



EXCELLENCE IN STRATEGIC ACCOUNT MANAGEMENT EXECUTION

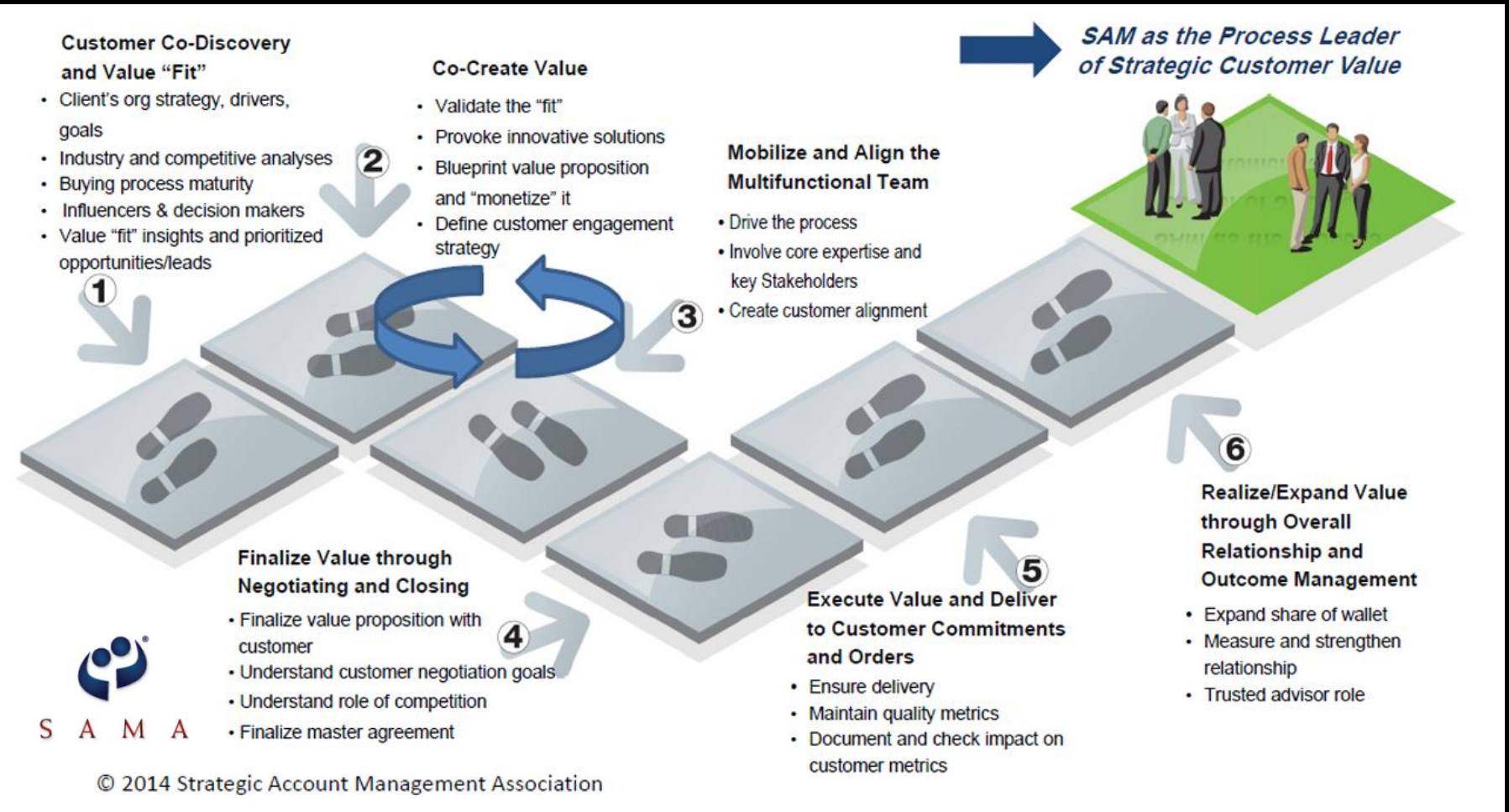
Using Technology to Speed-up Collaboration and
Value Co-Creation

