

Software & Analytics @ GE

Bill Ruh
Vice President
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Caution Concerning Forward-Looking Statements:

This document contains “forward-looking statements” – that is, statements related to future, not past, events. In this context, forward-looking statements often address our expected future business and financial performance and financial condition, and often contain words such as “expect,” “anticipate,” “intend,” “plan,” “believe,” “seek,” “see,” or “will.” Forward-looking statements by their nature address matters that are, to different degrees, uncertain. For us, particular uncertainties that could cause our actual results to be materially different than those expressed in our forward-looking statements include: current economic and financial conditions, including volatility in interest and exchange rates, commodity and equity prices and the value of financial assets; potential market disruptions or other impacts arising in the United States or Europe from developments in the European sovereign debt situation; the impact of conditions in the financial and credit markets on the availability and cost of General Electric Capital Corporation’s (GECC) funding and on our ability to reduce GECC’s asset levels as planned; the impact of conditions in the housing market and unemployment rates on the level of commercial and consumer credit defaults; changes in Japanese consumer behavior that may affect our estimates of liability for excess interest refund claims (GE Money Japan); pending and future mortgage securitization claims and litigation with WMC, which may affect our estimates of liability, including possible loss estimates; our ability to maintain our current credit rating and the impact on our funding costs and competitive position if we do not do so; the adequacy of our cash flow and earnings and other conditions which may affect our ability to pay our quarterly dividend at the planned level; GECC’s ability to pay dividends to GE at the planned level; the level of demand and financial performance of the major industries we serve, including, without limitation, air and rail transportation, energy generation, real estate and healthcare; the impact of regulation and regulatory, investigative and legal proceedings and legal compliance risks, including the impact of financial services regulation; strategic actions, including acquisitions, joint ventures and dispositions and our success in completing announced transactions and integrating acquired businesses; the impact of potential information technology or data security breaches; and numerous other matters of national, regional and global scale, including those of a political, economic, business and competitive nature. These uncertainties may cause our actual future results to be materially different than those expressed in our forward-looking statements. We do not undertake to update our forward-looking statements.

“This document may also contain non-GAAP financial information. Management uses this information in its internal analysis of results and believes that this information may be informative to investors in gauging the quality of our financial performance, identifying trends in our results and providing meaningful period-to-period comparisons. For a reconciliation of non-GAAP measures presented in this document, see the accompanying supplemental information posted to the investor relations section of our website at www.ge.com.”

“In this document, “GE” refers to the Industrial businesses of the Company including GECC on an equity basis. “GE (ex. GECC)” and/or “Industrial” refer to GE excluding Financial Services.”

Forces Shaping the Industrial Internet

GE is a company that builds the machines that make the world work and has access to and deep understanding of the information that can make them work better.

1. Internet

Hyper-connectivity: a living network of machines data and people

Internet of things: more devices tap into the Internet than people on Earth to use them

2. Intelligent Machines

Increasing system intelligence through embedded software

Rise of machines: networked devices overtook the global population in 2011

3. Big Data

Democratization of data

Data overload: 2.5 quintillion bytes of data created every day

4. Analytics

Generating data-driven insights

Enhancing asset performance by detecting & predicting forecasts

Algorithms on installed base

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Value of Data & Analytics

Monitor fleet of ~25,000* engines ... 3.6MM flight records/month


B777



Prognostics

+

GE90



Asset Productivity

=

DATA

- 90,000 flight records analyzed
- ~200 parameters per flight record
- ~18MM parameters per month

System & Optimization

- ✓ Dispatch reliability
- ✓ Preventive maintenance
- ✓ Asset utilization

- ✓ Enhanced service offerings
- ✓ Airline cost structure
- ✓ Fuel performance

- ✓ Time & space management
- ✓ Fuel efficiency
- ✓ Airspace capacity

Drives strong alignment with customers

Creates productivity in long-term service agreements

Value-added services fuels growth

Prevent failures = customer efficiency

Streamline operations = increased airline productivity

Integrated systems = value-added services



* Includes GE & joint-venture engines with CFM and Engine Alliance. CFM is 50/50 JV with SNECMA. Engine Alliance is 50/50 JV with Pratt & Whitney

Global Software & Analytics: The Next Chapter

Tapping the world's most important information is the science of work

Building a Silicon Valley presence

Focused on software & analytics

190 employees hired in 12 months

Targeting 400+ staff

Award winning facility

Gold LEED

Open architecture: consolidation opportunity

Shared services

GE digital architecture for industrial solutions

Expertise: user experience, cloud, analytics



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Technology Architecture: Necessary to Achieve Scale

Grown the ad-hoc way...

