

UNIVERSAL CONNECTIVITY WITH GENESIS™

Open, Secure Connectivity Across OT, IT, and Enterprise Systems



KEY BENEFITS AT A GLANCE

- Support reliable IT/OT convergence using proven industrial standards
- Enable industrial connectivity through configuration, not code
- Reduce dependence on proprietary drivers and custom interfaces
- Simplify architectures by reducing external middleware dependencies
- Scale systems consistently across sites, regions, and enterprise portfolios
- Accelerate development while lowering lifecycle cost

CONNECT EVERYTHING. BUILD WITH CONFIDENCE.

The Universal Connectivity capabilities within the GENESIS platform provide a standards-driven foundation for reliable, secure, and scalable communications across Industrial Internet of Things (IIoT), Operational Technology (OT), and Information Technology (IT) environments. The GENESIS platform transforms fragmented communications in industrial environments into a resilient, normalized integration layer through native communications drivers, and an open integration model where data can be consumed, processed, stored, and served.

GENESIS connects to a range of data sources including industrial control systems, building automation systems, smart devices, databases, files, and enterprise applications. Once secure connectivity is established, asset-centric modeling provides context and structure. A Unified Namespace abstracts variations in sources to enable consistent data access using recognizable terms such as assets, systems, and sites.

The platform supports a wide range of configurable data ingestion, flow, processing, storage, and bridging which eliminate the need for custom middleware and fragile interfaces. The GENESIS platform architecture is modular, enabling deployment flexibility with capabilities that include visualization, analytics, alarming and reporting, coupled with configurable workflows and API-based data access.

KEY CAPABILITIES AT A GLANCE

- Standards-first, OPC-centric communications architecture
- Native support for OT, IT, and IIoT protocols
- Asset-centric modeling with Unified Namespace support
- Redundancy and high-availability configurations for mission-critical systems
- Productivity tools for rapid application development
- Multi-vendor connectivity and preferred integration for Mitsubishi Electric Factory Automation devices

SECURE YOUR DATA. ENABLE SMARTER OPERATIONS

Data Abstraction: GENESIS provides an independent data layer that connects disparate technologies and standardizes access to operational information. Asset-centric modeling organizes data in a consistent structure for use across visualization, alarming, historization, analytics, and external applications. Bulk import and export tools simplify configuration and lifecycle management.

Secure by Design: To protect data source connectivity, data access, and support defense-in-depth security best practices, GENESIS includes secure installation options and utilizes features such as encryption, certificate authentication, encrypted user and system passwords, and granular project-level security with highly configurable role-based access control (RBAC).

Enterprise Integration: The configurable web services interface, business intelligence service, workflow engine, and other capabilities of GENESIS enable a number of use cases beyond traditional supervisory control while providing support for flexible data exchange with enterprise applications such as Enterprise Resource Planning (ERP) and Computerized Maintenance Management Systems (CMMS).

System Scalability: Production systems require lifecycle management and may grow in scope, complexity, and criticality over time. GENESIS architecture enables flexible deployment of services including communications and connectivity across segmented networks, provides service redundancy and health monitoring, and enables use of existing Identity and Access Management (IAM) strategies. This flexibility allows systems to scale in size over time with support for local, distributed, and hybrid cloud deployments.

CONFIGURATION, SCALABILITY, AND RELIABILITY

- Data-centric modeling to abstract heterogeneous installed base
- Bulk Asset Configurator (BAC) to enable rapid deployment and support system lifecycle management
- Centralized system configuration and management through GENESIS Workbench
- Scalable architecture to support single-site, multi-site, and enterprise deployments

CONNECT ACROSS INDUSTRIAL AND ENTERPRISE SYSTEMS

- Native support for OPC, Modbus, BACnet, MQTT, REST, SNMP, and Mitsubishi Electric Factory Automation (FA)
- Connectivity to flat files, relational databases, industrial apps, enterprise systems, data lakes, and data warehouses
- Standards-based OPC architecture supporting connectivity, alarming, and historian services
- Built-in system monitoring for communications performance and platform health

SECURITY AND ENTERPRISE READY

- Secure platform installation options with granular security features
- Support for modern Identity Providers
- Designed to support IT/OT convergence while preserving operational reliability and performance

PROVEN LEGACY. TIMELESS BY DESIGN.

Since 1986, ICONICS has delivered automation and digitalization solutions across industries worldwide. Acquired by Mitsubishi Electric in 2019 and fully integrated in 2025 as Mitsubishi Electric Iconics Digital Solutions, the organization combines deep software expertise with global industrial leadership.

GENESIS transforms connected operational data into resilient, actionable intelligence, providing a unified platform that supports open connectivity, long-term scalability, and trusted performance across evolving industrial and enterprise environments.

GENESIS modernizes connectivity foundations to enable secure, standards-based integration across today's systems and tomorrow's architectures.

**Contact Us Today to
Explore the Possibilities**

MITSUBISHI ELECTRIC ICONICS DIGITAL SOLUTIONS

HEAD OFFICE: 2 Hampshire Street, Suite 300, Foxborough, MA 02035