
RapidGen Software

Delivering Business Intelligence Worldwide



Company Profile

RapidGen Software Limited is owned by Ritchie McGladdery, who developed and launched what became the Genius Application Suite in 1983, in conjunction with the Department of Industry's Software Product Scheme. From the outset, Genius was recognised as a leading edge, highly efficient and fast database management and reporting tool.

As a pioneering implementation of 'universal' interfaces and natural language Querying and Programming the Genius Solution was rapidly adopted by large enterprises with heavy data processing demands, multi-platform system architectures or the desire to avoid the risks of 'vendor lock-in'.

Since December 2005 RapidGen Software Limited has been the exclusive licensee for development, distribution and support of the Genius Application Suite.

RapidGen Software also provides specialist data engineering consultancy where conventional solutions or expertise are insufficient. Our technical expertise can be valuable in re-factoring and reusing legacy or composite data resources and business logic.

The proven reliability of the Genius code base has meant that routine technical support imposes few demands on our engineers and resources can be focussed on development. With the rapid expansion of wide area networking much of our development effort is devoted to incorporating the latest internet communications standards for remote interfacing of application modules and web clients. This is reflected in our ongoing programme of enhancements to the Genius tool set and runtime libraries for all major hardware platforms.

Installed Base

Genius installations span a full spectrum of industrial and commercial enterprises as well as the public sector.

In the industrial sector Genius drives the final assembly tracking system for an aircraft manufacturer. Needless to say the primary requirement of such a critical system is 24 x 7 availability, reliability and easy maintenance. This system, built and maintained by the user's in-house IT team, has been performing efficiently for over 20 years requiring little vendor technical support beyond new release kits for the latest OS versions and Genius upgrades.

In the Telecom sector, Genius drives billing systems for two of the UK's largest mobile network operators. In one it handles sales order processing, automatic connection of services, subscriber management, automatic collection of call data and subsequent billing. In the other case a Genius application manages the billing for a distributed network of payment processing terminals.

Other examples of Genius installations include aerospace design testing, warehousing & distribution, nuclear technology, public sector HRM and healthcare.

Find out more from:

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The RapidGen Team

J. Ritchie McGladdery



Founder of Rapid-Gen Systems Ltd., the original developer of Genius and now Chairman and CEO of RapidGen Software Ltd, Ritchie owns the IPR to the Genius Application Suite. A thirty four year veteran of the software industry, Ritchie brings to the company a lifetime of experience and that rare commodity - strategic vision.

His unique contribution to the development of our software was to resolve the issue of the user/machine interface by emphasising the role of human logic i.e. Natural Language, Adaptability and Intuition as critical components of application architecture.

His primary role continues to be in setting strategy, re-focussing development and building strong relationships with our customers.

Anthony Damon MSc.



Tony has been instrumental in establishing RapidGen Software Ltd the UK based company that will be distributing and supporting the software in future.

As Chief Operating Officer Tony works closely with Ritchie McGladdery and the technical team to shape the product offering and resource the development effort. With a Masters degree in project management he sees his key role as resolving the competing forces of Time, Quality and Cost to the mutual advantage of our customers and the company.

Tony has been involved in the IT industry for over 15 years, initially as a Professional responsible for installing and managing corporate IT systems and more recently as a Web software and systems developer for Internet Applications Provider Accessible Technologies Ltd.

Howard Rogers B.Sc. (Exon).



Howard is RapidGen's CEO and has over 30 years experience in information systems and software development.

After graduating with a degree in Statistics & Operational Research, he worked in the National Health Service. He developed early data mining tools and managed a large health census project covering some 3.5 million patient/service events. His first experience of Genius was as a user, providing an ad-hoc query facility for the first NHS online in-patient records system.

He joined Rapid-Gen Systems Ltd. in 1984 as a technical consultant and specialist in providing interface solutions with other IT products. He was responsible for the development and maintenance of the Genius User toolset and created a number of Genius Linker modules.

