



GE Digital
Alliance Program

February 14 – 17 | Napa, California

Global Partner Summit 2017: *Competing to Win*



Creating a Joint Partnership Strategy

APAC Strategy and Review

Mark Sheppard
Chief Commercial Officer
GE Digital APAC



GE Digital
Alliance Program

2016: A Year in Review

KEY ACCOMPLISHMENTS

Strong Industry Knowledge

Proven Software Experience

2H16 Momentum
5 x pipeline coverage

Alignment to GE Businesses

Developing nations infrastructure growth
Developing nations productivity

Senior Level Engagement



1200+ mktg. leads

Key Customer & Alliance influencers
touched via GE Digital events

BUILD PARTNERSHIPS



Hanwha Techwin MOU in Korea
(October)

- Leverage relationships at an enterprise level to demonstrate Predix capabilities & PoCs



- Award for joint TCS-GE APM PoC solution for Shell QGC... 4000 wells in 2Q'17
- Extend commercial reach via partners

DEVELOP OUR BRAND

Building awareness...



GE Digital Day in Japan
(August)

- Events with customers & partners to share Digital story and lead gen

...leveraging the GGO



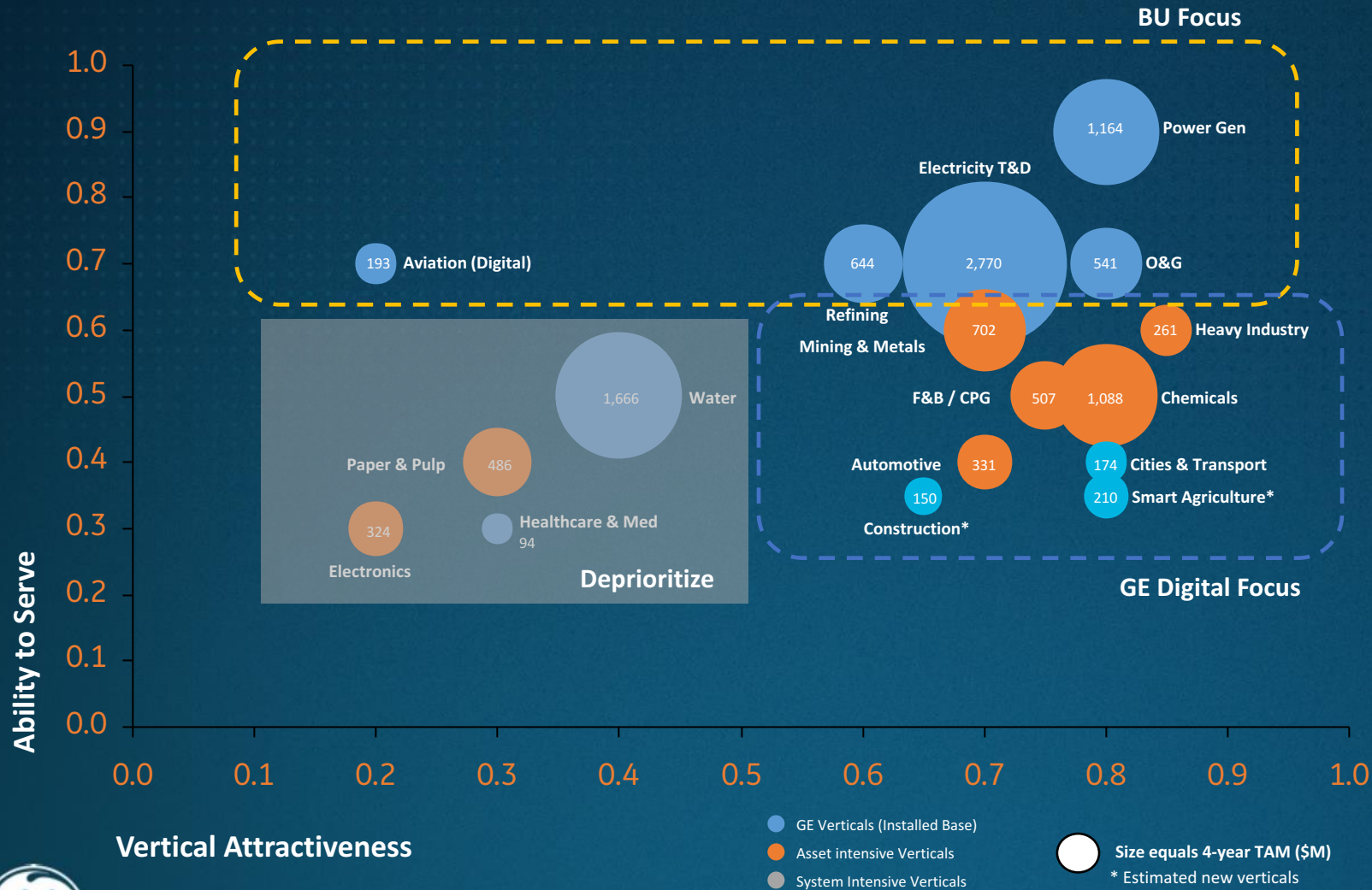
GE-CSIRO Digital Industrial Events in Australia (May)

