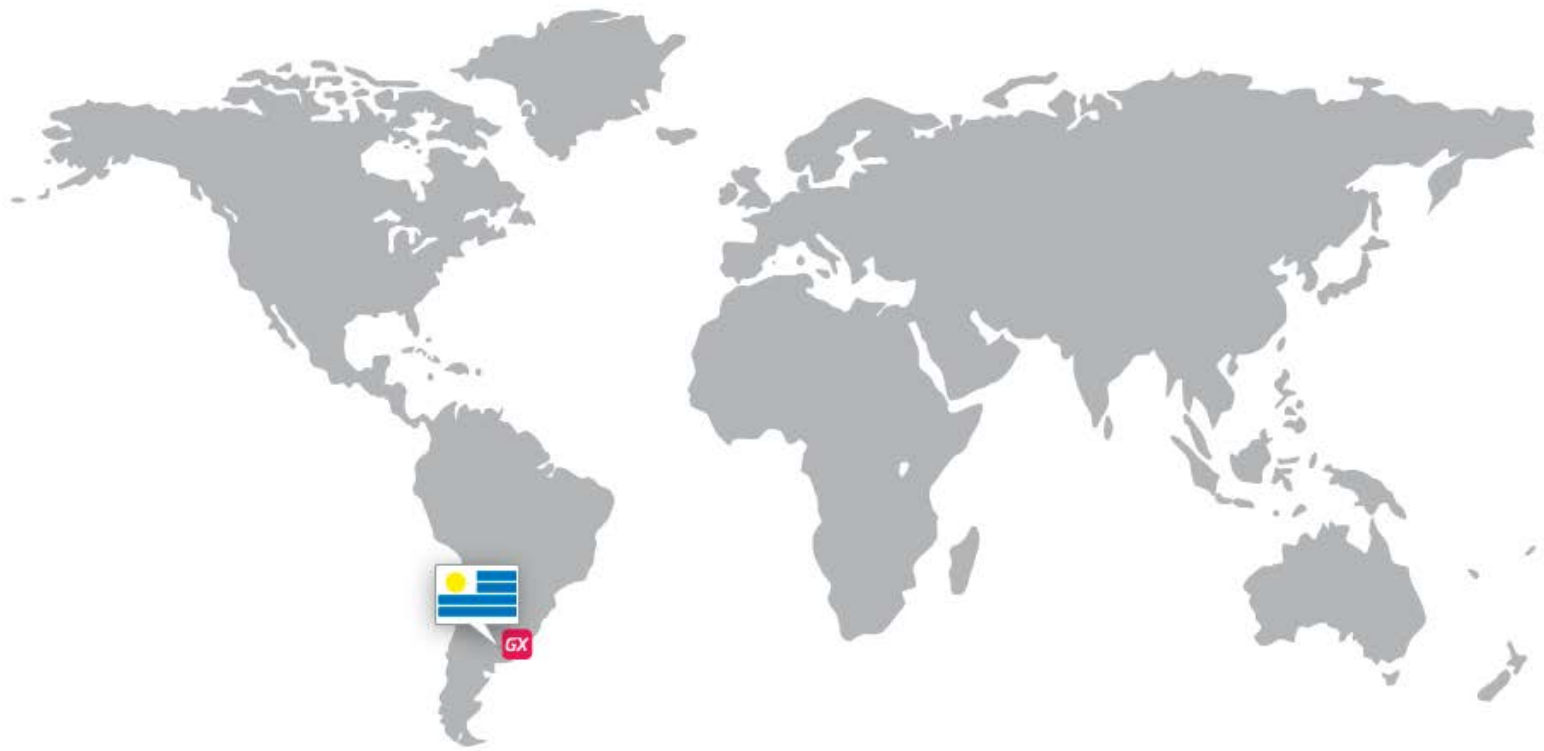




*GeneXus*TM



Uruguay





+ 8,500 companies | + 130,000 developers

Top 5 markets: Japan, Brazil, Mexico, Argentina, Uruguay

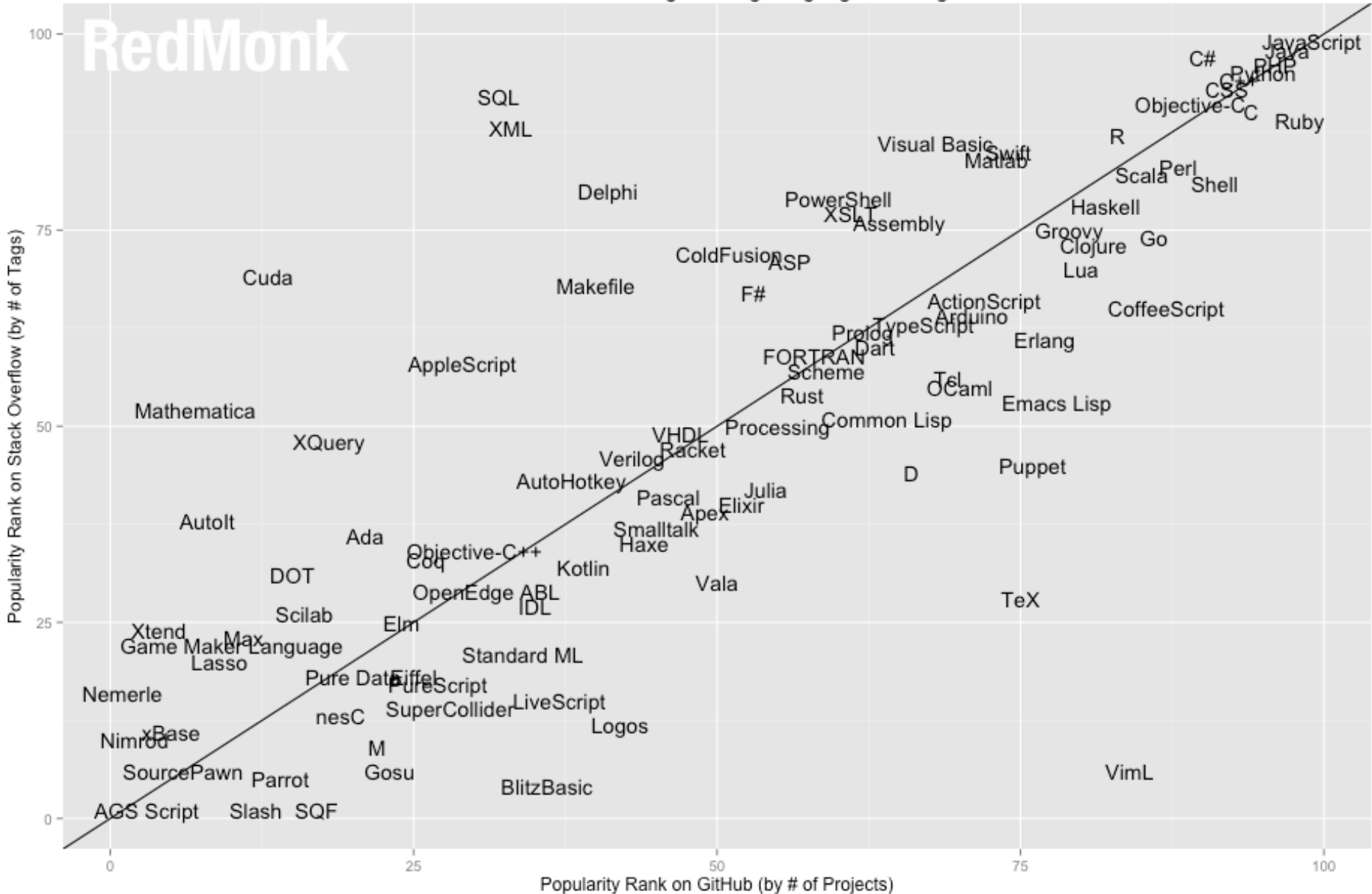


How did **GeneXus**, a small company, from a small, mostly unknown country in South-America **become so wide-spreaded?**



We believe creating and maintaining
Applications is hard, expensive and
time consuming

RedMonk Q116 Programming Language Rankings



There are also Many DBMS
(GeneXus creates and maintains the following DBMS)



There are also many Target Deployment Environments
(GeneXus supports every combination)



On Premise

Hybrid

The Cloud



And the worst of it all:
Developed Software
does not last (long)

Software Development
is a continuous, flowing,
never-ending process.

Software Creation Solutions
should take that into consideration.

Easy to Learn
Cross-Platform
Highly Productive
Agile, Incremental
Future-Proof

Software Creation Solutions
should take that into consideration.

Software Creation Solutions
should take that into consideration.
They don't.



