



GE Intelligent Platforms

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Subject: Solution Provider & OEM Program changes

Extended GE-IP Selling Team:

GE-IP has continually provided premium access to its technology portfolio via the Solution Provider and OEM Edge programs. Based on market dynamics and planned program enhancements in 2014, GEIP will implement a price increase associated with both programs effective January 31, 2014. These programs remain a vital element of the overall ecosystem and the delivery of advanced solutions to the end-user community.

Some talking points to consider as part of the transition:

- GE-IP has not changed the SP / OEM pricing since 2010. Even at the modestly elevated pricing levels, the programs are very cost effective in comparison with analogous programs from our competitors.
- GE-IP is aligning the respective SP and OEM pricing models. The programs will continue to be independent and contain specific offerings tailored to the respective communities but the pricing models will coincide.
- GE-IP has continually added incremental software authorizations to the SP / OEM offering. Products such as RtOI, Webspaces, and Logic Developer Process Edition allow for support of an increasingly wider set of solutions.
- Early in 2014, SP/OEM members will have the opportunity to utilize the new GE-IP licensing capability and transition all of their existing keys to soft keys. In addition, members will have the ability to activate their authorization directly on all of their engineer's laptops. This will eliminate the need for an SI firm to share a limited set of USB keys across a community. USB keys will still be available as an option.
- In conjunction with the soft licensing, GE-IP will introduce a streamlined ability to reflash keys to access authorization for new versions and add authorization for new offerings.
- Early in 2014, GE-IP plans to introduce the ability for individuals at SP's to have GE-IP verify their skills with GE-IP technology. This documented verification will include passing an evaluation on the individual technologies such as iFIX, Historian, CIMPLICITY, RtOI, GE-based Controllers, and Workflow. SP firms with a prescribed number of certified engineers will be added to a "preferred" list of SP's and allow for valuable differentiation in the community.
- Individual verification will include an annual renewal / refresh of the verification. This will both ensure that the individual is well aware of increased tool capability and allow GE-IP to remain engaged with community members.
- In conjunction with the skills verification above, GE-IP will be developing targeted SP training material. The current plan is to develop materials that will initially be executed by GE-IP but with a transition plan to allow our channel partners to engage their local community of SP's. The current intention is that this training will be a combination of on-line, distant learning, and live training to drive the SP community capabilities.



- Ultimately the verification of individuals and SP firms offers an even greater opportunity to document customer reference sites and develop a deeper knowledge of the customer installed base.
- Future phased of the training material and verification will result in the next generation of “Proficiency Architects” who are engaged and prepared to serve our mutual clients at the highest level. Additional topics such as Cyber Security, Mobility, and advanced applications are all under consideration.

GE-IP is excited about increasing the vitality of these programs in support of this important part of the automation ecosystem. There is clearly significant work ahead of us to make all of this a 2014 reality and GE-IP is confident in your engaged participation.

Sincerely,

A handwritten signature in blue ink that reads "Glenn D. Graney".

Glenn Graney
Global Channel Director