- Take advantage of regional footprint to execute and grow



APAC Market and Industry Overview

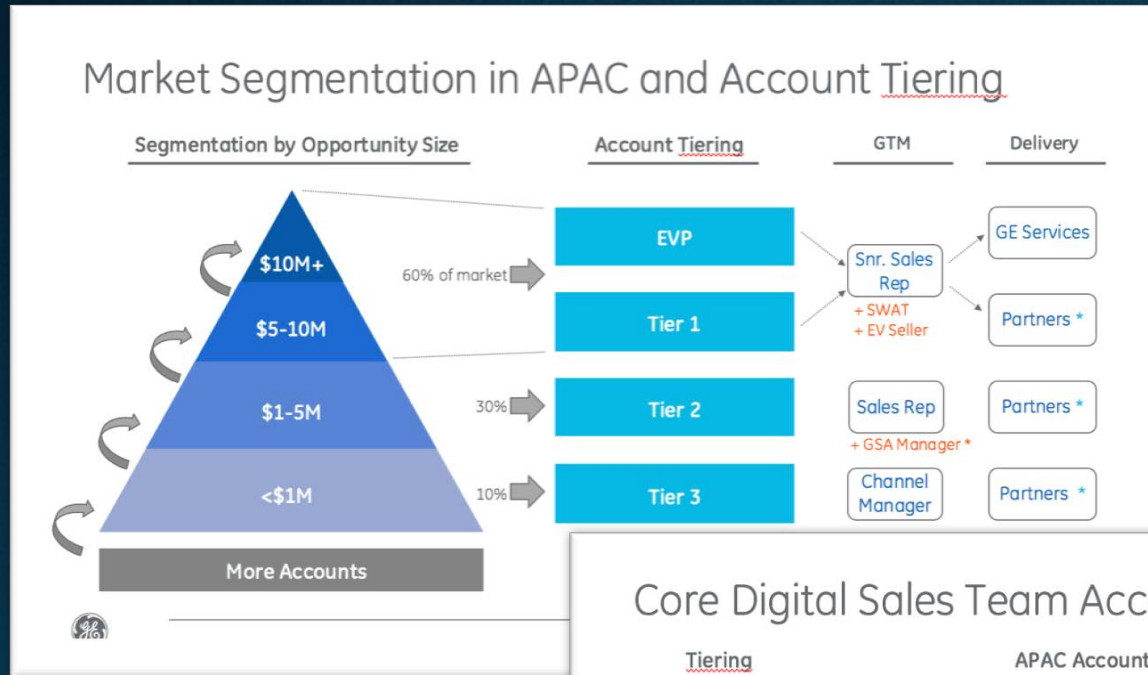
Verticals by Size, Ability to Serve & Attractiveness



- Huge opportunities in core GE operations as well as emerging spaces
 - Strong O&G, Power, Energy presence
 - Growing skillset in “whitespace”
- Partners critical to success
 - Geographical coverage
 - Domain expertise



Structuring for Partner Success



- Clear segmentation of core direct accounts
- Leveraging partners primarily in ASEAN, ANZ, Japan

Core Digital Sales Team Accounts, Resourcing

Tiering	APAC Account Allocation		
EVP	Snr Sales Rep (SEA) <ul style="list-style-type: none"> OLAM (SG) Sime Darby (MY) Keppell ISI Thai Bev / TCC (TH) SCG (TH) 	Snr Sales Rep (2 x KR) <ul style="list-style-type: none"> Hanwha PoSCO Keoco LS/IS Asiana/Kumho 	Snr Sales Rep (2 x ID) <ul style="list-style-type: none"> Mahindra JCB Adani L&T
Tier 1			
Tier 2	Sales Rep (SEA) <ul style="list-style-type: none"> PSA Sinamas Indofood Surbana Jurong MITR Changi Airport Ascendas ST Singtel 	Sales Rep (2 x ANZ) <ul style="list-style-type: none"> Rio Tinto BHPB Fonterra Downer Mirvac Schindler Lion Nathan Roy Hill Peabody Coal 	Sales Rep (2 x JP) <ul style="list-style-type: none"> Emerging Verticals B/stone JAL Komatsu Libi Canon
Tier 3	Channel Mar #1 (SEA) <ul style="list-style-type: none"> SEA resellers India reseller 	Channel Mar #2 (KR) <ul style="list-style-type: none"> KR resellers JP reseller 	

- Strong support from GE business domain expertise
- Solid pipeling of existing accounts to kickstart partner program



TOTAL SALES

Case Study: NEC

1887



Founder of NEC (Mr. Kunihiko Iwadare: Left) and engineers of Edison Machine Works Inc.

Source: Museum of Innovation & Science

2016



GE CEO Jeff Immelt & NEC CEO Takashi Niino



Case Study: NEC

Opportunity: Predix – program management and application deployment

Desired Outcome / Business Drivers:

- Cost Savings, Improved Productivity, Reduced Down Time

Goals: Deploy PREDIX for NEC's global supply chain improvement project

- Help NEC gain greater visibility into installation and maintenance operations
- Transform from reactive schedule change management to a predictive and proactive operation strategy, with more accuracy in budget estimation.

NEC

Empowered by Innovation



NEC & GE Alliance

Continue discussion to explore collaboration for evolving innovation



Optimize Supply Chain Management by utilizing PREDIX

1



Apply NEC's Technology into PREDIX

1



Joint Go-To-Market Initiative for PREDIX

2



Provide Training Service & Certified Program for PREDIX

3



Provide Support & Maintenance

3



Develop the Cyber Security Solution in OT & IT space

4



Our Commitment to Partner Success

Enable

Partners to grow a thriving business with GE Digital

Recognize

Partner contributions and how we go-to-market together

Drive

Predix expertise in the field





GE Digital Alliance Program