TODAY'S GOAL

Help you identify ways to speed-up collaboration and value creation with customers like these:



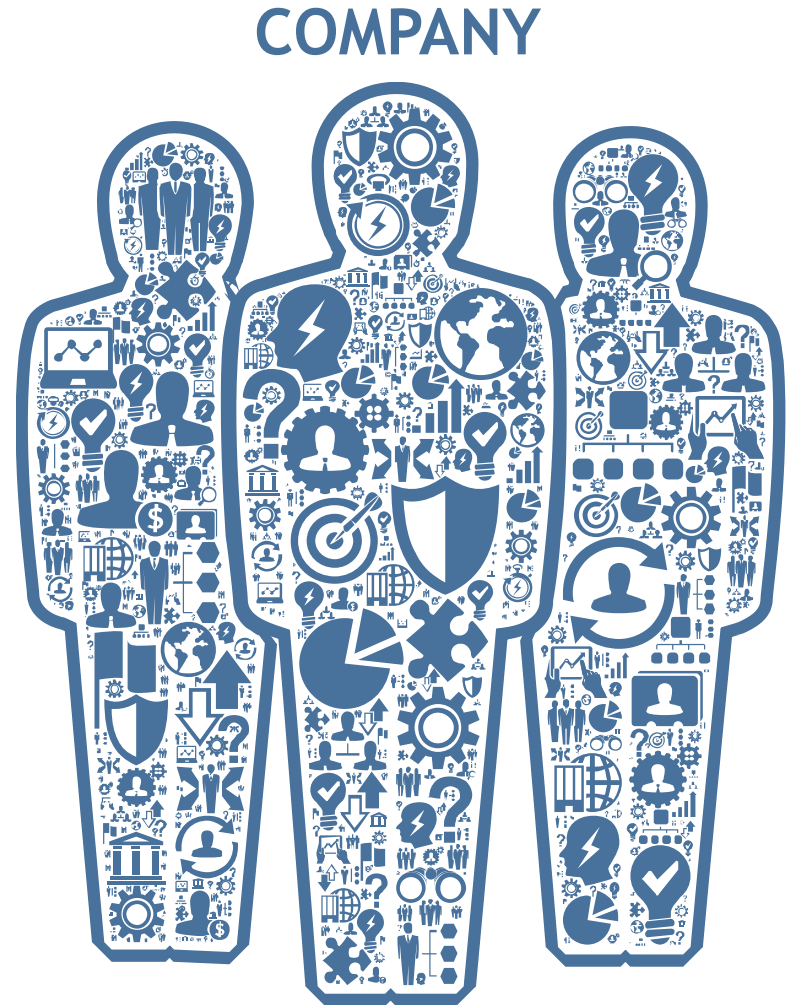
STRATEGIC VALUE SELLING PRIORITY AREAS



CHALLENGE

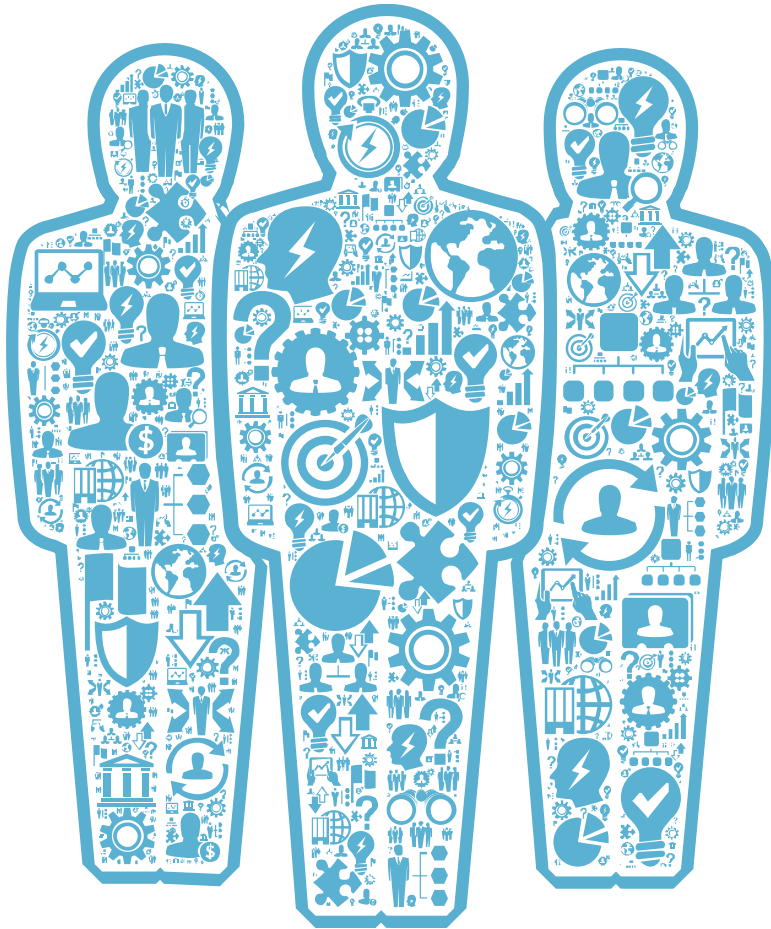
SITUATION: COMPANY

- Your organization is Complex
- Focused on Profitability not Value Delivered
- Your Competitors Are Working On This Too
- Growth Requires Collaboration



SITUATION: CUSTOMER

