices
- Learn how to debug Apex code effectively
- Discover the different asynchronous Apex options, common use cases, and best practices
- Extend the capabilities of the Salesforce platform with the power of integrations
- Parse and manipulate data easily with the use of DataWeave functions
- Develop custom Apex REST services to allow inbound integrations
- Profile and improve the performance of your Apex code

Who this book is for

Developers who have basic to intermediate Apex programming knowledge and are interested in mastering Apex programming while exploring the Salesforce.com platform. This book is also ideal for experienced Java or C# developers who are moving to Apex programming for developing apps on the Salesforce platform. Basic Apex programming knowledge is assumed.

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 Get to grips with the advanced features of Apex programming for Salesforce developers using this comprehensive guide Key FeaturesDiscover how to build reliable applications with Apex by avoiding common mistakes and pitfallsLearn how to use the different asynchronous programming tools in ApexProfile and improve the performance of your Apex codeBook Description As applications built on the Salesforce platform are now a key part of many organizations, developers are shifting focus to Apex, Salesforce's proprietary programming language. As a Salesforce developer, it is important to understand the range of tools at your disposal, how and when to use them, and best practices for working with Apex. Mastering Apex Programming will help you explore the advanced features of Apex programming and guide you in delivering robust solutions that scale. This book starts by taking you through common Apex mistakes, debugging, exception handling, and testing. You'll then discover different asynchronous Apex programming options and develop custom Apex REST web services. The book shows you how to define and utilize Batch Apex, Queueable Apex, and Scheduled Apex using common scenarios before teaching you how to define, publish, and consume platform events and RESTful endpoints with Apex. Finally, you'll learn how to profile and improve the performance of your Apex application, including architecture trade-offs. With code examples used to facilitate discussion throughout, by the end of the book, you'll have developed the skills needed to build robust and scalable applications in Apex. What you will learnUnderstand common coding mistakes in Apex and how to avoid them using best practicesFind out how to debug a Salesforce Apex application effectivelyExplore different asynchronous Apex options and their common use casesDiscover tips to work effectively with platform eventsDevelop custom Apex REST services to allow inbound integrationsBuild complex logic and processes on the Salesforce platformWho this book is for This book is for Salesforce developers who are interested in mastering Apex programming skills. You'll also find this book helpful if you're an experienced Java or C# developer looking to switch to Apex programming for developing apps on the Salesforce platform. Basic Apex programming knowledge is essential to understand the concepts covered. InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects. It has offices in Singapore, Japan, India, Hong Kong, Thailand, Korea, Taiwan, USA. Its Singapore is called Apex Systems Pte Ltd. Apex provides specialized component solutions and system integration services for the insurance industry. Founded in 1995, Apex Revenue Technologies is a national provider of technology-based solutions and services that enable healthcare providers to improve revenue cycle results and improve patient satisfaction. An 11-time Inc. 5000 winner, Apex leads with a focus on the individual. We believe that patients are not an illness, an appointment, or a balance due...they are people with unique wants and needs. We create a complete patient financial journey that meets the wants and needs of each individual patient. Just as each patient is unique, so is each Apex team member. The Apex Culture Book is a celebration of the men and women who make Apex special. They make a difference every day because they care, they get it done, and they own the patient experience. InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects. Today is the most tiring day for John who is the only Oracle APEX developer in his company. He is exhausted because he answered several analytic queries raised by different departments of his organization. Addressing such queries from colleagues has become a daily routine for John. And, there is not a single day when he is not privileged to see Karen - the sales manager. As expected, she hops into John's office, and as usual, with a list of her simple but time-consuming queries. Tired John is seriously considering developing a solution to lighten his load. The solution will serve the following objectives: Put the company data at the fingertips of end users with the help of a business intelligence application so that they could get insight from this data themselves anytime, anywhere. In contrast to the traditional sophisticated business intelligence solutions that everyone in John's organization is not able to run, the self-serving business intelligence application should be simple and user-friendly that a user with no technical skills could also use easily. The flexible business intelligence application John is planning to develop will have two broad features: Analyses creation - This includes the selection of columns from multiple tables, application of filters and aggregate functions, and generation of dynamic SQL queries through a user-friendly interface. Visualization - Dig intelligence from data mine and visualize the analyses results on-the-fly via simple tables, multi-dimensional pivot tables, different types of charts, and master/detail maps. John will develop this self-service app single-handedly, and will also provide some simple hands-on training to his colleagues on the development side to make them self-reliant. Let's see how John undertakes this unique project in Oracle Application Express that will act as the first stepping-stone toward business intelligence. Beginning Oracle Application Express 4 introduces one of the most talked-about development platforms to come out of Oracle Corporation in years. Oracle Application Express, called APEX for short, enables rapid and easy development of web-based applications that make full use of Oracle Database. The release of APEX 4 brings a huge leap forward in terms of functionality and usability for both the developer and the end user. 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. Whether you're new to Oracle or an old hand who's yet to test the waters of APEX, Beginning Oracle Application Express 4 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. While the book assumes a foundational knowledge of SQL and PL/SQL, all code used is documented and explained so that those new to the languages will not be lost. Covers brand-new functionality in APEX 4 Provides fully documented and explained example code Guides you through creating a working and fully deployable application For more than 20 years, Network World has been the premier provider of information, intelligence and insight for network and IT executives responsible for the digital nervous systems of large organizations. Readers are responsible for designing, implementing and managing the voice, data and video systems their companies use to support