*GeneXus*TM



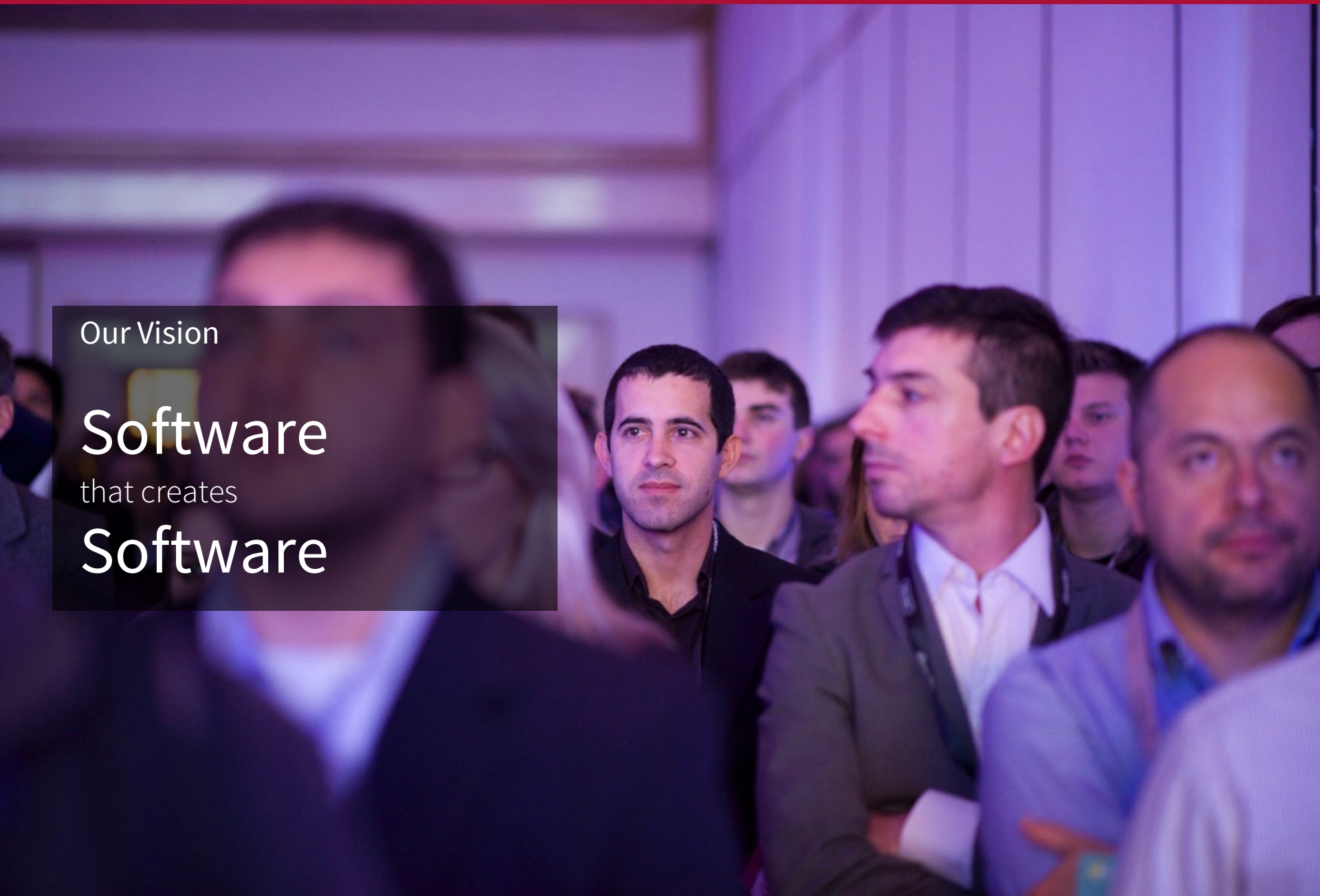
Our Purpose

To simplify software development
by automating everything that
can be automated.