CUSTOMER



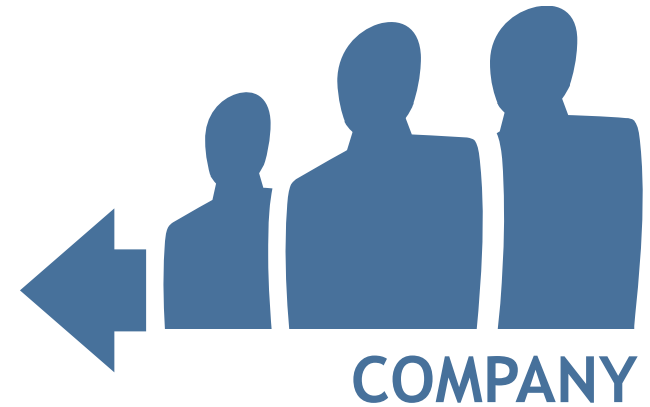
- Your Customers Are Complex
- Focused on Cost Versus Value Received: Priceberg
- Their Competitors Are Working On This Too
- Growth Requires Collaboration

CHALLENGE: COLLABORATION AND CO-CREATION

In a complex environment, collaboration and value co-creation means:



- You help your Customer make more money
- You understand their business challenges
- You are committed to help solve challenges



