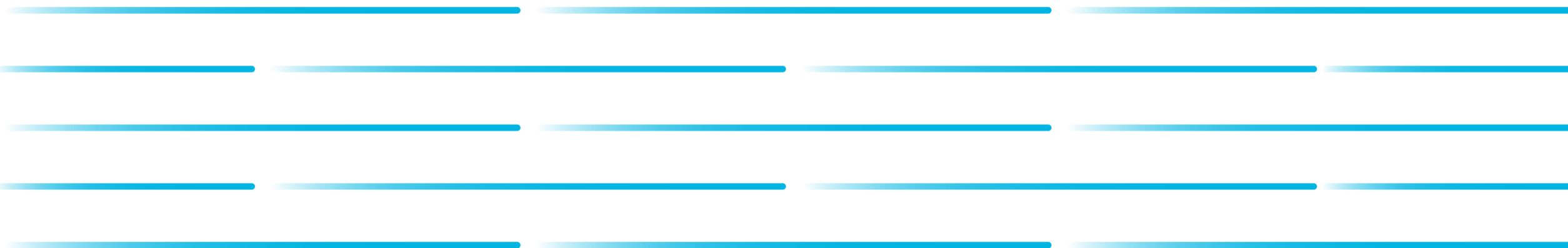




Acceleration Plans from GE Digital

26 July 2017

Placeholder confidentiality disclosure. Edit or delete from layout master if not needed.
Use this second line if additional confidentiality disclosure information is required.



The Digital Transformation Promise

Value promise

\$32.3 Trillion

in global output can benefit from
IIoT solutions today¹

\$500 Billion

Will be spent on IIoT solutions by 2020²

The challenge

- Only **15%** of new software implementations are deemed “very successful”³
- **Millions of dollars** are wasted when value is not quickly realized

If IIoT is going to deliver the value as promised, there must be a focus on outcome realization



¹ Industrial Internet: Pushing The Boundaries of Minds and Machines, Evans + Annunziata 2012

² Industrial Internet Insights Report, Accenture + GE, 2015

³ B4B, 2013, Wood, Hewlin, Lah

What Separates the Successful 15% From the Rest?

A focus on services that drive outcome realization and maximizing ROI



Adoption readiness planning and outcomes realization strategy



Comprehensive education plans for end-users



24/7 access to technical industry experts



Real-time visibility into data health



Services are a differentiator in achieving success with digital transformation



How Acceleration Plans Helps Customers Maximize ROI

Services backed by industrial domain expertise that focus on outcome realization

Adoption & Outcome Services



Adoption and outcome realization plans

- Partnership with a Customer Success Manager throughout the lifecycle
- Readiness assessments and governance
- Realization plans collaboratively developed and tracked by our industry experts

Support & Maintenance



World-class technical support

- Access to technical experts, anytime
- Average tenure of 10 years
- Deep technical domain expertise
- 93% customer satisfaction rating

Education



Comprehensive Education

- 24/7 online access
- Bridges the gap between features and business outcomes by leveraging our own software experience and best practices

Managed Services



Visibility into the health of your data

- Starts at the machine sensor level
- Audit data streams, find anomalies, identify false positives, and ensure quality
- Partner to track KPIs and deviations



Maximize Your Investment and Realize Business Outcomes

Standard

Our value-based plan where we provide support with one business day response times and access to our latest software updates and releases—ideal for small firms with non-critical applications.

Support

Response time: 1 business day
24/7 online support requests
Latest product releases and upgrades
Latest service packs, hotfixes, and maintenance upgrades.

Training

Online 24/7 “Getting Started Education” series

Premier

A complete solution that covers production and operational needs by providing a 30-minute rapid response time for critical issues. This plan also partners you a member from our Adoption Services team to help accelerate your time-to-value.

Includes all the benefits of the Standard Outcome Services Plan, plus:

Support

30-minute rapid response time for Severity 1 issues
24/7 toll-free emergency access
Software test environment keys

Training

Online 24/7 “Intermediate Education” series

Adoption

Account health management

Enterprise

Our most comprehensive outcome plan available, inclusive of close partnerships with adoption, support, and education services—ideal for enterprise firms who run operations across multiple sites and allow zero downtime.