everything from business critical applications to employee collaboration and electronic commerce. Succeed in managing Oracle Application Express (APEX) environments. This book focuses on creating the right combination of scalability, high-availability, backup and recovery, integrity, and resource control. The book covers everything from simple to enterprise-class deployments, with emphasis on enterprise-level requirements and coverage of cloud and hybrid-cloud scenarios. Many books cover how to develop applications in Oracle APEX. It's a tool with a fast-growing user-base as developers come to know how quick and easy it is to create new applications that run in a browser. However, just getting an application off the ground is only a small part of a bigger picture. Applications must be supported. They must be available when users need them. They must be robust against disaster and secure against malicious attack. These are the issues addressed in Oracle Application Express Administration. These are the issues that when tackled successfully lead to long term success in using Oracle APEX as a rapid application-development toolset. Readers of this book learn how to install the Oracle APEX engine in support of small-scale projects such as at the departmental level, and in support of enterprise-level projects accessed by thousands of users across dozens of time zones. Readers learn to take advantage of Oracle Database's underlying feature set in regards to application scalability and performance, integrity, security, high-availability, and robustness against failure and data loss. Oracle Application Express Administration also describes different cloud solutions, integration with Oracle E-Business Suite, and helps in taking advantage of multitenancy in Oracle Database 12c and beyond. Covers important enterprise considerations such as scalability, robustness, high-availability. Describes cloud-based application deployment scenarios Focuses on creating the right deployment environment for long-term success What You Will Learn Install, upgrade, and configure robust APEX environments Back up and recover APEX applications and their data Monitor and tune the APEX engine and its applications Benefit from new administration features in APEX 5.0 Run under multi-tenant architecture in Oracle Database 12c Manage the use of scarce resources with Resource Manager Secure your data with advanced security features Build high-availability into your APEX deployments Integrate APEX with Oracle E-Business Suite Who This Book Is For Architects, administrators, and developers who want to better understand how APEX works in a corporate environment. Readers will use this book to design deployment architectures around Oracle Database strengths like multi-tenancy, resource management, and high availability. The book is also useful to administrators responsible for installation and upgrade, backup and recovery, and the ongoing monitoring of the APEX engine and the applications built upon it. Use AI solutions in Salesforce to design complete enterprise solutions for sales, service, marketing, and commerce clouds and drive digital innovation in your organization Key Features Learn how to use Salesforce's AI features and capabilities to meet ever-evolving client needs Get expert advice on key architectural decisions and trade-offs when designing AI-driven Salesforce solutions Integrate third-party AI services into applications that modernize your solutions Book Description Written for Salesforce architects who want quickly implementable AI solutions for their business challenges, Architecting AI Solutions on Salesforce is a shortcut to understanding Salesforce Einstein's full capabilities – and using them. To illustrate the full technical benefits of Salesforce's own AI solutions and components, this book will take you through a case study of a fictional company beginning to adopt AI in its Salesforce ecosystem. As you progress, you'll learn how to configure and extend the out-of-the-box features on various Salesforce clouds, their pros, cons, and limitations. You'll also discover how to extend these features using on- and off-platform choices and how to make the best architectural choices when designing custom solutions. Later, you'll advance to integrating third-party AI services such as the Google Translation API, Microsoft Cognitive Services, and Amazon SageMaker on top of your existing solutions. This isn't a beginners' Salesforce book, but a comprehensive overview with practical examples that will also take you through key architectural decisions and trade-offs that may impact the design choices you make. By the end of this book, you'll be able to use Salesforce to design powerful tailor-made solutions for your customers with confidence. What you will learn Explore the Salesforce's AI components and the architectural model for Salesforce Einstein Extend the out-of-the-box features using Einstein Services on major Salesforce clouds Use Einstein declarative features to create your custom solutions with the right approach Design AI solutions on marketing, commerce, and industry clouds Use Salesforce Einstein Platform Services APIs to create custom AI solutions Integrate third-party AI services such as Microsoft Cognitive Services and Amazon SageMaker into Salesforce Who this book is for This book is for technical and functional architects, technical decision-makers working on the Salesforce ecosystem, as well as anyone responsible for designing AI solutions in their Salesforce ecosystem. Lead and senior Salesforce developers who want to start their Salesforce architecture journey will also find this book helpful. Working knowledge of the Salesforce platform is necessary to get the most out of this book. Master Force.com, Today's Fastest, Most Flexible Cloud Development Platform With Salesforce.com's Force.com platform, you can build and deploy powerful cloud-based enterprise applications faster than ever before. Now, Jason Ouellette gives you all the practical, technical guidance you need to make the most of the newest Force.com releases in your own custom cloud applications. Throughout, he adds new code and updated best practices for rapidly prototyping, building, and testing production-quality Force.com solutions. This edition's extensive new coverage includes Developer Console, JSON, Streaming and Tooling APIs, Bulk API, Force.com Canvas, REST integration, support for Web MVC frameworks, Dynamic Apex and Visualforce, and an all-new chapter on mobile user interfaces. Ouellette covers the entire platform: UIs, database design, analytics, security, and many other topics. His code examples emphasize maintainability, flexibility, and seamless integration—and you can run and adapt all of them with a free Force.com Developer Edition account. Coverage includes: Leveraging Force.com's customizable infrastructure to deliver advanced Platform-as-a-Service (PaaS) solutions Understanding Force.com's unique processes, tools, and architecture Developing a complete application, from requirements and use cases through deployment Using the Force.com database as a framework for highly flexible, maintainable applications Applying Force.com's baked-in security, including user identity, data ownership, and fine-grained access control Constructing powerful business logic with Apex, SOQL, and SOSL Adopting asynchronous actions, Single Page Applications, and other advanced features in Web user interfaces Building intuitive user interfaces with Visualforce, and extending them to public-facing websites and mobile devices Creating smartphone/tablet-friendly apps with HTML5 and Visualforce Performing massive data-intensive tasks offline with Batch Apex Using Force.com integration options, including REST, SOAP, Canvas, and the Streaming, Bulk, Tooling, and Metadata APIs Developing internal social applications with Force.com's Chatter collaboration tools If you're already building Web or mobile applications, take your next giant step into enterprise cloud development—with Development with the Force.com Platform, Third Edition. All code examples in this book are available on Github at <http://goo.gl/fjRqMX>, and as a Force.com IDE project on Github at