SOLUTION

PROCESS SUPPORTED BY TECHNOLOGY IMPROVES COLLABORATION AND VALUE CO-CREATION



DEFINE VALUE PROP

The underlying
basis of value



LISTEN TO FEEDBACK ON VALUE PROP

Collaborate on
how you are
creating value



IMPROVE VALUE PROP

Co-Creation to
improve value
delivered



DEFINE VALUE PROP

How you help your Customer
make more money



VALUE PROP: EXECUTION CHALLENGES

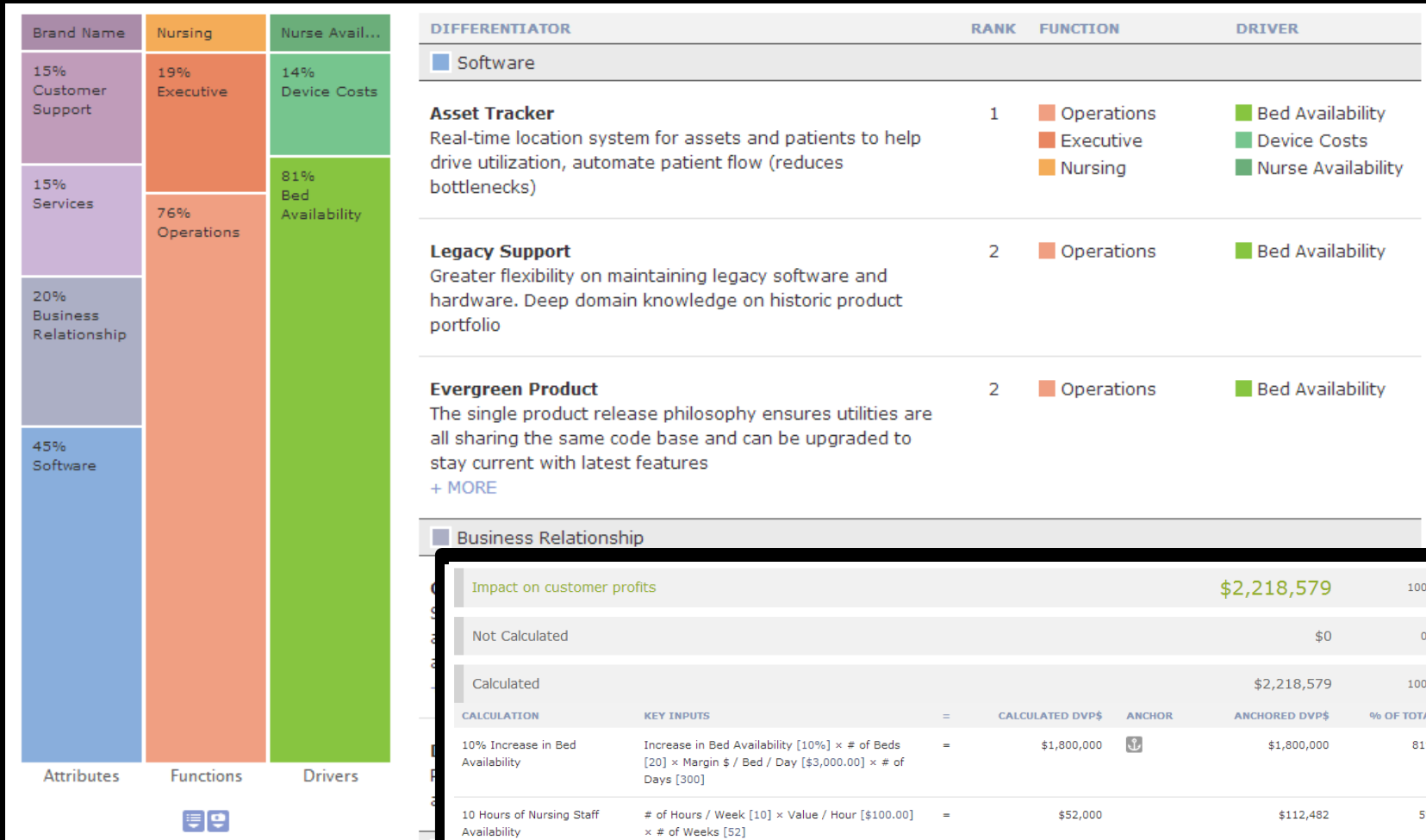
- Difficult to communicate and track value
- Misaligned Internally
- Not quantified
- Not differential
- Cannot find it when need it

