



# 8 Applications, 5 Clients, 1 Powerful Low-Code Story

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Implementation  
Experience

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Years Cloud  
Experience

500+

Customers with  
average lifespan  
of 7+ years

12+

Focused  
Industries

\$25M

Invested \$25M in IP that improves  
the service experience and drives  
efficiency

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Managed  
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Requests



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Incident  
Response w/ SLAs



24x7 In-Office  
Coverage



Proactive Services  
(Health, Tune)

# Jonathan Coreil

Techno/Functional Strategist & Solution Architect for Enterprise Business Systems



East Coast  
Oracle Users  
Conference



- 25+ years of experience designing and implementing ERP, database, and APEX solutions across industries
- Specializes in blending business process improvement with modern technology, including AI integration in Oracle APEX
- Passionate about helping organizations evolve their systems for greater agility, security, and intelligence

## Outside of Work

- When I'm not partnering with businesses to modernize their applications, my wife and I explore the power of natural language processing—designing and testing AI systems to support:
  - Corporate culture development
  - Extreme OCD and anxiety disorder interventions



<https://www.linkedin.com/in/jcoreil/>

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# Introduction & Context

- Across industries, organizations rely on ERPs that handle core financial and operational data.
- However, execution-level workflows often require flexibility that ERP modules cannot provide.
- These workflow gaps lead to shadow systems: spreadsheets, shared drives, email chains.
- APEX solves these gaps by enabling rapid creation of secure, governed, business-aligned applications.

# Agenda

- The Organizational Workflow Challenge
- Overview of the 8 Applications
- Detailed Use Cases  
(Problem → Solution → Outcome)
- APEX + AI Workflow and Integration Strategy
- Lessons Learned and Repeatable Success Patterns



# The Common Operational Pattern

- ERP systems are not designed to accommodate every business workflow scenario.
- As operations change, teams introduce workarounds to maintain productivity.
- These workarounds introduce risk, inconsistency, and slow-downs in decision-making.
- A scalable, governed application layer is needed to institutionalize processes sustainably.

# Enterprise Case Studies Featured in This Session



## Caribbean Luxury Resort & Hospitality Group

Global operations with international logistics, customs workflows, and large-scale property supply management.



## Nationwide Senior Living & Community Housing Network

Operating thousands of residential units across regional and local management structures.



## Multi-State Resort & Vacation Ownership Operator

On-site fulfillment and property-level supply operations across dozens of locations.



## National Horticulture & Agricultural Distribution Company

Multi-site crop production, labeling, staging, and coordinated nationwide shipping.



## Multi-Brand Health & Wellness Franchise Organization

Multi-chain business oversight with distributed brand and location-level performance management.



## 100+ Year-Old Ice Cream Manufacturer & Distributor

Handles direct-to-store deliveries, route settlement, and complex product distribution logistics.

# Overview of the 8 Applications

- **Caribbean Luxury Resort & Hospitality Group**
  - Global Logistics Visibility
  - Utility Billing Modernization
- **RHF**
  - Decentralized Invoice Capture
  - RHF – Construction Vendor Workflow Extension
- **Westgate Resorts**
  - Mobile Inventory Operations
- **Everde Growers**
  - Supply Chain Labeling & Visibility
- **Wellbiz Brands**
  - Franchise Performance & Compliance
- **Blue Bell Creameries**
  - Route Settlement & Automated Billing

# Atlantis – Logistics Visibility

## Problem:

- Shipment tracking and cost allocation workflows were fragmented across multiple systems and manual exchanges.
- This limited visibility into container delays and subsequent operational impacts.

## Solution:

- APEX platform that provides end-to-end visibility from vendor dispatch through customs receipts to storeroom fulfillment.
- Includes mobile scanning and automated landed cost allocation.



## Outcome

- Reduced shrinkage, improved fulfillment speed, and unified operational transparency across purchasing, logistics, and finance.