Our Vision

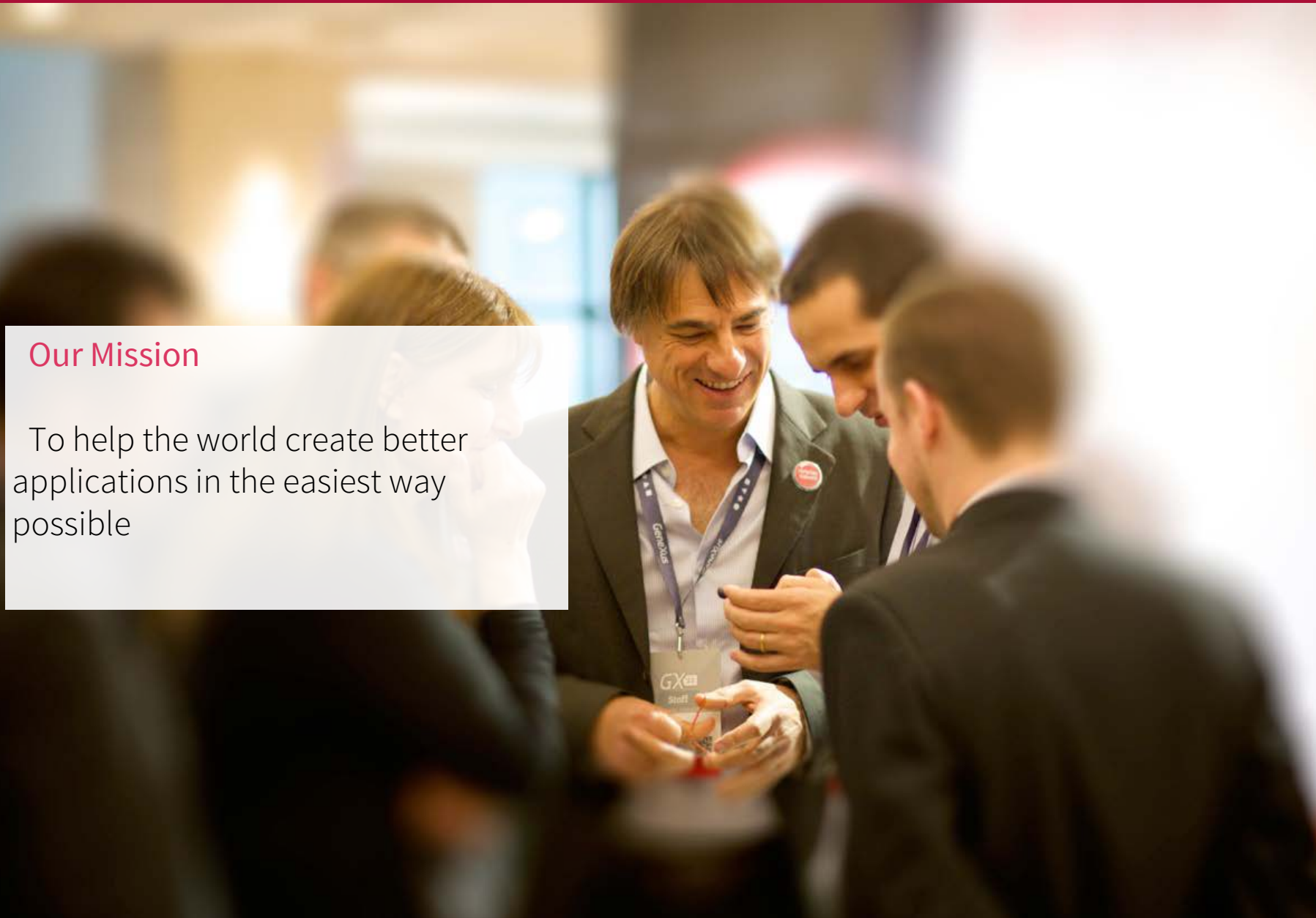
Software
that creates
Software



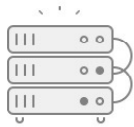


Our Mission

To help the world create better applications in the easiest way possible



Easy to Learn
Cross-Platform
Highly Productive
Agile, Incremental
Future-Proof

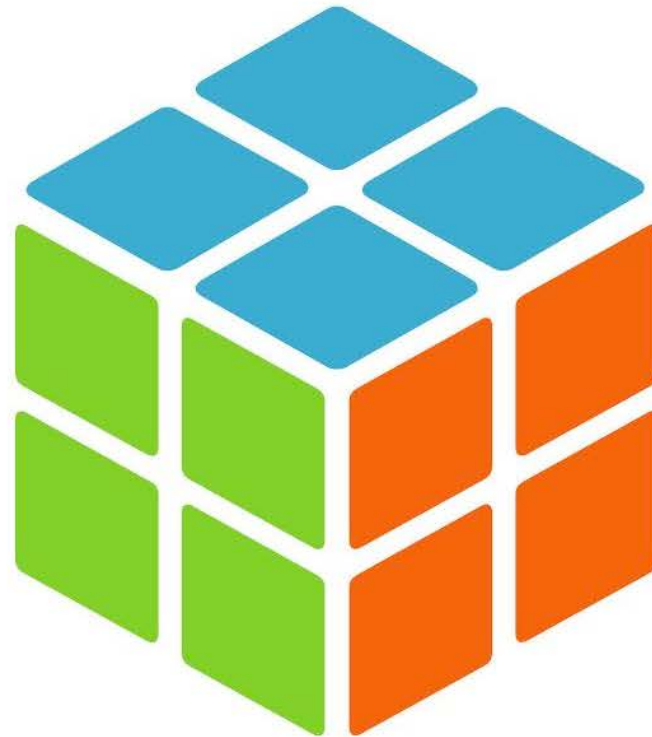


IBM AS/400
RPG
Cobol





How did we do that?