SAM

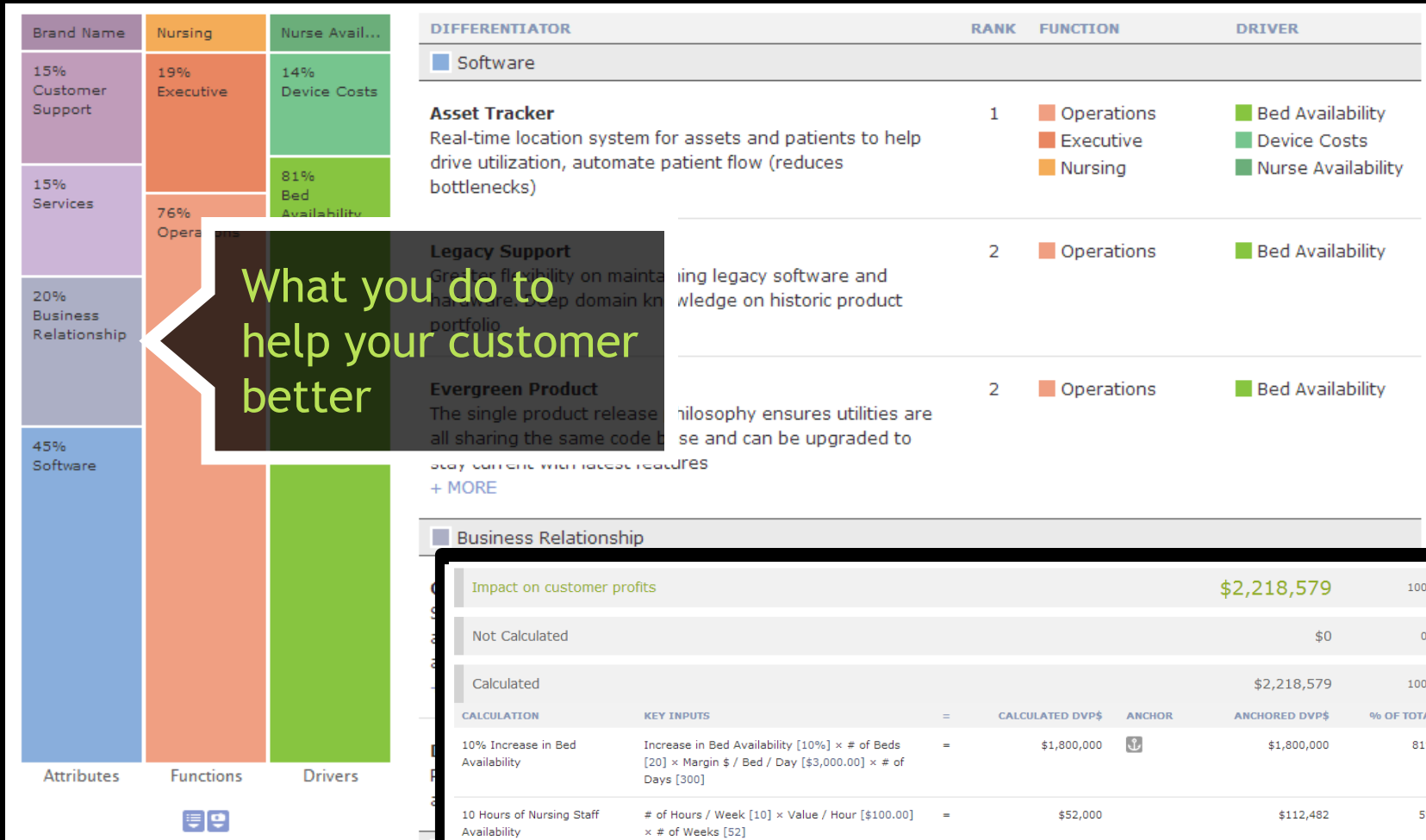


COMPANY

VALUE PROP: REQUIREMENTS



VALUE PROP: REQUIREMENTS

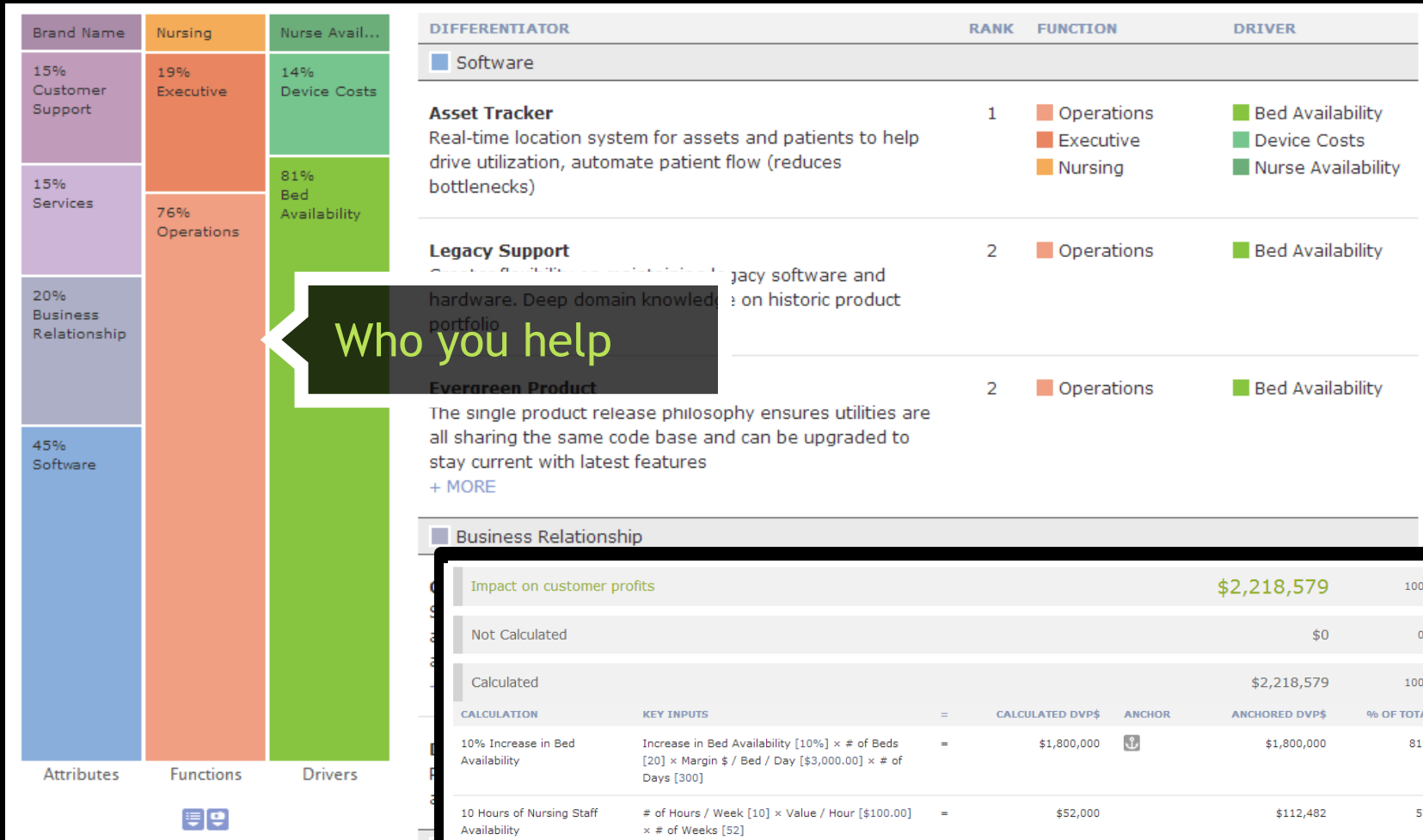


DIFFERENTIATOR	RANK	FUNCTION	DRIVER
Software			
Asset Tracker Real-time location system for assets and patients to help drive utilization, automate patient flow (reduces bottlenecks)	1	Operations Executive Nursing	Bed Availability Device Costs Nurse Availability
Legacy Support Greater flexibility on maintenance, deep domain knowledge on historic product portfolio	2	Operations	Bed Availability
Evergreen Product The single product release philosophy ensures utilities are all sharing the same code base and can be upgraded to stay current with latest releases	2	Operations	Bed Availability
+ MORE			
Business Relationship			

