

# Jump start your digital industrial transformation today

## Discover the Predix Advantage The Only Platform Purpose-Built for Industry

At the nexus of physical power and digital potential lies Predix. Predix was created by GE to transform their business. With Predix, customers can leverage GE's industrial leadership and robust ecosystem of partners to improve operations, increase productivity, and generate new revenue streams. Predix provides a modern continuous development environment with an app marketplace that turns data and intelligence into actionable insights and outcomes. By connecting assets and providing visibility into the entire enterprise, Predix unlocks new ways to spur innovation.

### PREDIX

vs.

### DIY General Purpose

#### Digital industrial domain leaders

\$1.5B in digital investments, leaders in asset optimization and operations, analytics and data management.

#### Proactively predict performance

Digital twin captures the lifespan of an asset by combining data and machine learning for unprecedented insight.

#### Secure, hybrid architecture

Distributed edge-to-cloud capabilities such as analytics and security, no matter how remote or challenging the environment.

#### Build new revenue streams

Resources freed from DIY technology architecture can create new differentiated and innovative services.

#### Rich environment

Proven partner, ISV, and developer ecosystem accelerates development and monetization.

#### Lower CapEx and OpEx

Mitigate risk and reduce costs by consuming prebuilt services in a pay-as-you-go subscription model.

#### Comprehensive security

24/7 security operations and embedded platform features provide end-to-end cyber, informational, and operational security.

#### Smart provisioning

Start small and grow. Scale with on-demand capacity for various business and application workloads.

### LEADERSHIP



LEADERSHIP

### INTELLIGENCE



INTELLIGENCE

### DISTRIBUTED



DISTRIBUTED

### INNOVATION



INNOVATION

### ECOSYSTEM



ECOSYSTEM

### ECONOMICS



ECONOMICS

### SECURITY



SECURITY

### SCALE



SCALE

#### Lacks industrial domain experience

Limited outcomes, slower time to market, and increased development costs.

#### Lacks industry expertise

General platforms don't capture the complete industrial context of assets needed for impactful insights.

#### Limited insights and outcomes

Without edge-to-cloud computing, there isn't the comprehensive data needed to increase productivity and efficiency.

#### Reduced competitiveness

Resources preoccupied with technology architecture neglect markets and improving the customer experience.

#### Limited potential

In-house, generalized capabilities are limiting, costly, and incompatible with outside innovation.

#### Reduced ROI

Integrating multiple vendor products increases OpEx, CapEx and risk.

#### Open to compromise

Traditional security isn't equipped for the unique risks and requirements of securing industrial apps.

#### Over provisioning

Building for peak demand wastes human and technology resources.

Imagine the costs of building an industrial platform from scratch.  
Is this where you want to invest your core competencies?



Begin your digital industrial journey with Predix.

<http://www.predix.com/get-started>

