

Today's businesses can't have their technology investment unprotected, like sheets of paper scattered by the wind. Today's business challenges require applications that can be rapidly developed, yet stand the test of time, as technology advances. You need to improve customer service, reduce costs, increase profits, go to market quicker, and have the right solutions to get you there - today and tomorrow.

Grow thru knowledge  
Xtend beyond technology



**Discover the first intelligent tool that preserves your business knowledge.**

## GeneXus™

- GeneXus is a powerful multi-platform tool for developing mission-critical applications.
- GeneXus enables the incremental development of business applications, regardless of the production platform.
- GeneXus generates the entire application and automatically maintains the data model, data and applications.
- Thousands of customers worldwide use GeneXus to develop complex mission-critical applications with large databases, ranging from centralized to distributed and Web-based applications.

## Key Benefits

### Focus on your business

By using GeneXus, your organization can develop incremental mission-critical applications based on its own and exclusive "know how", and focused on the business' and users' needs. GeneXus enables the creation of modern solutions with powerful functionality of Business Intelligence, Reporting & Web Services (SOA).

### Make the most of the market's opportunities on time

GeneXus automatically generates thousands of code lines in record time, which allows the acceleration in the development of applications and the reduction in time to market. GeneXus is a multiplatform tool that enables the generation of systems in any technology needed.

### Automate the maintenance of your systems

GeneXus automatically executes an impact analysis and then makes the needed changes throughout the entire application (including any necessary data conversion & migration).

### Boost your team's development skills

GeneXus enables an increase in productivity since it frees the developers from routine tasks and keeps them from spending hundreds of hours manually writing code that could be automated by using GeneXus. This way, the development team can better focus on the business' needs. GeneXus also protects your application from technology obsolescence, since it can be re-generated for the latest state-of-the-art technology.

### Keep your costs under control

GeneXus allows you to make the most of the current technologic infrastructure, since it makes the integration of new applications to its legacy systems possible. GeneXus allows the migration of your systems to the new technologic platforms at a low cost. It also reduces the training costs each time a new technology appears. In addition, it makes the generation of thousands of code lines with no runtime cost.

## Capabilities



### Productivity

GeneXus X is aimed at coding less and declaring more. In addition, the ability to reuse generated code and the greater automation, usability and integration make application development simpler, more effective and productive.



### Integration

GeneXus X is designed to facilitate teamwork. It enables the creation of documentation in a more collaborative manner and the integration of each developer's knowledge. In addition, it allows for the coexistence of various development views.



### Usability

GeneXus X is intuitive to use and easy to learn because its development environment is more user-friendly and oriented to the developer's intentions and needs.



### Extensibility

GeneXus X allows for more active participation of the community, due to the fact that third-party knowledge and developments can be integrated into the IDE and applications.



### Web 2.0

GeneXus considerably reduces the complexity of building Web 2.0 applications, thus achieving higher quality products in less development time.

## Characteristics

**It is a tool that generates and keeps all your applications, and allows the efficient negotiation of the entire lifecycle of your systems.**

### Design based on knowledge

GeneXus provides an easy way to design applications using the exclusive knowledge of your organization. This knowledge is stored in a Knowledge Base composed by common objects such as Transactions, Work Panels and Reports.

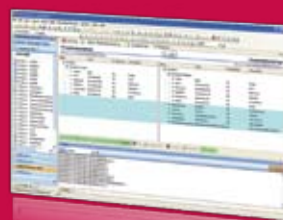
- GeneXus infers the best data model and automatically creates the optimum relational database that supports it.
- You can create functional prototypes of your applications in the design stage, which assures the total achievement of the requirements from clients or users.
- GeneXus integrates GXflow, it is a business process visual design tool and a workflow engine that integrate perfectly.

### Automatic design

GeneXus automatically generates a normalized database, and the complete native code to the whole application. It also generates and keeps the application's documentation.

### Automatic maintenance

GeneXus automatically maintains the applications and the databases. When its requirements change, you should only modify its Knowledge Base. GeneXus generates the conversion programs of the database (structure and content) and creates the new applications that are necessary, and regenerates the ones that must be modified.



## Technologies

### Execution Platforms

Java/J2EE, .NET, .NET Compact Framework, Ruby.

### Operating Systems

IBM OS/400, LINUX, UNIX, Windows NT/2000/2003 Servers, Windows NT/2000/XP, Windows Mobile.

### Internet

Java/J2EE, ASP .NET, CGI, HTML, Web Services.  
Database Management Systems

### Database Management Systems

IBM DB2, Informix, Microsoft SQL Server, MySQL, Oracle, PostgreSQL.

### Languages

Java/J2EE, C#, Ruby, COBOL, RPG, Visual Basic, Visual FoxPro.

### Web Servers

Microsoft IIS, Apache, WebSphere, etc.

### Multiple Architectures

Multi-tier, Web-based, client/server and centralized (AS/400, iSeries, System i) architectures.

### Business Intelligence and Workflow Tools

Reporting, Data Warehousing and Workflow solutions for all the supported platforms.

## Information

Download a free trial version today: [www.genexus.com/trial](http://www.genexus.com/trial)

Contact us at [gxinfo@genexus.com](mailto:gxinfo@genexus.com) for more information or to request a demo.

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