Includes all the benefits of the Premier Outcome Services Plan, plus:

Support

Technical account manager

Training

Online 24/7 “Advanced Education” series

Adoption

Named success manager
Enterprise account health management
Adoption planning and realization
Outcome planning and realization

Managed Services

Data quality monitoring
Connectivity monitoring
Sensor health

*See something in our Enterprise plan that your team can't live without? Ask us how to add outcome accelerators like Education Credits, a Named Success Manager, or Data Quality Monitoring to your subscription.





Rapid time to value and estimated savings of \$4.5 MM annually by leveraging GE Digital's Outcome Services

Automotive	Asset Performance Management	NA
Chemicals	Automation	LATAM
Food & Beverage	Brilliant Manufacturing	Europe
Heavy Industry	Cyber Security	MENAT
Oil & Gas	Predix	APAC
Power		China
Generation		
Transportation		

Customer Challenge



Reduce annual spend to maintain assets and improve predictive maintenance to increase productivity and lower costs

Action



Success Manager partners with Gerdaу to align solution capabilities with their specific needs and create and execute a plan to reach desired outcomes





Managed Services team remotely monitors assets for abnormalities, avoiding unplanned downtime and reducing maintenance costs



Support team provides proactive bug-fixes to ensure continuous progress on solution implementation

Solution Architecture

1 | 
APM-SmartSignal

2 | 
Historian

Outcomes



Project **ROI payback of 8 months**



Caught two major instances on the first monitored assets avoiding 130 hours of downtime



With a total project cost of USD \$1.3 MM Gerdaу expects an **estimated savings of \$4.5 MM per year from GE Digital solution**



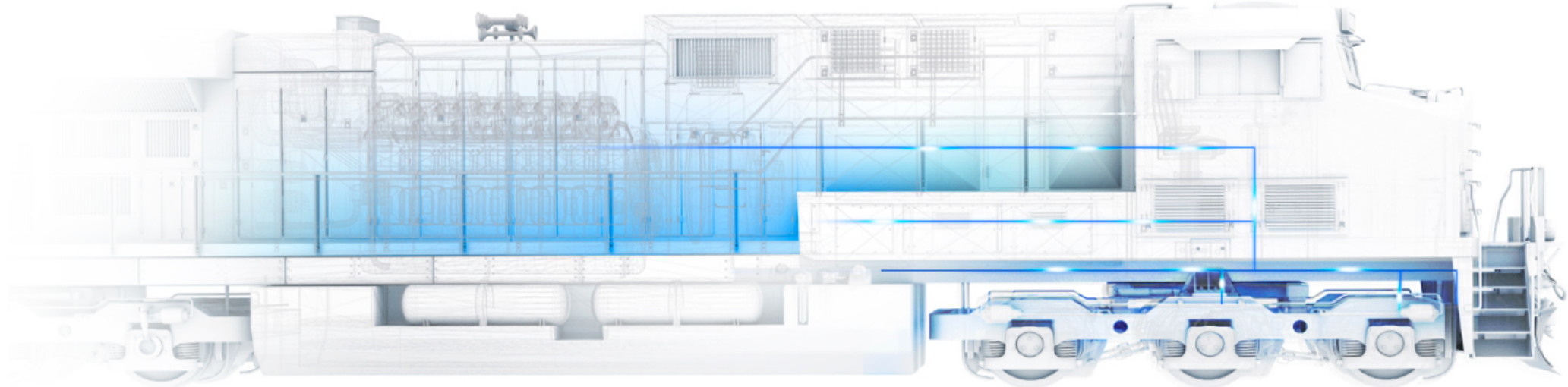
GE: Partner with a Digital Industrial

Experience

- 125 years of experience building industrial solutions at scale
- \$1B+ committed to innovative software and analytic development

Digital journey

- We have paved the way for industrial digital transformation
- Gain insights from what we have learned along our digital journey



Appendix

Support & Maintenance

Delivery methods



Online Support Portal
Log a case online and gain access to self-help content with FAQs



24/7 Emergency Support
Initial response time of 30 minutes or less for critical software issues



8-5 Phone Support
Speak directly with a support advocate and get prioritized case routing for non-critical issues



Technical Account Manager
All cases are routed to a named support advocate with deep knowledge of your operations

World-class technical support



Average tenure of GED support advocates



94%

Overall satisfaction rating



Deep technical domain expertise



Leverage learnings from our own digital transformation



Education Services

Offerings

Education offerings are available to all employees online, 24/7 for the duration of your Acceleration Plans contract.

