

GENII v5.2 *from Digital Earth Geomatics*

Unlock your data and realize your information sharing potential!

No matter how large or small, all businesses face common issues. Executive management finds it difficult to match day-to-day operations to overarching agency objectives. Managers are challenged to see the relationship between a widely diverse set of business processes and their collective impact on future performance. Individuals wrestle with trying to find role-relevant information that they can monitor to make a difference on the front lines.



Together, they await a time when they can finally and easily access important information in a convenient, clear and consistent manner—information that is meaningful to their specific roles and responsibilities. Today, that wait is over.

Now, the capabilities of GENII from Digital Earth Geomatics offer a comprehensive way to help organizations gain deeper contextual insight into what business drivers matter most by giving you “virtual” views of inventory data that cross departmental or even company boundaries. Making the coordination and maintaining of assets easier to manage.

The Genesis Enterprise Information Integrator (GENII) is a web-distributed, spatial-temporal, information integration system designed to create a single view of numerous disconnected information sources. It can connect to any number of tables residing on any number of different database platforms, mixing information from these disparate locations to build a single read-write information enterprise. Think of GENII as a helper who can organize massive amounts of information located all over the place—returning

a single spick & span executive control station.

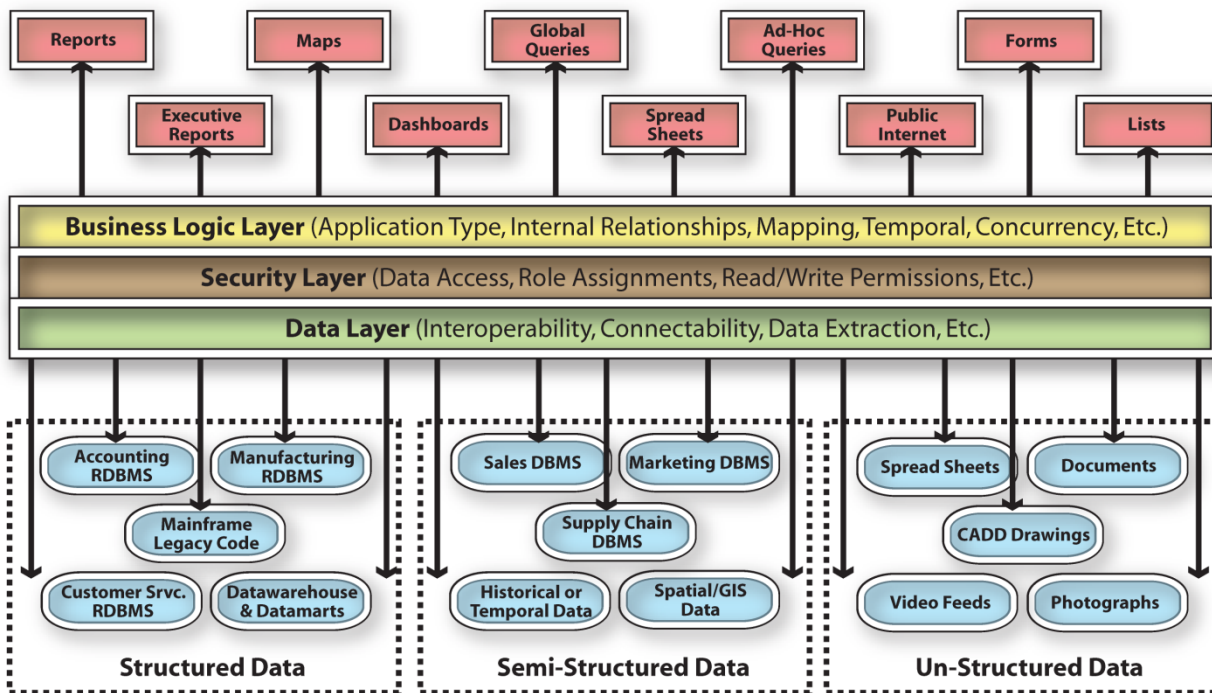
Technically speaking, GENII accommodates both structured and unstructured data, spatial and temporal data, as well as reporting functions and custom applications. It excels at bringing down silos which separate different business organizations and the separate offices within them.

GENII is a flexible building block approach to information integration — a leapfrog technology which corrals information within dedicated models. The GENII framework is flexible and designed to grow with technology change and business process change.

Benefits to GENII and its flexible methods of information integration:

- ✓ GENII serves as a gateway, bringing together data from different database platforms. Data may be added to GENII without bound — and without additional cost or modules.
- ✓ GENII makes no distinction between relational database technology and GIS technology. This facilitates the side-by-side use of tabular and spatial queries. With GENII, GIS is pulled into a framework of mainstream information technology, allowing location to contribute to information technology rather than detract from it by demanding special training, staff, and offices. With GENII, location need only be spatial, and not special.
- ✓ GENII and its administration are fully web-distributed. This allows administrators and developers to sit next to users within the user’s office and make customizations directly. GENII administrators and developers can be filled by most employees as specialized database or software programming experience is not required.

- ✓ GENII packages application development overhead making application development a snap. As such, all applications within GENII look and act the same, so if a user is trained in one business area, that user can use any application within the enterprise framework.
- ✓ GENII can manage sister organizations in parallel, easily presenting a view of organization A and then switching to organization B. It is also possible to simultaneously manage different views of the same data entity. For example, if a County calls a road 'X' with a given set of attributes, there can also be a State view, Y, with its own set of attributes.
- ✓ GENII can model a wide cross section of data types and data models. As such information can be joined from different data environments and a wide variety of business logics may be injected into each unique GENII application (see figure below).
- ✓ Applications within GENII need not be static: they are easily changed to reflect changes in technology, business needs, or work flow.



This ability to change makes GENII an ideal legacy application recovery tool. Legacy data and their associated applications persist in our businesses because their information is essential but intertwined with dated methodologies that they are very difficult or costly to upgrade and dismantle. GENII can connect to many types of legacy applications using various gateway techniques. Legacy databases and systems information can then be ported to the web and unique new applications built from the GENII metadata framework. Like all GENII data, legacy information may be mixed and matched with other data participating in the GENII metadata framework. As the GENII representation of the legacy approaches corporate desires, the umbilical cord to the legacy may be cut.

GENII improves interoperability between platforms, allows access to all data types without transformation limitations, increases performances through more efficient access to data sources, and severely decreases cost in both infrastructure and staff. Contact us now if you would like to see these benefits applied to your organization.



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