# BE SMART
## CREATE ONCE
### DEPLOY EVERYWHERE

Easily generate native mobile applications for the market leading platforms: Android, BlackBerry, iOS. **Create once**, deploy everywhere.

GeneXus™

# | About GeneXus

GeneXus International develops state-of-the-art exclusive technology in the fields of application development and maintenance, database design and maintenance, based on knowledge modeling and management, for building applications faster and smarter.

With an enterprise-grade, cross-platform development solution, GeneXus empowers more than 85,000 corporate users worldwide in over 6,500 companies and allows them to leverage their development teams with a state-of-the-art describe-once, deploy-everywhere software development platform.

Over the last two decades, GeneXus has evolved side by side with the main technology trends, growing its strengths, from the power to generate and deploy text-oriented server-based applications to Desktop and Windows applications. Then it added Web Apps and Services creation, until the last iteration, which now also includes the Mobile and Smart Device application generation capabilities.

GeneXus allows its developers to describe their applications in a high-level, mostly declarative language once, from which native code is generated and deployed automatically to multiple environments (Server, PCs and Mobile Devices, Android, BlackBerry, iOS –iPhone, iPad-), and languages (Ruby, JAVA, C#, COBOL, RPG, Visual FoxPro). GeneXus uses the latest advances in Logic, Mathematics and Artificial Intelligence to take the user's knowledge and inputs about the Business to create the required application, in the target language to run in the targeted device or computer system. Currently, there are millions of users running GeneXus-generated applications in more than 45 countries. Headquartered in Uruguay (South America), GeneXus has branches in Brazil, Mexico, Japan and USA, and official distributors in Africa, Asia, Europe, Oceania, and the Americas.

# | GeneXus unique approach

GeneXus' unique approach to technology puts the User in the center of attention, in control of everything. It's User-Centered Software Development, where technology is not a concern but transparent and the most important thing is the user's Business Knowledge. It's through Business Knowledge, captured through user views and process modeling, that the users declare what they need GeneXus to deliver, following which databases and application programs are automatically created by GeneXus, through the use of advanced Logic, Mathematics and Artificial Intelligence.

With GeneXus, any desired application or development problem is reduced to ideas, concepts and user views to create a canonical, technology-independent, representation of it. Thus, ever changing technology, and both hardware and software obsolescence, cease to be a problem. GeneXus evolves through modules that bring new languages and platforms to deploy the previously described applications, boosting productivity and preserving every investment your company made in development over the years.

More than two decades of declarative development and automatic application generation experience -unparalleled in the whole world- supports our vision: There is no need to code.

> *Describing instead of Coding.*
> *That's our paradigm and the reason we created GeneXus, aiming to provide the ultimate end-to-end, most productive, universal and usable development solution.*

**Breogán Gonda**
President of GeneXus International

# GeneXus Key Benefits

**Long lasting, evolving Solution.** GeneXus is a Proven Solution for Large to Medium-Sized Corporations and Organizations, keeping pace with the evolution of mainstream technologies.

**Develop 20 times faster and smarter.** GeneXus speeds up production by designing, creating and maintaining 100% of the databases (both structure and content) and application programs automatically.

**Multi-platform.** GeneXus is platform-aware, and provides platform and architecture independence.

**Evolve.** Integrate legacy applications seamlessly with new ERPs or into SOA, SAAS or in One Click to the Cloud.

**Same Core, new Modules.** Create software for the traditional languages as well as for the fastest growing technologies with GeneXus Core and new Modules.

**Keep your HR costs down.** The same development team can create applications for multiple platforms and languages, without even knowing them, just through GeneXus.

**Minimum Learning Curve, lower Costs and Maintenance Time.**

**Agile Development.** Easily manage multiple projects in an Agile Development Environment and go from an idea to a working application in just hours.

# Strategic Partners

IBM    Microsoft    ORACLE    amazon.com    BlackBerry

# Featured Clients

Antel, Barnes & Noble, Conaprole, DHL, Faber Castell, Grupo Salinas, ITAU, Mitsubishi Heavy Industries, Mormaii, NEC, Pemex, Roche, Sancor, Sony Computer Entertainment Inc., Toyota, United Nations, Warner Music.

GeneXus™

# | Platforms and Languages

### Execution Platforms
Java J2EE, .NET, .NET Compact Framework.

### Operating Systems
IBM OS/400, LINUX, UNIX, Windows NT/2000/2003 Servers, Windows NT/2000/XP/7, Windows Mobile, iOS, Android and Black-Berry.