Symptoms

- Difficult to install and extend
- Cheap to start, expensive to change
- Spending too much, producing too little



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Technology Architecture: Bringing Simplicity to Complexity

Architected Systems...

Value
engineering

Solutions
platform

Analytics
cloud

Dramatically lower cost
Accelerate time-to-market

Activate all GE analytics

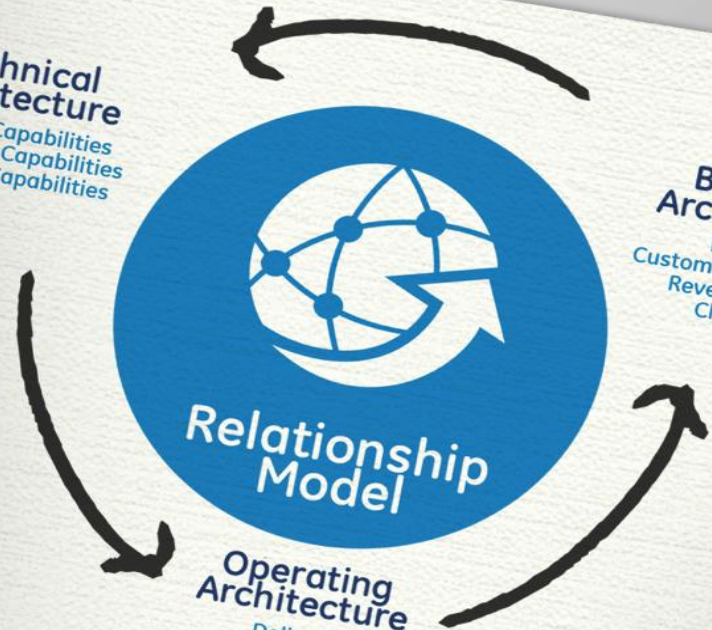


Technical Architecture
Feature Capabilities
Functional Capabilities
Platform Capabilities

Business Architecture
Portfolio
Customer Relationship
Revenue Model
Channels

Relationship Model

Operating Architecture
Delivery
Governance
Ownership
Security



Software & Analytics Strategy

Core technologies to drive productivity...

	Real Time	Physics	Historical Data	Data Analytics
Remote monitoring & diagnostics	-	•	...	•
Controls/sensors	•	••	•	•
Performance optimization	••	•••	••	••
Usage based	-	•••	•••	•••

Note: dots represent level of importance & difficulty

When to inspect, when to repair, how to operate.

Build solid foundations in every business

GE's advantage...

Customer productivity & operational flexibility

GE expertise



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IT enabling growth with GE advantage

New product introduction

Efficient product modeling & configuration
Faster to "YES"

Commercial excellence

Digital sales platform, mobile apps
Customer integration & collaboration

Inquiry to order/Order to remittance

Automation for sustainability & productivity
Increase uptime & shorter cycle times through lean



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GE Solutions



AgileTrac

Can save the avg. US hospital \$10 million per year in operating costs & improves patient flow & asset utilization by 20%.



MyFleet

Gives customers access to more than 50 key performance metrics and lets them optimize plants, control costs & meet compliance.



Expert-On-Alert

Real-time locomotive monitoring, advanced artificial intelligence analysis & expert validation provides diagnostics, prognostics & repair recommendations.

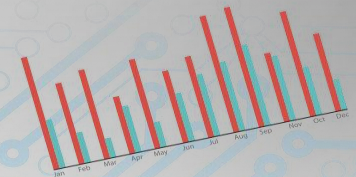
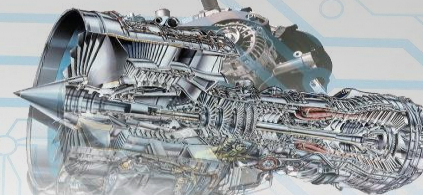


SmartSignal

Predictive capabilities that could save the industry significant savings per year in reliability and reduce production costs.