From 2002 to 2007, he worked as a Project Manager for a public transport information system company specialising in real time applications for monitoring bus fleet locations and providing on-street information.

Howard re-joined the team at RapidGen Software in 2007 to spearhead new developments and brings with him extensive experience of merging the multiple technologies of Open systems back office, real-time processing, GPS tracking, GPRS telecoms and wireless communications.

Richard Kirkman M.A. (Oxon), MSc.



Richard read Physics at Oxford and worked for the Atmospheric Physics Department on data collection from satellite instruments. His early experience with multi-user interactive computing, included DEC PDP-11, PDP-10, and PDP-8 systems. Subsequent projects included maintenance and enhancements of BCPL, Coral66 and Fortran77 compiler systems for PDP-11, Interdata 8/32, Computer Automation LSI-2 and LSI-4, and porting to DEC VAX systems.

In 1982 he joined the team that developed the Genius Solution, producing the first versions of RPL to run on VAX/VMS and many user tools and program generators that form the Genius Solution.

As Chief Technology Officer Richard is a rare and valuable resource with an unsurpassed knowledge of the product. He has been part of the development team since the early days and is responsible for technical support and development.

The RapidGen Team (cont.)

Jolyon Cox M.A. (Oxon), D.Phil.



Jolyon read Physics at Oxford and became involved with computing in 1970 while doing a doctorate in Nuclear Physics. He worked on real-time data collection and analysis systems and operating system enhancements, including client-server networking between PDP-11s and the DEC-10 host.

In 1977 he developed a departmental computing facility which later included one of the first VAX systems in the UK. Projects included a technical/ scientific word processing system for theses & papers and an early implementation of a relational database system based on RMS indexed files.

Jolyon joined the Genius Team in 1986 and developed a standard framework for transparently interfacing Genius tools to a wide variety of relational and non-relational databases. He upgraded the VAX runtime system and developed a new version in C for porting to other platforms (OpenVMS Alpha, Windows and various Unix/Linux systems).

Jolyon returned to Oxford University in 2003 but leads development for RapidGen Software Ltd on a consulting basis. He is currently developing an RPL compiler for the Intel Itanium processor.

David Durant B.Sc.(Lon).



David read Computer Science with Chemistry at Royal Holloway, London. His association with RapidGen's products began over 25 years ago, initially as a user and subsequently as a member of the development and support team.

Throughout this period he has had close contact with clients providing both training and consultancy in a wide range of applications, covering finance, healthcare, communications, insurance, manufacturing and retail. He has been involved in all stages of their product and development life-cycles.

His principal role is to work with our customers to ensure that each installation delivers the most efficient solution for their specific business logic and processes.

Laurence Barham MBCS CITP.



Laurence has worked in IT for over 35 years. He has been involved with Genius, or its antecedents, throughout that time, working on many different platforms. For many years he headed up the team that supported Genius, managing the Help Desk, customer installations and training and all aspects of pre and post sales support.

His career has spanned systems analysis, software development and programming. More recently, as a Business Analyst, he has focussed on the interface between commercial Users and IT solutions.

His extensive experience and knowledge of the issues facing large enterprises embarking on new IT solutions, is instrumental in determining effective strategies for timely delivery of new installations.

Matthew Miles



Matthew has worked in the IT industry for 13 years, with the last 11 years with Vodafone UK, where he performed a number of roles from analyst, developer and then more recently Development Manager with special responsibility for billing systems.

During this time, he was introduced to Genius on the DEC VAX platform, which provided him with experience of developing and maintaining Genius applications from an enterprise user's perspective.

In addition to his in-depth knowledge of the mobile billing arena, he also brings a broad range of IT skills to the team, from analysis and design through to implementation and ongoing support.

Matthew is a consultant to the RapidGen development team with a brief to focus on tools and applications for the telecom sector to extend our reach in this rapidly expanding global market. He also provides technical consultancy to our customers in the telecom sector.
