



GE Digital
Alliance Program

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Global Partner Summit 2017: *Competing to Win*



Predix Pricing and Use Cases

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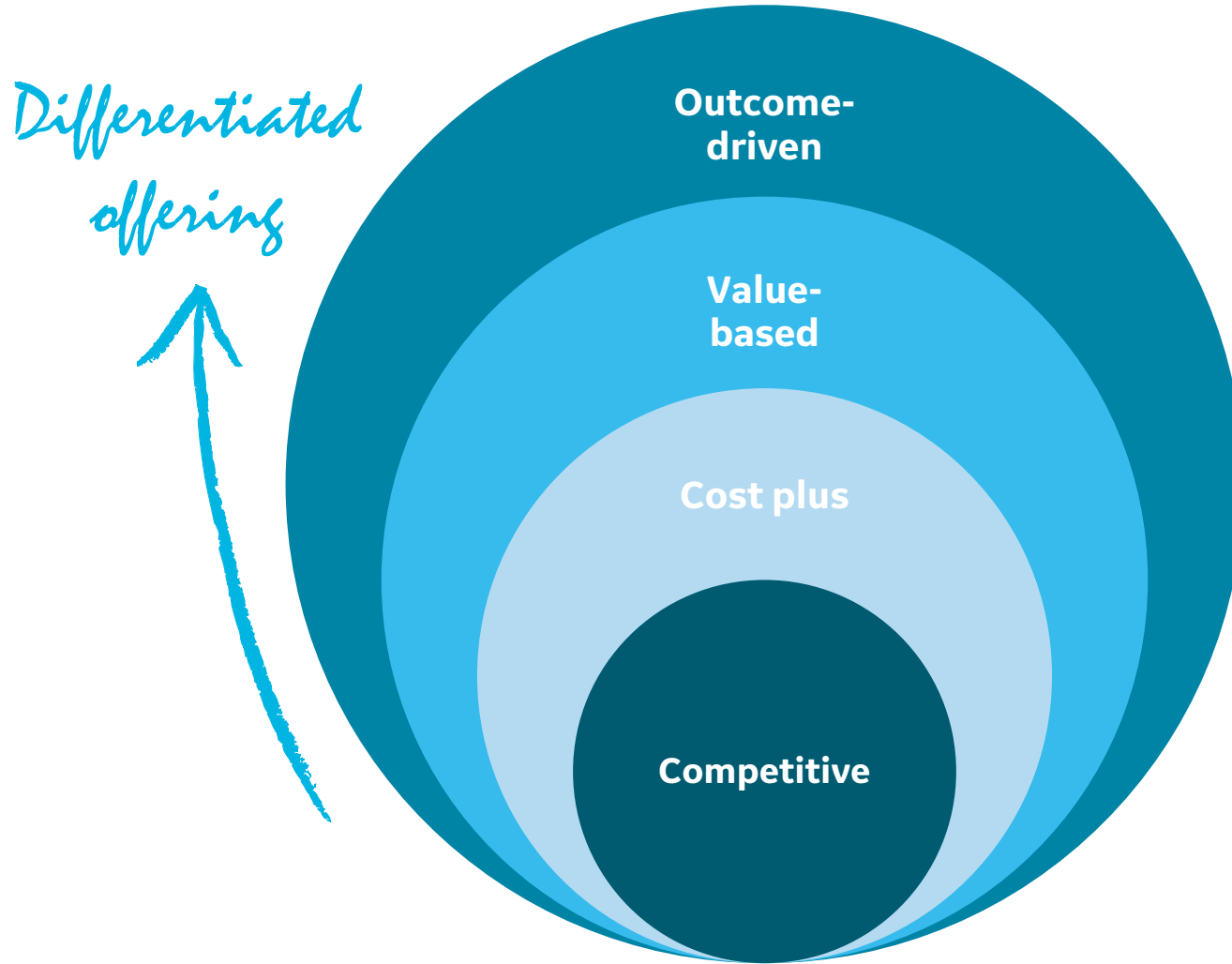
GE Digital
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Agenda

- » GE Digital pricing strategy
- » Predix capabilities/offerings
- » Predix enterprise resource packs
- » How to configure and price a Predix use case
- » What is coming next