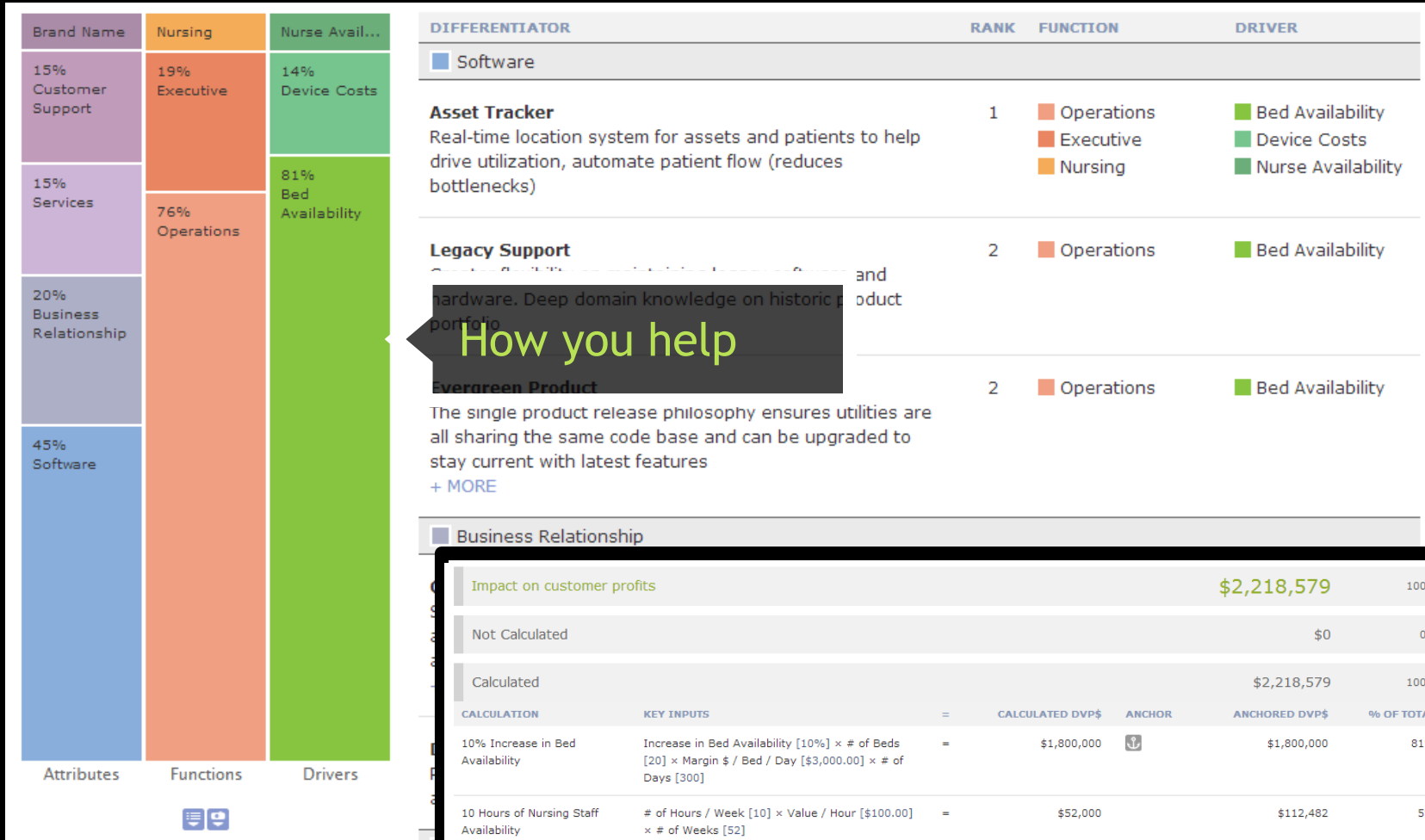
DESCRIPTION	AMOUNT	PERCENTAGE
Impact on customer profits	\$2,218,579	100%
Not Calculated	\$0	0%
Calculated	\$2,218,579	100%

CALCULATION	KEY INPUTS	=	CALCULATED DVP\$	ANCHOR	ANCHORED DVP\$	% OF TOTAL
10% Increase in Bed Availability	Increase in Bed Availability [10%] × # of Beds [20] × Margin \$ / Bed / Day [\$3,000.00] × # of Days [300]	=	\$1,800,000	↓	\$1,800,000	81%
10 Hours of Nursing Staff Availability	# of Hours / Week [10] × Value / Hour [\$100.00] × # of Weeks [52]	=	\$52,000		\$112,482	5%
30% Reduction in Lost Equipment	Reduction in Lost Equipment [30%] × Annual Cost of Lost Equipment [1,000,000]	=	\$300,000		\$306,097	14%