### Internet
ASP.NET, CSS3, HTML5, JAVA, WebServices.

### Database Management Systems
IBM DB2, Informix, Microsoft SQL Server, MySQL, Oracle, PostgreSQL.

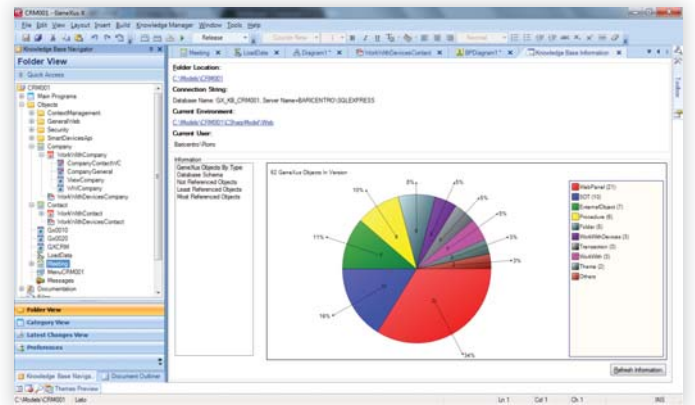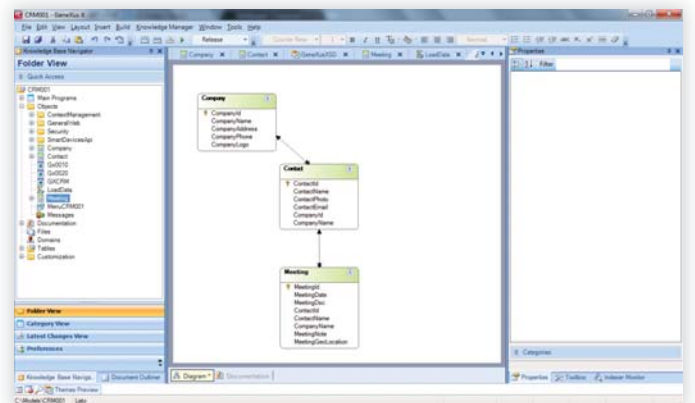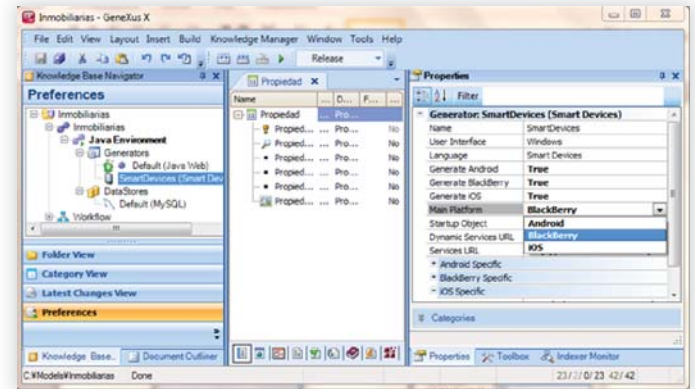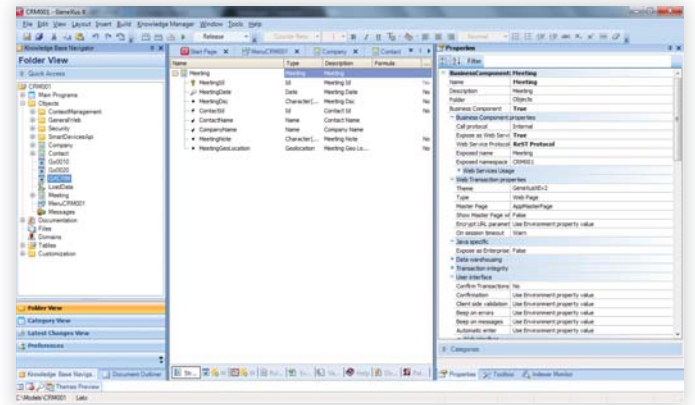### Languages
C#, COBOL, JAVA, Objective-C, RPG, Ruby, Visual FoxPro.

### Web Servers
Microsoft IIS, Apache, WebSphere, etc.

### Architectures
Multi-layer architecture based on web, Client/Server and centralized (iSeries), the Cloud.

# | GeneXus for Smart Devices

GeneXus for mobile and smart devices, is our latest development in a long line of innovations, extending the reach of our solution to the world's most rapidly growing mobile platforms, allowing your company to do even more, faster. Both in the Business-to-Business and Business-to-Consumer application markets, GeneXus gives you the Key to unleash your current development team and create compelling Apps once, and deploy them everywhere you need to.

GeneXus brings 20 years of automatic application generation technology based on business knowledge to the Mobile and Smart Devices Development Ecosystem.

