# Predix: The Industrial Platform Advantage

GE built Predix, the platform for the Industrial Internet, to meet its own needs. Now, customers can leverage GE's experience and its ecosystem of partners, to focus on driving innovation by creating Industrial apps that turn real-time operational data into actionable insights and positive outcomes. Discover why Predix enables an industrial platform advantage, and how it provides a path toward digital industrial transformation.

## INDUSTRIAL GRADE

### Predix          vs.          General Purpose

**INTELLIGENCE**

| Predix | General Purpose |
|--------|-----------------|
| **Proven outcomes** — Leverage deep domain knowledge and experience in machine physics and material science, data and analytics. Gain a complete view of asset health to predict issues (before failure). | **Not focused on industry** — Inability to capture the right data - or data arrives without context. Consequently you cannot predict events based on the history of the asset. |

**SECURITY**

| Predix | General Purpose |
|--------|-----------------|
| **Mitigate Security Risks** — Multi-tenant "gated community" model ensures tenants belong to the industrial ecosystem with security embedded at every layer. | **Open to compromise** — Security breaches can do real damage to your brand and your business. You carry the burden of policing your data from the edge to the cloud. |

**GOVERNANCE**

| Predix | General Purpose |
|--------|-----------------|
| **Improve Data Governance** — Data governance and privacy for regulated and highly-conservative industries provides a high level of assurance. | **Data at risk** — Do you ensure the integrity, security and availability of your data? Do you have the procedures and people in place to do business anywhere? |

**LEADERSHIP**

| Predix | General Purpose |
|--------|-----------------|
| **Global, open standards** — Founding member of Industrial Internet Consortium (IIC) developing use cases, sharing best practices and reference architectures. | **Proprietary** — Need to upgrade assets to adopt standards leads to increased integration costs, limits innovation and reduces time to market |

**ECOSYSTEM**

| Predix | General Purpose |
|--------|-----------------|
| **Broad Developer Ecosystem** — Expand capabilities and share GE best practices by leveraging the marketplace for off-the-shelf services and applications. | **Limited potential** — Limited to your existing in-house capabilities. Cannot leverage outside work easily as it requires extensive on-boarding |

## PLATFORM

The Predix platform offers a complete suite of integrated services that are optimized to enable businesses to quickly build operational and business applications. Independent third parties can also build apps and services on the platform, allowing businesses to extend capabilities easily by tapping into the industrial ecosystem. See why Predix is the platform of choice for any business considering its own digital industrial transformation.

### Predix          vs.          Custom Built

**TIME**

| Predix | Custom Built |
|--------|--------------|
| **Agile and Continuous** — Shorten time to value using a continuous delivery process to build apps and to roll out new capabilities as your service evolves | **Slow and monolithic** — Can you turn an idea into a product-ready feature within a few weeks? If not then you are going to lose. |

**COSTS**

| Predix | Custom Built |
|--------|--------------|
| **Standardized and predictable** — Reduce project and cost overruns using a pre-built services architecture with common tools and processes | **Unpredictable, fragmented** — Need to retrain developers and/or manage additional vendors. Processes cannot be reused elsewhere so release management is inconsistent. |

**OPTIMIZATION**

| Predix | Custom Built |
|--------|--------------|
| **Optimized for industrial workloads** — Industrial operating environments are different and need to handle critical assets that generate enormous amounts of different types of data at high velocity | **General purpose** — One flight can generate an average of 1 Terabyte of data. What would it cost you to store, process and analyze that amount of data? |

**FUTURE PROOF**

| Predix | Custom Built |
|--------|--------------|
| **Expands to meet needs** — Future-proof initial investments. Start small then grow predictably. Leverage work and reuse best practices elsewhere. | **Limits growth and ROI** — Need to add new products or customize existing platforms to build additional capabilities. |

**INNOVATION**

| Predix | Custom Built |
|--------|--------------|
| **Differentiated services** — Focus corporate resources and intellectual property on innovation inside and outside the company. | **Uncompetitive** — Cannot address new markets/improve the customer experience as resources are focused on DIY/plumbing |

Imagine the costs of building an industrial cloud platform from scratch. Are those core competencies ones that you really want to invest in?

**Predix, the right choice for Industrial Internet of Things innovation.**

## Discover More at
http://www.predix.com/get-started