- **Standard: Basic level training** - Understanding of the product and its components, capabilities, and position within the pillars.
- **Premiere: In-depth how-to training** - Working knowledge of the software—including end-user capabilities, understanding of product features, and where to get help.
- **Enterprise: Advanced training** – Focused on best practices and processes using digital software—taking your knowledge to the highest level.

Example security course catalog

[-] Cyber Security
+ [graduation cap] Cyber Security for ICS and Fundamentals
+ [laptop] Introductory Series: Course 1 - Introduction to Cyber Security
+ [laptop] Introductory Series: Course 2 - Overview of the Computer Network
+ [laptop] Introductory Series: Course 3 - Cyber Security & the Industrial Network
+ [laptop] Introductory Series: Course 4 - Network Models and Protocols
+ [laptop] Introductory Series: Course 5 - Common Network Protocols and Security
+ [laptop] Intermediate Series: Course 1 - Cryptography Basics
+ [laptop] Intermediate Series: Course 2 - Attacking and Protecting the Network
+ [laptop] Intermediate Series: Course 3 - Wireless Networks and the IACS
+ [laptop] Intermediate Series: Course 4 - The Wireless LAN and WAN
+ [laptop] Intermediate Series: Course 5 - State of the Industry in Cyber Security
+ [laptop] Intermediate Series: Course 6 - ICS Standards
+ [laptop] Advanced Series: Course 1 - Cyber Security Vulnerabilities
+ [laptop] Advanced Series: Course 2 - The Cyber Security Risk Assessment
+ [laptop] Advanced Series: Course 3 - ICS Vulnerabilities
+ [laptop] Advanced Series: Course 4 - Managing and Tracking Vulnerabilities
+ [laptop] Advanced Series: Course 5 - Security Controls Overview
+ [laptop] Advanced Series: Course 6 - Intermediate & Adv. Security Controls



Adoption Services: Answering Your Toughest Questions

Customer Success Manager

Provides a single contact for successful outcome attainment, user adoption, and satisfaction.

Who's going to help me get the most value out of my solution?

Health Monitoring

Delivers information relevant to the achievement of your goals on a regular basis.

Where can I get a summary of all the interactions occurring across my organization and how are they going?

Experience Escalation Management

Creates a direct path to someone that will help solve your issue.

Where do I go for help when it's not a simple technology question and I need help now?

Adoption Readiness Assessment

Evaluates your organizational readiness to adopt technology solutions and identify gaps.

Are my people ready to use the solution and get value out of it?

Adoption and Outcomes Planning

Regularly delivers information relevant to the achievement of your goals.

Where can I get a summary of all the interactions occurring across my organization to learn how they are going?

Adoption Realization

Establishes a plan to overcome organizational readiness gaps and monitors for achievement.

What if my people aren't ready to use the solution? How will I get them there and make sure they stay on track?

Business Reviews

Convenes a re-occurring conversation about your goals and progress toward attainment.

How will I know how far along I am on my journey and how I compare to similar organizations?

Outcomes Realization

Defines a roadmap for your specific outcomes and governance to enable attainment.

How do I achieve the lofty goals that were defined when I purchased this solution?

Release Readiness

Provides detailed information and best practices about upcoming technology releases.

How will I know what's changing in the next release and will it effect my environment?



Managed Services: Data Quality, Connectivity Monitoring, and Sensor Health

Data foundation

- High tech analytics are useless unless data is correctly flowing from asset to algorithm and tagged appropriately
- Manages Services tracks the flow of your data from the outset (asset), into your time-series historian, and all the way to your analytic
- Tag health reporting ensures tag variance and analytic output is accurate
- We can help regardless of your environment (on-premises or SaaS solution)

Domain expertise

- Global network of subject matter experts

2016 production and mechanical losses avoided: \$148M



DAVID
30 YEARS



DAVID
19 YEARS



VENKAT
44 YEARS



MIKE
43 YEARS



BILL
40 YEARS



FRANK
40 YEARS



THERESA
20 YEARS



PETRUS
25 YEARS



EDUARDO
21 YEARS



JAYANTILAL
38 YEARS



BILAL
17 YRS



FINBAR
20 YRS