# | Key Features for Smart Devices

## > Extend your reach

|| Deploy your Apps to multiple platforms. Create once, deploy in Android, BlackBerry and iOS devices

|| Take your development team to new markets. GeneXus Mobile creates native apps in Objective-C for iOS (Apple), Java for Android (Google) and Java for BlackBerry (RIM)

|| Easily Integrate into existing projects. Let your current GeneXus projects go Mobile

|| Scale through your favorite cloud

## > Increase user Engagement

|| Increase aplication usability with the use of native user interfaces

|| Increase application performance using the device resources

|| Take advantage of the hardware capabilities available (Camera, GPS, Phone)

|| Provide contextual capabilities through localization services

## > Click to Cloud, Click to Market

|| Rapid prototyping, fast iteration

|| Publish in the Cloud, test native in the device (No emulator required)

|| Share and test it anywhere

|| One click to the Cloud, one click to the Market

|| Improve, Repeat

## > And more

|| Activate your App and keep the users coming back through push notifications

|| Tap into the power of the Cloud to improve your applications' responsiveness and overcome hardware limitations

|| Network Interaction with built-in or external systems

|| Take advantage of a well-established Feature Market by GeneXus

|| Socially Integrated. Login through Facebook, Twitter or any third party authentication service

|| Interact with the main social networks and generate new user activity in your Apps

|| Meet usability expectations providing a per-device-tailored experience without extra development costs

|| Secure App Access, Secure Server-Side, Secure Communication

|| GeneXus Access Manager, one only login through all your apps

|| Monetize your app with your favorite mobile advertising provider

|| Although we prefer native Apps, GeneXus also generates applications in HTML 5 if you need it to

# | URUGUAY

Telephone:  +598 2601-2082

Fax: +598 2601-2082 ext. 105

Email:  info@genexus.com

Address 1:
Av. Italia 6201. Parque Tecnológico del LATU,
Building Los Pinos - Planta Alta.
Montevideo, CP 11500

Address  2:
Zonamérica - Ruta 8 Km. 17500 -
Edificio @3 Oficina 205
Montevideo, CP 91600

Web:  www.genexus.com

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# | GeneXus for Android

Due to the lack of screen size uniformity among brands and devices, creating applications for Android tablets to smartphones poses several challenges for developers because they need to consider every possible screen size ratio. With GeneXus those problems are gone, as GeneXus takes care of the different variations automatically for your Team to focus on the creative tasks and processes. Although Java might be very similar in all platforms, GeneXus eliminates the necessity of knowing how to implement platform-specific functionalities, providing the best solution for each one.

Just create and model the application in GeneXus, and GeneXus deploys the App with the desired functionalities implemented for Android. And then it's ready to run.

# | Key Features for Android

Android development with GeneXus benefits from all the Smart Devices features we already described. In particular, we'd like to emphasize the following characteristics of Android Apps developed with GeneXus:

|| Android Native User Experience
|| Native Language Apps
|| Versatility: Seamlessly create apps for tablets and different Smartphones
|| Scalability
|| Easy integration with already existing Systems
|| Rich Multimedia
|| Camera, Phone, and GPS access
|| Click to Cloud

# | GeneXus for iOS

iPhone and iPad (iOS) Application Development Solutions will be a huge asset for teams and companies that don't want to be out of the iOS evolution. For this reason, GeneXus has included a brand new iOS deployment solution for its traditional GeneXus Software Development Framework, addressing the major concerns related to this platform and bringing a new way of creating iOS Apps to the mobile application development market. Just create and model the application in GeneXus, and GeneXus generates a native App ready to upload to the App Store, with the desired functionalities implemented for iOS.

# | Key Features for iOS

iOS application development with GeneXus benefits from all the Smart Devices features we already described. In particular, we'd like to emphasize the following characteristics of the iOS Apps developed with GeneXus:

|| iOS Native User Experience
|| Native Language Apps
|| Versatility: Seamlessly create apps for iPad, iPhone and iPod Touch
|| Scalability
|| KB Navigator for rapid app testing in the cloud
|| Easy integration with already existing Systems
|| Rich Multimedia
|| Camera, Phone, and GPS access
|| Click to Cloud

# | GeneXus for BlackBerry

For companies and teams developing systems for Corporations and Businesses, the ability to easily create applications for BlackBerry, in addition to iOS and Android, with no further development costs, is a clear necessity. That's why GeneXus has included RIM's BlackBerry as a new Deployment Platform for its traditional GeneXus Software Development Framework.

By enabling BlackBerry Application Development, GeneXus becomes the most flexible, cost-saving Enterprise-Grade Development Solution that simplifies cross-platform development and deployment. Create your application once in GeneXus, deploy it everywhere.

# | Key Features for BlackBerry

BlackBerry development with GeneXus benefits from all the Smart Devices features we already described. In particular, we'd like to emphasize the following characteristics of the BlackBerry Apps developed with GeneXus:

|| BlackBerry Native User Experience
|| Native Language Apps
|| Versatility: Seamlessly create Apps for BlackBerry Smartphones
|| Scalability
|| Easy integration with already existing Systems
|| Rich Multimedia
|| Camera, Phone, GPS and GPS access
|| Integration with BBM, BIS and BES
|| Click to Cloud