GE Digital pricing strategy



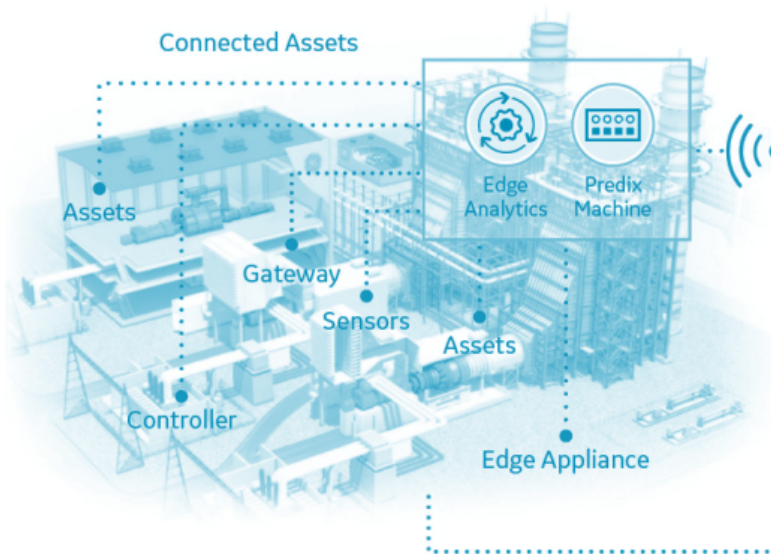
- » **Predix** is priced competitively with other PaaS providers on like for like capabilities...priced on metered use or pre-defined bundles for enterprise use
- » **Apps** are priced based on value generated from efficiency/productivity gains through data driven actionable insights (e.g., APM and Brilliant Manufacturing)



PREDIX capabilities/offerings

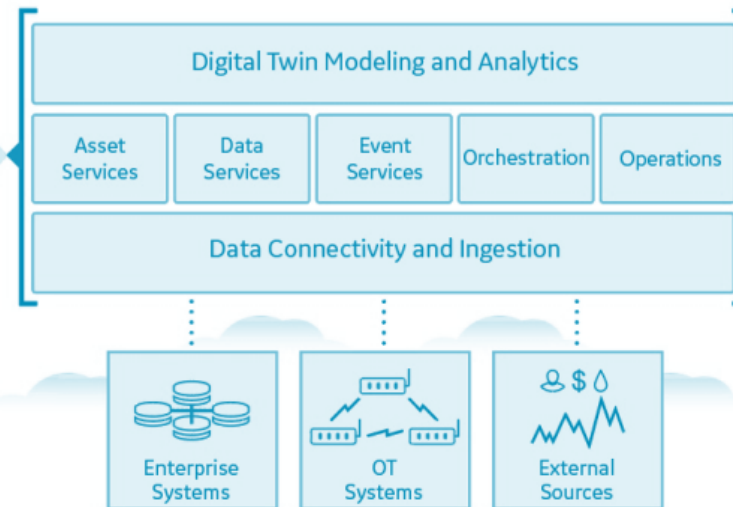
EDGE

Predix System™



CLOUD

Application Services



End-to-End Security

APPS

Visibility and Insight



Industrial Intelligence Dashboards



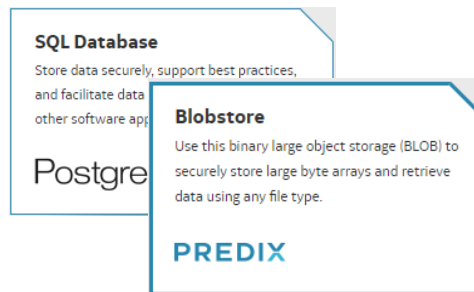
END-TO-END OFFERING



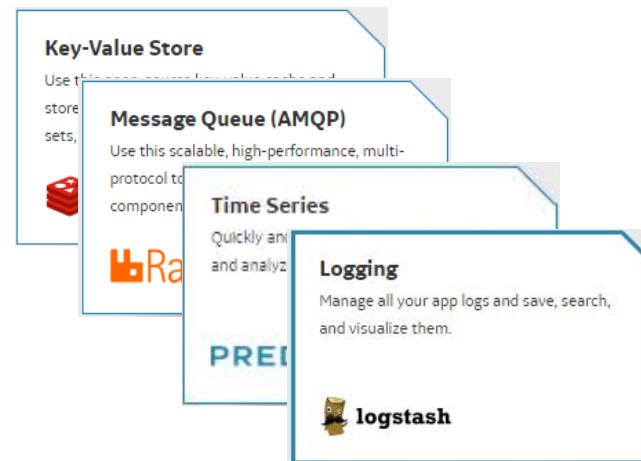
PREDIX differentiation & pricing methodology