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57%



19%

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Mount Sinai

Uncovering patterns across the 1,171 bed,
2.7 million square foot hospital

Hospital operations early warning system created using real-time data and clinical workflow patterns to:

- ✓ Predict capacity bottlenecks
- ✓ Improve patient flow
- ✓ Enable remote monitoring to reduce liability



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K-Water

Redefining efficient operations in water management across 12 regions in South Korea

Cloud-based intelligent water system for monitoring, alarming & data collection. Proactive asset management to:

- ✓ Realize \$58.5 Million in cost savings
- ✓ Save hundreds of trillions of gallons of water per year
- ✓ Decrease industry energy usage by 8%



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Services 2.0

Transportation CSAs

Objective

Wing-to-wing services process redesign
Life cycle cost & profitability

Actions

Optimizing process capabilities ... data quality
Using real-time data alerts (e.g., cost overrun)
Leveraging analytics ... predict & optimize ops.

Results

2x increase in sustainable productivity for customer & GE
Improves cost position & drives backlog growth through 2014



Energy PGS thermal performance

Objective

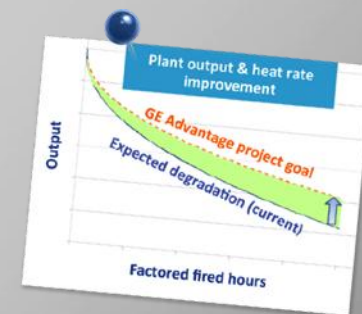
Higher performing gas turbines
Targeting ~500 units ... \$215MM bonus backlog

Actions

Building strategy playbooks ... unit-by-unit
Proactive remote diagnostics to mitigate degradation
Introduction of technology upgrades

Results

Improving customer & GE profitability
Improves customer margins through \uparrow heat rate output



Combination of technology & operations



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Software Ecosystem

Technology Partners

Commercial contracts that incorporate 3rd party components of platforms and solutions

Strategic Alliances & JVs

Key strategic partner to co-develop technology and/or route-to-market

Investments

Venture investments in emerging software and services companies
Oblong, On-Ramp, Tendril, SClenergy, Synapsense, Consert, Hara

Acquisitions

Accelerating scale & speed of innovation
Ongoing review of potential acquisitions to accelerate scale and speed of innovation



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Software Ecosystem



Smart metering & distribution grid automation and O&G pipeline & distribution asset monitoring

GE invested with Energy Technology Ventures (a joint investment vehicle of GE, ConocoPhillips and NRG) as part of a \$10MM round in June '12

Market opportunity: Smart Grid comms market today a \$3B a year opportunity growing at 10%+ a year



Turn-key reliable load resource for utilities that includes: a utility-grade AMI, a Home Area Network, virtual peak plant™, and energy management system

Proprietary solution provides daily energy savings of 15-20% to families and small businesses

Allows distributing utilities to reduce demand peaks and avoid punitive demand charges

Contract to provide 250MW of capacity signed with CPS (San Antonio, TX) in June '11



Oblong's visual interface allows customers to quickly integrate legacy system interfaces while avoiding costly system-wide overhaul transitions

Mitigates "data overload" challenges by supporting new data visualization applications

Market for smart grid analytics projected to grow to 4 billion by 2015



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Impact to Customers and GE

GE Impact

Increase Revenue \$/Installed Base

- ✓ Enhance asset performance
- ✓ Enable system operating improvements

Drive Services Profitability

- ✓ Price ↑ ... monitoring & prognostics
- ✓ Cost ↓ ... analytical tools

15% Growth in SW Revenues / Year

Customer Impact

Fundamentally transform the economics & business models for customers in the markets they serve ...

- ✓ Greater productivity
- ✓ Greater operations efficiency
- ✓ Better resource utilization

Growth Platform

\$5B+



'14F Revenue

CAGR
20%

Capability
Analytics
Controls
M&D
Integration
CSA