Instead of Focusing on the
Full Solution or Technologies



Focus on Small, known
Business-Problems, not in coding



Model the WHAT,
instead on thinking the HOW



And let Artificial Intelligence
Weave that into a Solution,
defining the HOW.



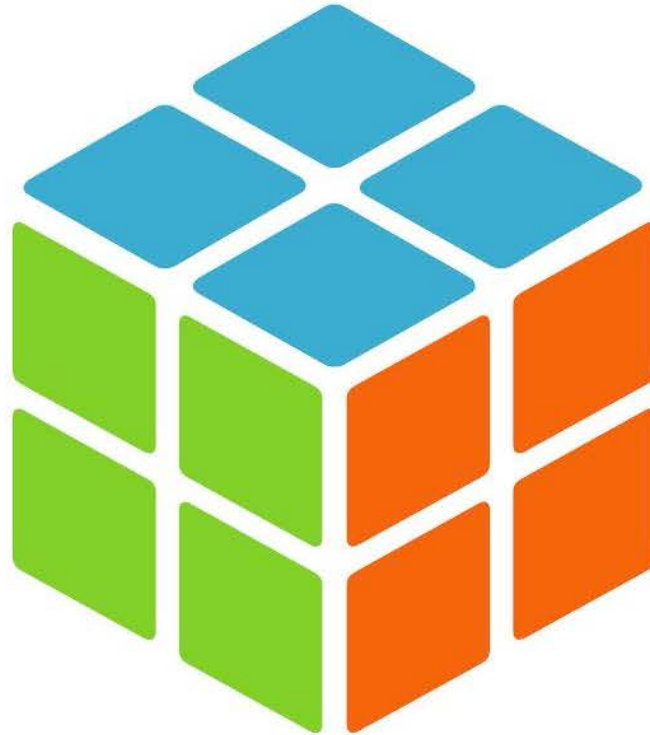
After that, you can add
to your system new features...



Innovate with new Business Models,
New platforms or Integrations ...



Without worrying about
code, databases or servers



Until you get to the
Full Solution, step by step



This is how GeneXus works:
In an Agile, Incremental, technology-
independent Way



By doing so, GeneXus protects the most important **Digital Assets** of companies:

- Business Knowledge
- Data
- Algorithms

Knowledge over code:

Easy to Learn: 1 month

Cross-Platform: 28 years

Highly Productive: from 12x to 90% savings

Agile, Incremental: Functional Prototypes

Future-Proof: Our Clients outlive our competitors

WHY ARE WE DIFFERENT



DESCRIBING
instead of coding.

Create and maintain applications,
databases and services,
automatically.



TECHNOLOGY ASSURANCE

(Future-proof)

ABOUT THE PRODUCT

APPLICATIONS & PLATFORMS



Mobile



Servers



Cloud

Generators

MOBILE



WEB



LEGACY

RPG

Extensions

User controls + Extensions + Patterns + External objects + External tools

The screenshot displays the GeneXus marketplace interface. At the top, there is a navigation bar with the logo 'GeneXus marketplace' and language options: Portuguese, Español, and English. A search bar is located on the right side of the header. Below the header, a large banner features the text 'All you need to enhance your development with GeneXus' and an illustration of a 3D cube with a GeneXus logo. To the right of the banner, a product card for 'gxMetroPopup' is shown, including the author's name (Mario Augusto Dias), publication date (1 year ago), download count (153 times), and a 'Download Now' button. Below the banner, a horizontal menu contains icons and labels for 'User Controls', 'Extensions', 'Patterns', 'External Tools', and 'External Objects'. At the bottom, there are two sections: 'Recent products' and 'Best qualified'. The 'Recent products' section lists 'GXPowerCommands' by Sebastian Gomez and 'K2B TOOLS' by K2B Tools. The 'Best qualified' section lists 'sca.SDGauge iOS' by Simplifica Software.

MOBILE UPDATE

SWIFT



iOS 10



Android 7.0



Android 7.0 Nougat

CLOUD NATIVE



IBM
Bluemix



SAP HANA
Cloud Platform



Microsoft
Azure



IBM
Cloud



Amazon
Web Services



Google
Cloud Platform

Thank You!

For More Information

Gustavo Olmos
golmos@genexus.com
Country Manager