LIKE-FOR-LIKE CAPABILITIES PRICE COMPETITIVELY

- » Basic compute/storage
- » Low Predix differentiation

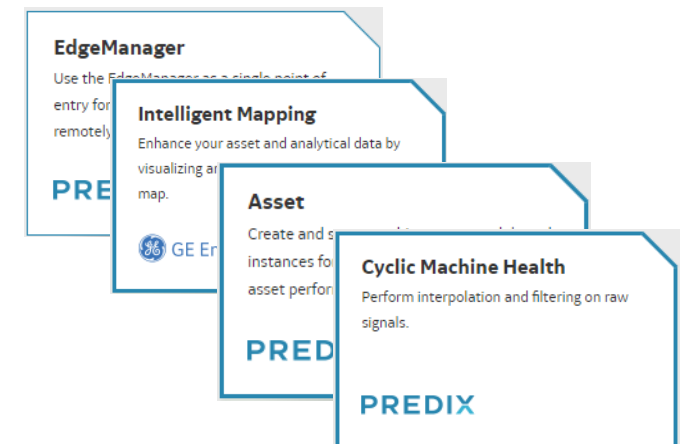


- » Value add services
- » Application building services
- » Some Predix differentiation



DIFFERENTIATED OFFERING PRICED AT A PREMIUM

- » Proprietary IIOT focused apps/services
- » High Predix differentiation



Predix enterprise resource packs

Priced to accommodate varying needs of industrial customers

	<i>Small</i> PROFESSIONAL	<i>Medium</i> PREMIUM	<i>Large</i> ENTERPRISE
EDGE	\$204,000/year	\$936,000/year <i>Alternative pricing: per device</i>	\$3,768,000/year
CLOUD (CORE)	\$132,000/year	\$324,000/year	\$552,000/year
CLOUD (ASSET/ANALYTICS)	\$48,000/year	\$240,000/year	\$468,000/year
APPS		Call for Quote	



How to determine which Predix resource pack is needed...

START WITH THE USE CASE

EDGE

How are you getting your data from the machines to the cloud? Critical to perform analytics at the edge?

CLOUD

Are you running complex algorithms or measuring high-level KPIs? How much compute & storage?

APPS

Can app functionality preclude the need for custom development on Predix?

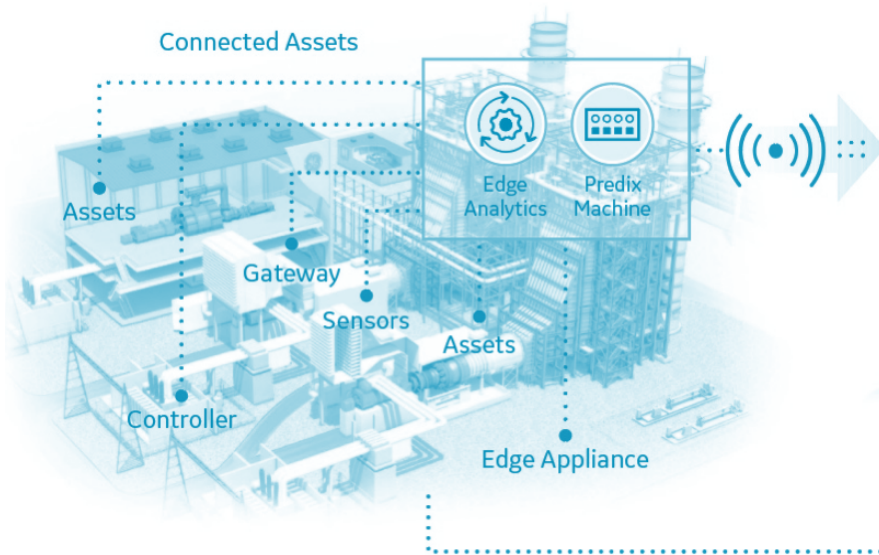
STANDARD SCOPING QUESTIONS TO DETERMINE S/M/L RESOURCE PACKS



EDGE capability requirements (standard scoping questions)

