

1 May 2026

## **SCADA: A Critical Tool in the Digital Transformation Journey of Industrial Enterprises**

Mitsubishi Electric offers an innovative and effective approach to next-generation automation requirements through its SCADA solutions developed by its global software group, Mitsubishi Electric Iconics Digital Solutions (MEIDS). Low-code SCADA solutions effectively address today's requirements while providing the flexibility and adaptability needed for future digital transformation processes.

GENESIS SCADA offers an effective solution that simplifies the complex dynamics of factory automation with its user-friendly interface, cost advantages, process acceleration capabilities, and flexibility. This technology not only improves efficiency in manufacturing processes but also strengthens data-driven decision-making capabilities. As a result, it provides significant support for companies seeking to adapt to rapidly changing competitive environments.

Built on a low-code architecture, GENESIS SCADA provides a user-friendly infrastructure for businesses of different sizes. With its broad product portfolio serving various industries, it enables both system integrators and end users to benefit from advanced features, helping improve operational efficiency while supporting cost optimization. These capabilities make GENESIS SCADA a critical tool on the path toward digital transformation.

### **User-Friendly SCADA That Increases Business Flexibility**

Thanks to drag-and-drop functionality and visual interface capabilities, SCADA solutions allow users to manage and develop SCADA systems easily without requiring advanced programming knowledge. This ease of use goes beyond traditional software development processes, enabling applications to be designed faster and projects to be implemented more quickly.

At the same time, it reduces software development costs and allows existing employees to create solutions tailored to their own needs. By increasing flexibility in business processes, it helps organizations respond effectively to changing operational requirements. SCADA technology makes software development accessible to a wider user base while empowering employees to develop innovative solutions and address challenges independently.

With its modular architecture, GENESIS SCADA provides powerful data management capabilities that help improve operational efficiency. Modules such as Hyper Historian™ make real-time data management and integration highly practical. In particular, the detailed data recording capabilities of Hyper Historian™ organize information from different sources and provide significant advantages for various departments.

Hyper Historian™ stands out with its advanced data integration capabilities. In addition to supporting protocols such as OPC DA, OPC UA, OPC HDA, OPC XML, SNMP, and BACnet, it can connect with a wide range of devices through various database values. This technology simplifies the process of collecting information from multiple factories, facilities, and industrial equipment.

GENESIS SCADA provides system integrators with opportunities to increase strategic business value while offering productivity tools that engineers can easily use, enabling automation systems to be managed independently and efficiently.



Another prominent module within the SCADA portfolio, CFSWorX™, enables field service personnel and maintenance teams to move beyond traditional fault-repair models and adopt a more proactive approach to facility and equipment management. By integrating with ERP (Enterprise Resource Planning) and CRM (Customer Relationship Management) systems, it helps businesses across different industries reduce downtime and lower maintenance costs.

### **GENESIS 11 Redefines Standards in SCADA and Digital Transformation**

With GENESIS 11, Mitsubishi Electric Iconics Digital Solutions (MEIDS) is taking bold steps toward the future of industrial automation. As a next-generation SCADA automation and digitalization platform, GENESIS 11 stands out with its exceptional scalability, flexibility, and intelligent design.

By combining decades of software development experience with innovative architecture, Mitsubishi Electric delivers a user-focused solution. Featuring browser-based 3D graphics support, outstanding scalability, and an unlimited licensing model, GENESIS 11 has become a powerful tool for meeting the evolving demands of industry.

The platform offers unlimited licensing and high scalability for systems of all sizes, while its advanced visualization capabilities, comprehensive alarm management, and powerful system control functions maximize overall system performance.

Providing seamless integration with Mitsubishi Electric devices as well as extensive connectivity options, GENESIS 11 adds value to digital transformation initiatives through fast deployment, future-ready support, and a fully expandable architecture.