Digitize to Survive

You need to protect your market share from hungry competitors.

So you're hard at work meeting rising production targets while keeping cost and risk under wraps.

And, you're doing your best to quickly change a line or entire facility over to new products as demands shift.

But these goals are getting harder and harder to achieve.

That's because you're up against:

A looming **shortage of skills** and **resources**.

48%

of companies **believe they lack the talent required** to effectively gather and consolidate disparate data.[1]

Systems that **can't deliver the visibility required** for swift, decisive action.

23%

of executives view the c**ost of collecting machine data**, as well as **the quality of that data**, as a top-three barrier to implementing a data analytics initiative.[2]

Plants that **can't keep pace** with changing demand.

ONLY **40%**

of companies can **make accurate predictions using existing data** and just **36%** can use it to **optimize operations**.[3]

Data is the key to solving these challenges. But right now, the insights you need aren't available and that's holding you back.

1. Industrial Internet Industry Report, GE and Accenture, 2015 2. Ibid. 3. Ibid.

But what if it didn't have to be this way?

Instead, what if you could become a **digital industrial company**?

If you could, you'd be able to:

Transform human-based knowledge into a digital asset

Track the flow of data across all of your facilities

Share insights in ways that benefit the entire enterprise

With GE Digital, it's possible.

With our help, you'll become a data-driven organization— one that's able to:

✓ **Start a new initiative with the foundation already completed**
- Get the flow of data started in just days with the help of an advanced plug-in appliance
- Tap into a single source of expertise to manage data across the enterprise

✓ **Deliver insights to the right people at the right time**
- Use standardized data templates to specify which metrics to track
- Create information views customized to the individual needs of different employees
- Define the relationships between each element of your production process

✓ **Run adaptable facilities**
- Get the visibility you need to quickly change production as demands dictate
- Monitor the production process to proactively catch deviations
- Visualize how a change at the master level will impact specific lines and finished goods

That's how you become a digital industrial company.

To learn more about how our solutions and services can benefit your operations visit www.ge.com/digital or call 1-855-YOUR1GE / 1-855-968-7143.