

FACTORY AUTOMATION

TOP TEN REASONS TO CHOOSE

GENESIS™



1 BUILT ON DECADES OF REAL-WORLD AUTOMATION EXPERTISE

GENESIS is built on more than 40 years of continuous development across industrial automation, buildings, energy, and mission-critical infrastructure. Refined through thousands of real-world deployments worldwide, the platform reflects deep domain expertise rather than short-term market trends. The current GENESIS platform, introduced in 2025, is engineered using modern, agile software practices and continues to evolve through ongoing enhancements focused on cybersecurity, scalability, and long-term maintainability, supporting HMI/SCADA, BAS, FMS, EMS, MES, and DCIM applications for OEMs and end users.

2 ADVANCED ALARMING, MONITORING, AND NOTIFICATIONS

GENESIS delivers comprehensive alarm management aligned with industry standards such as ISA-18.2, supported by flexible configuration, alarm templates, and bulk tools for efficient setup and governance at scale. Built-in analytics and a powerful rules engine support fault detection, event correlation, and anomaly detection beyond simple threshold-based alarms. Integrated notification capabilities deliver alerts through email, SMS, and other channels, with automated recipient selection based on role, shift, or responsibility to support timely and targeted response.

3 ADVANCED VISUALIZATION THAT IMPROVES OPERATIONAL UNDERSTANDING

GENESIS provides a unified visualization environment through GraphWorX, supporting high-performance 2D graphics and advanced 3D visualization within a single configuration framework. 3D visualization adds spatial context that improves navigation, situational awareness, and troubleshooting in large facilities, GIS-based environments, and complex OEM equipment. Visualizations can be deployed consistently across desktop, web, and mobile clients for ANYGLASS access to control and data.

4 SCALABLE, COMPOSABLE ARCHITECTURE

GENESIS uses a composable, service-oriented architecture that scales from small, single-node systems to large, distributed, multi-site deployments. Functional components such as redundancy, reporting, analytics, notifications, and integrations can be deployed where needed without redesigning the system. Asset-based modeling, bulk configuration, and reusable components support automated development and consistent deployment across applications, sites, and industries.

7 SECURE, VENDOR-AGNOSTIC CONNECTIVITY ACROSS IT AND OT

GENESIS connects systems, devices, and data sources across IT, OT, and IoT environments to deliver a unified operational view. Native support includes OPC UA, MODBUS, BACnet, SNMP, web APIs, system resources, and Mitsubishi Electric technologies. Partnerships with third-party connectivity providers, including Takebishi and its DeviceXPlorer OPC Server, extend protocol coverage to support flexible integration while maintaining secure, governable architectures.

10 PROVEN GLOBALLY, BACKED BY MITSUBISHI ELECTRIC

GENESIS is backed by Mitsubishi Electric's global engineering expertise, extensive partner ecosystem, and decades of automation innovation. With installations in more than 100 countries and hundreds of documented success stories, GENESIS provides a proven, long-term platform for operational performance across industries.

5 INTEGRATED HISTORIAN FOR INSIGHT, NOT JUST STORAGE

GENESIS includes a built-in, high-performance historian that captures more than basic time-series data. The historian supports structured and contextualized operational data that can be consumed by external analytics platforms such as Microsoft Power BI and Tableau, while also feeding native GENESIS analytics, reporting, alarming, and notification features. The historian serves as a foundation for operational insight and optimization rather than a standalone data archive.

8 ALIGNMENT WITH GLOBAL STANDARDS AND CYBERSECURITY FRAMEWORKS

GENESIS is designed to align with widely recognized standards and frameworks, including OPC Foundation standards, ISA-18.2 for alarm management, IEC 62443 for industrial cybersecurity, ISO 9001 for quality management, and CMMC requirements. Secure-by-design principles support compliance, interoperability, and long-term reliability in regulated and mission-critical environments.

6 CONFIGURATION-DRIVEN DESIGN WITHOUT SCRIPTING RISK

GENESIS is a no-code, script-free platform for core functionality, with capabilities that are pre-engineered, parameterized, and centrally tested. This configuration-driven approach reduces deployment time, minimizes testing and validation effort, and lowers long-term maintenance risk compared to script-heavy systems. By keeping functionality consistent, documented, and upgrade-friendly, GENESIS enables faster deployment and more predictable lifecycle management across projects and teams.

9 SIMPLIFIED LICENSING FOR LOWER TOTAL COST OF OWNERSHIP

GENESIS uses straightforward, node-based licensing to reduce complexity and long-term cost. Licensing supports unlimited clients, unlimited tags, unlimited historian usage, and broad module access without feature fragmentation. This approach allows systems to scale without unexpected licensing constraints or administrative overhead.



Discover  GENESIS™ Today.

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