<https://github.com/jmouel/dev-with-force-3e>. 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 InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects. 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. Deliver impressive enterprise-grade applications using the Salesforce Platform with the help of established architectural patterns and best developer practices. Key Features Use the latest capabilities of the Salesforce Platform to code robust apps and web experiences, with an extended focus on Lightning Web Components Branch out to Java, Node.js, and other languages with a new chapter exploring app development capabilities using Heroku and Functions Extend your application with access to external services following new coverage of OpenAPI enabled API services Book Description Salesforce makes architecting enterprise grade applications easy and secure – but you'll need guidance to leverage its full capabilities and deliver top-notch products for your customers. This fourth edition brings practical guidance to the table, taking you on a journey through building and shipping enterprise-grade apps. This guide will teach you advanced application architectural design patterns such as separation of concerns, unit testing, and dependency injection. You'll also get to grips with Apex and fflib, create scalable services with Java, Node.js, and other languages using Salesforce Functions and Heroku, and find new ways to test Lightning UIs. These key topics, alongside a new chapter on exploring asynchronous processing features, are unique to this edition. You'll also benefit from an extensive case study based on how the Salesforce Platform delivers solutions. By the end of this Salesforce book, whether you are looking to publish the next amazing application on AppExchange or build packaged applications for your organization, you will be prepared with the latest innovations on the platform. What you will learn Create and deploy packaged apps for your own business or for AppExchange Understand Enterprise Application Architecture patterns Customize the mobile and desktop user experience with Lightning Web Components Manage large data volumes with asynchronous processing and big data strategies Learn how to go beyond the Apex language, and utilize Java and Node.js to scale your skills and code with Heroku and Salesforce Functions Test and optimize Salesforce Lightning UIs Use Connected Apps, External Services, and Objects along with AWS integration tools to access off platform code and data with your application Who this book is for If you are a Salesforce developer who wants to unlock the true potential of the Salesforce platform and deliver complex, scalable applications within your company or for use in large enterprises you target through AppExchange, then you have come to the right place. You will need a solid foundation of Salesforce development to dive into this book – it is here to elevate your skills, not teach you the basics. Mohs Micrographic Surgery, an advanced treatment procedure for skin cancer, offers the highest potential for recovery--even if the skin cancer has been previously treated. This procedure is a state-of-the-art treatment in which the physician serves as surgeon, pathologist, and reconstructive surgeon. It relies on the accuracy of a microscope to trace and ensure removal of skin cancer down to its roots. This procedure allows dermatologists trained in Mohs Surgery to see beyond the visible disease and to precisely identify and remove the entire tumor, leaving healthy tissue unharmed. This procedure is most often used in treating two of the most common forms of skin cancer: basal cell carcinoma and squamous cell carcinoma. The cure rate for Mohs Micrographic Surgery is the highest of all treatments for skin cancer--up to 99 percent even if other forms of treatment have failed. This procedure, the most exact and precise method of tumor removal, minimizes the chance of regrowth and lessens the potential for scarring or disfigurement APEX Calculus is a calculus textbook written for traditional college/university calculus courses. It has the look and feel of the calculus book you likely use right now (Stewart, Thomas & Finney, etc.). The explanations of new concepts is clear, written for someone who does not yet know calculus. Each section ends with an exercise set with ample problems to practice & test skills (odd answers are in the back). This is my eleventh book on Oracle Application Express (APEX) written for the latest version. Just like my previous books that exposed the technology to thousands around the globe, this book is also aimed at absolute beginners who wish to learn from self-paced professional guidance and need a solid foundation in Oracle APEX. The world of technology is changing very rapidly. Things that used to be done in months are now being done in days and even hours. There are so many web development technologies out there and to pick the right one as a beginner is a very tedious task. Web development comes with a huge set of rules and techniques every web developer should know about. If you want your web applications to look and function as you wish them to, you need to put on many hats to get familiar with web technologies that will help you achieve your goal. We are building a world where any business idea can be automated in minutes. From web application development perspective you need a platform to rapidly respond to these ever changing demands. This is where Oracle APEX fits in. Oracle APEX is a low-code application development platform and this is the most exciting feature of Oracle APEX that efficiently copes with the current trends. Low-code app development enables people without technical backgrounds to develop innovative apps and can help speed time to develop. It has the capability to make everyone a developer. From software customization to complex apps, low-code is capable of equipping any employee with powerful tools for improved operational efficiency. Low-code platforms enable agility and faster, more accessible development cycles. One benefit of low-code app development