EDGE

Predix System™



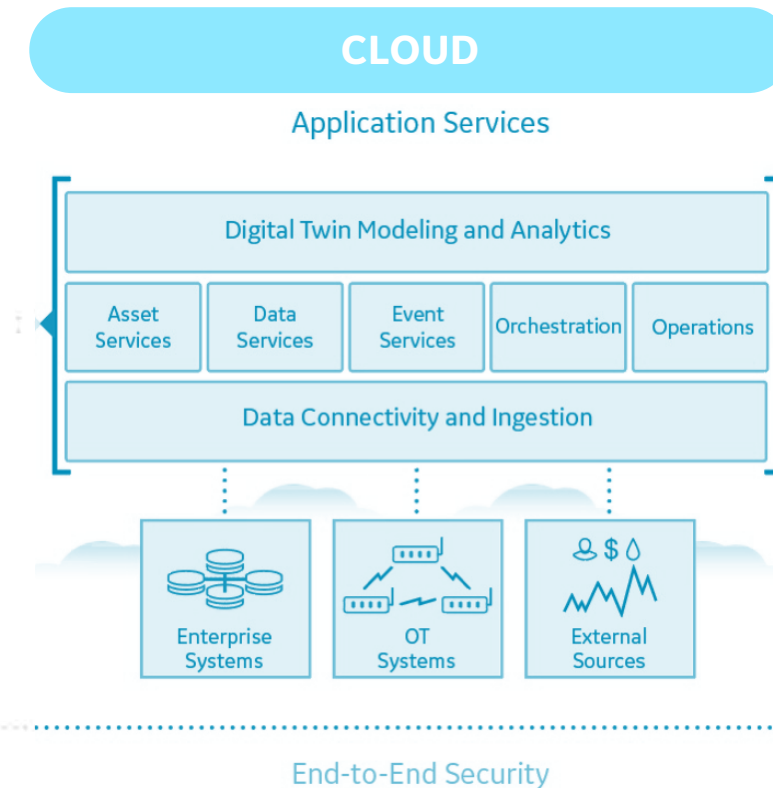
- » What type(s) of devices are you looking to connect to the Predix Cloud? (i.e., engines, pumps, etc.)
- » How many of each type? (i.e., number of different type of devices to be modeled)
- » How many total devices to be connected per type?
- » What data is to be collected off devices (i.e., pressure, speed, video, etc.)
- » How often do you want to collect data? (i.e., seconds, minutes, days)
- » How do you plan to transfer data off the devices and to the Predix Cloud?

KEY INDIVIDUAL SERVICES LINKED TO QUESTIONS



CLOUD capability requirements (standard scoping questions)

- » Are there existing analytics or applications to be ported to the Predix?
- » How much memory runtime is consumed by these existing applications/analytics?
- » Approximately how many additional analytics or applications be required that do not exist today but will be built on the Predix Cloud?
- » Who will develop these applications? (i.e., in-house, GE, 3rd party ISV)



- » What storage options are required? (i.e. Time Series, BLOB, PostgreSQL)
- » How do you want to visualize the data output? (i.e., PC, smartphone, tablet, etc.)
- » How many users will need access to the output data?
- » Is data from other operational databases (i.e. CRM, ERP, etc) required to be moved into Predix?

KEY INDIVIDUAL SERVICES LINKED TO QUESTIONS



APPS capability requirements

- » Can app functionality preclude the need for custom development on Predix?
- » Does the app solve a security or development need for the customer?
- » Does the app integrate with the custom development work on Predix?

APPS

Visibility and Insight



Industrial Intelligence Dashboards



Assets



Operations



Business

Potential for apps to be included in Resource Packs in future



Results...

Appropriate enterprise resource pack to support use case

	<i>Small</i> PROFESSIONAL	<i>Medium</i> PREMIUM	<i>Large</i> ENTERPRISE
EDGE	Cloud to Cloud VPN Service - \$1,000/month with \$2,000 endpoint setup fee		
CLOUD (CORE)	\$132,000/year	\$324,000/year	\$552,000/year
CLOUD (ASSET/ANALYTICS)	\$48,000/year	\$240,000/year	\$468,000/year
APPS	Call for Quote		



What is coming next?

Working on the roll-up of Predix Resource Packs 2.0...

- » Detailed offerings for all services
- » Lower entry point for smaller customers or small 1st year scale
- » Higher levels of entitlements to support very large use cases
- » Improved flexibility to size a resource pack to a given use case
- » Improved visibility to data transfer options
- » Refinement of EDGE offerings and price points

...also releasing next gen pricing calculator to assist with custom pricing needs



RESOURCES to support you in the field

- 1 Partner Community**
 - » Lead submission, Operational support, Learning content, enablement

- 2 Partner Account Director or Channel Manager**
 - » Direct liaison to GE resources (including Commercial Operations, Pricing, Direct Sales)





GE Digital Alliance Program

