



GE Digital  
Alliance Program

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# Global Partner Summit 2017: *Competing to Win*



# Our Digital Transformation

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*When wireless is perfectly applied the whole earth will be converted into a huge brain, which in fact it is, all things being particles of a real and rhythmic whole. We shall be able to communicate with one another instantly, irrespective of distance. Not only this, but through television and telephony we shall see and hear one another as perfectly as though we were face to face, despite intervening distances of thousands of miles; and the instruments through which we shall be able to do this will be amazingly simple compared with our present telephone. A man will be able to carry one in his vest pocket.*

*-Nikola Tesla, **1926***



# Businesses Fail Because they Fail to...

**Embrace what is inevitable**

**Execute against what they embrace as inevitable**

*"It **ain't** what you don't know that gets you into trouble.  
It's **what you know** for sure that just **ain't so**." -Mark Twain*



# Embrace the Disruption

**Digital**

**Business**

**Culture**

**This is just the beginning ...**



# Electrification - A Digital Industrial Transformation

## The balance of power is shifting:

- Distributed generation is increasing
- Micro-grids are emerging
- Energy storage is becoming practical
- Technology is continuing to commoditize

Our customers are  
facing attrition

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Business models are  
shifting

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New competitors  
emerging

**1.1 Trillion in Annual Revenue in 2025**



# Where do we go from here?



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