# Atlantis – Utility Billing Modernization

## Problem:

- Billing cycles were driven by spreadsheets, manual entry, and inconsistent meter reading processes.
- Customer support teams handled frequent correction and inquiry requests.

## Solution:

- APEX billing engine with mobile field technician capture and customer self-service portal.
- Automated billing, real-time statement access, and secure online payment.



## Outcome

- Improved accuracy, shortened billing cycles, and significantly reduced reconciliation workload.

# RHF – Decentralized Invoice Capture

## Problem:

- Corporate AP was central bottleneck for invoice entry across 1,400+ independent properties.
- Lack of visibility created processing delays and financial uncertainty.

## Solution:

- APEX decentralized invoice entry with guided account coding and smart approval routing.
- Property → Regional → Corporate workflow ensures oversight and accountability.



## Outcome

- Faster invoicing throughput, better spend visibility, and reduced backlog.

# RHF – Construction Vendor Workflow

## Problem:

- Construction project invoices were processed outside of controlled systems.
- Supporting documentation, approvals, and coding varied by project manager.

## Solution:

- OCR-enabled invoice capture, secure external approval workflows, and final ERP integration.
- A structured workflow ensures audit compliance and proper cost allocation.



## Outcome

- Cleaner audit trails, faster vendor payment cycles, and reduced administrative overhead.

# Westgate Resorts – Mobile Inventory Operations

## Problem:

- Resort operations relied on phone calls and paper forms to request supplies from storerooms.
- Resulting in delays, stockouts, and minimal traceability.

## Solution:

- APEX-based mobile QR/barcode workflows for request, pick, issue, and replenishment.
- OIC ensures data synchronization with Fusion ERP item balances.



## Outcome

- Higher operational readiness, reduced stockouts, and scalability across 40+ resort properties.

# Everde Growers – Labeling & Supply Chain Visibility

## Problem:

- Multi-site operations had inconsistent labeling, SKU naming, and shipping practices.
- Errors resulted in mis-shipments and rework across distribution centers.

## Solution:

- APEX central product master + standardized labeling + real-time staging dashboards.



## Outcome

- Reliable fulfillment, consistent shipment execution, and reduced operational friction.

# Wellbiz Brands – Franchise Performance & Compliance

## Problem:

- Each franchise brand operated independently with separate systems and reporting processes.
- Corporate lacked consolidated visibility to support governance and growth.

## Solution:

- APEX platform with brand-specific dashboards, compliance workflows, and role-based access.



## Outcome

- Improved performance oversight, informed leadership decisions, and stronger operational consistency.

# Blue Bell – Route Settlement & Billing

## Problem:

- Manual settlement entry from route tickets delayed invoicing and opened margin for errors.
- Reconciliation required redundant validation and manual correction.

## Solution:

- APEX route accounting workflows with automated rating, validation, and EDI billing.



## Outcome

- Same-day settlement, reduced credit memos, and accurate route-level profitability insights.

# Blue Bell – Route Settlement & Billing

Organization (Alias)	Operational Challenge	APEX Solution Focus	Business Outcome
Caribbean Luxury Resort & Hospitality Group	Cross-border logistics + cost allocation complexity	End-to-end inventory + customs workflow platform	Faster fulfillment, compliance confidence
Caribbean Luxury Resort & Hospitality Group (Utility)	Manual billing + reconciliation workload	Automated usage-based billing with self-service portal	Near real-time billing accuracy & fewer support calls
Nationwide Senior Living & Community Housing Network	Centralized AP bottleneck	Decentralized invoice capture + routing	Reduced backlog + real-time spending visibility
Construction Program Division (same org)	Disconnected vendor approvals	OCR + external approval workflow	Strong audit trail + faster vendor processing
Multi-State Resort & Vacation Ownership Operator	Paper-driven inventory distribution	Mobile QR-based request + ERP integration	Reduced stockouts + property supply readiness
National Horticulture & Agricultural Distribution Company	Inconsistent product labeling & staging	Standardized labeling + live fulfillment dashboards	Reliable, repeatable shipping execution
Multi-Brand Wellness Franchise Organization	Fragmented operational visibility	Centralized franchise performance platform	Network-wide operational transparency
100+ Year-Old Ice Cream Manufacturer & Distributor	Manual route settlement & billing	Automated route accounting & EDI billing	Same-day settlement + accurate profitability insights