is it allows non-coders to prototype solutions quickly. These solutions can be tested, evaluated and refined without having to involve formal software development staff members. As a low-code web application development tool, Oracle APEX helps you create complete applications visually with the help of drag-and-drop interface and wizards. Rather than writing thousands of lines of complex code and syntax, this low-code platform allows you to build complete applications with modern user interfaces, integrations, data and logic quickly and visually. If you have strong intentions to become a dynamic web developer, then you have landed on the right page. This book will provide you with a solid foundation of Oracle APEX and will set a firm ground to develop robust application systems to fulfill the information requirements of your organization. Special offer! For those who are new to SQL or those who want to strengthen their SQL knowledge, I'm providing my SQL/PLSQL e-book with this book for FREE! If you are a developer who has some object-oriented programming experience, Learning Apex Programming is the perfect book for you. This book is most appropriate for developers who wish to gain an understanding of the Force.com platform and how to use Apex to create business applications. Expert Oracle Application Express brings you groundbreaking insights into developing with Oracle's enterprise-level, rapid-development tool from some of the best practitioners in the field today. Oracle Application Express (APEX) is an entirely web-based development framework that is built into every edition of Oracle Database. The framework rests upon Oracle's powerful PL/SQL language, enabling power users and developers to rapidly develop applications that easily scale to hundreds, even thousands of concurrent users. The 13 authors of Expert Oracle Application Express build their careers around APEX. They know what it takes to make the product sing—developing secure applications that can be deployed globally to users inside and outside a large enterprise. The authors come together in this book to share some of their deepest and most powerful insights into solving the difficult problems surrounding scalability, globalization, configuration and lifecycle management, and more. You'll learn about debugging and performance, deep secrets to customizing your application user interface, how to secure applications from intrusion, and about deploying globally in multiple languages. Expert Oracle Application Express is truly a book that will move you and your skillset a big step towards the apex of Application Express development. Presents best-practices and development insights from leading experts in the field Addresses globalization, scalability, security, and other concerns of enterprise-level development Shows how to customize APEX for your own application needs

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