# From Manual Workarounds to Intelligent Operational Systems

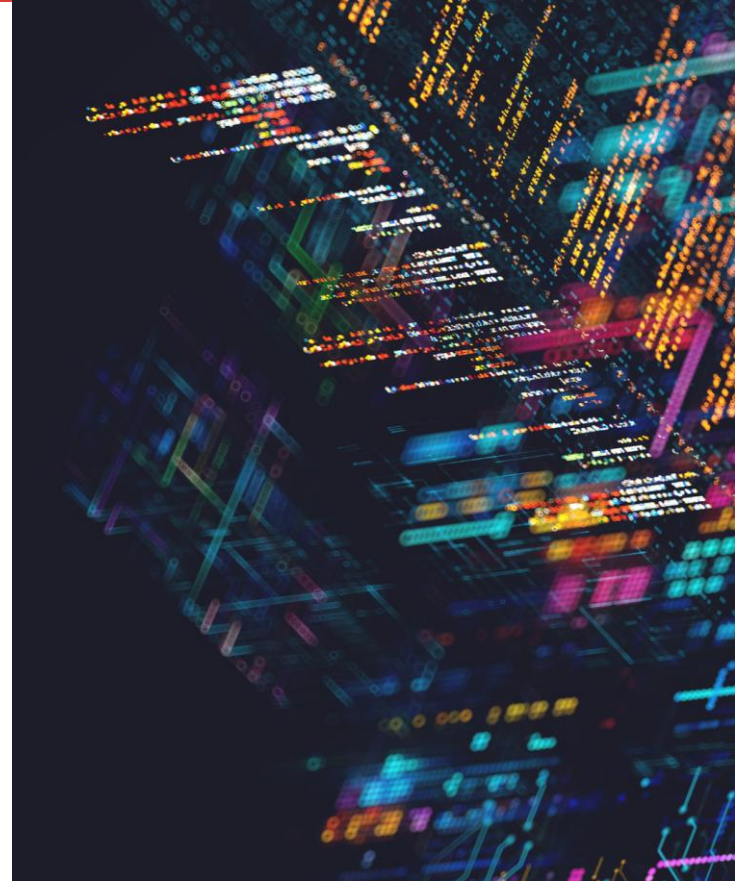
- **These applications didn't replace ERP — they completed it.**
  - ERP remains the system of record
  - APEX becomes the system of engagement where frontline and operational workflows happen
- **APEX provided the core operational capabilities needed across every use case:**
  - Structured workflows
  - Data validation and enrichment
  - Role-based access controls
  - Mobile-ready user experiences
  - Real-time integration with enterprise systems



- **What's next:**
- The same workflows that were standardized in APEX become ideal candidates for AI enhancement, enabling:
  - Prediction (demand, timing, exceptions)
  - Classification (document recognition, product attributes)
  - Decision Assistance (recommendations, automated routing)

# APEX + AI Workflow Model

- APEX provides the controlled workflow, data structure, user interface, and authorization model.
- AI adds decision-support: prediction, classification, exception handling, and summarization.
- APEX communicates with AI engines via secure REST APIs (OpenAI, Vertex, Azure, SageMaker).
- The result: Human-validated, intelligent, adaptive business operations.



# Lessons Learned & Best Practices



- Start with the workflow bottleneck — where users experience friction.
- Design applications for usability first: clear workflows reduce training burden.
- Separate data capture, rules processing, and workflow logic for maintainability.
- Iterate based on usage metrics and feedback — APEX enables rapid versioning.

# Thank You



[datavail.com](http://datavail.com)

[info@datavail.com](mailto:info@datavail.com)

866-811-6764