VALUE PROP: REQUIREMENTS

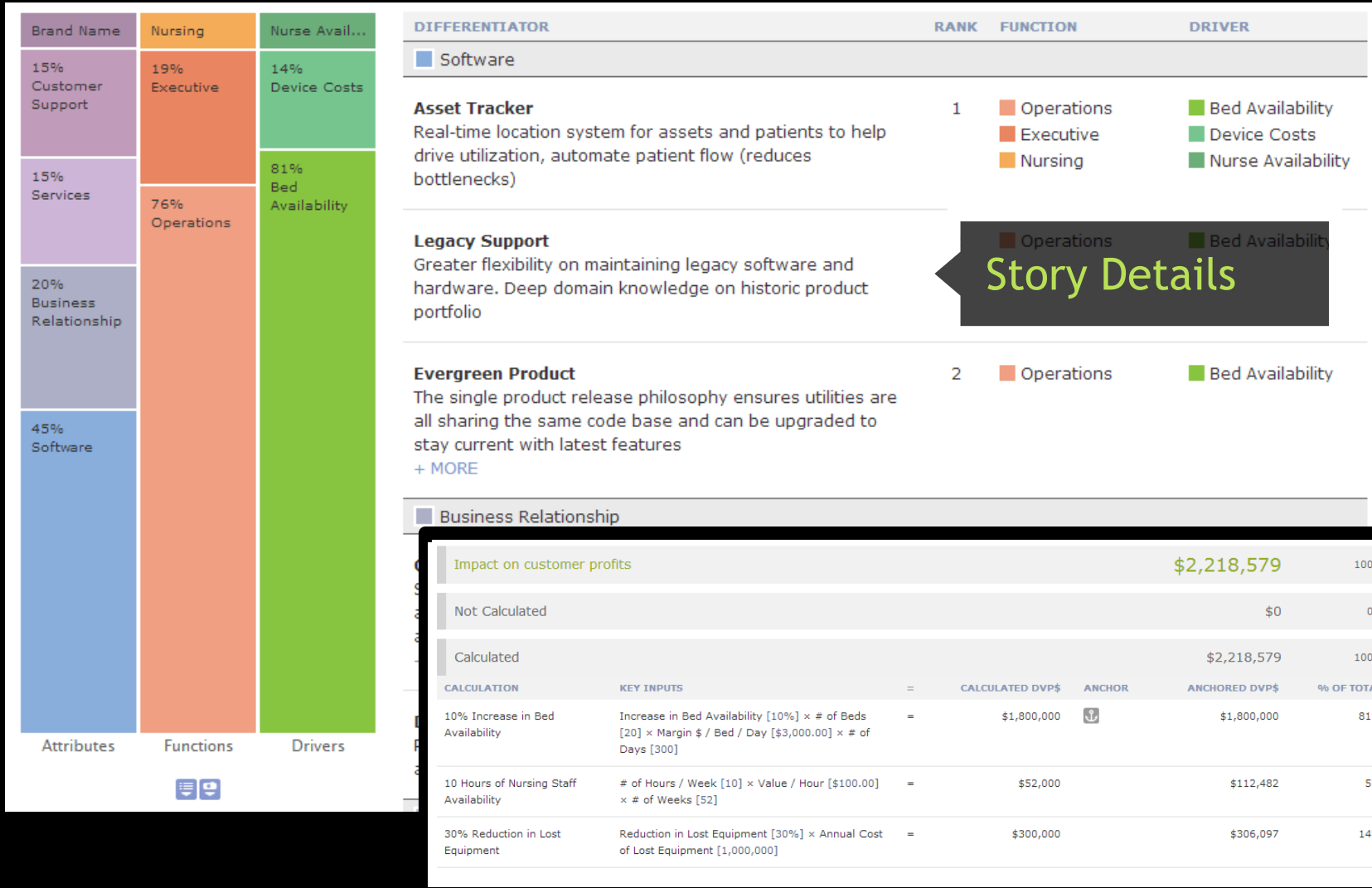


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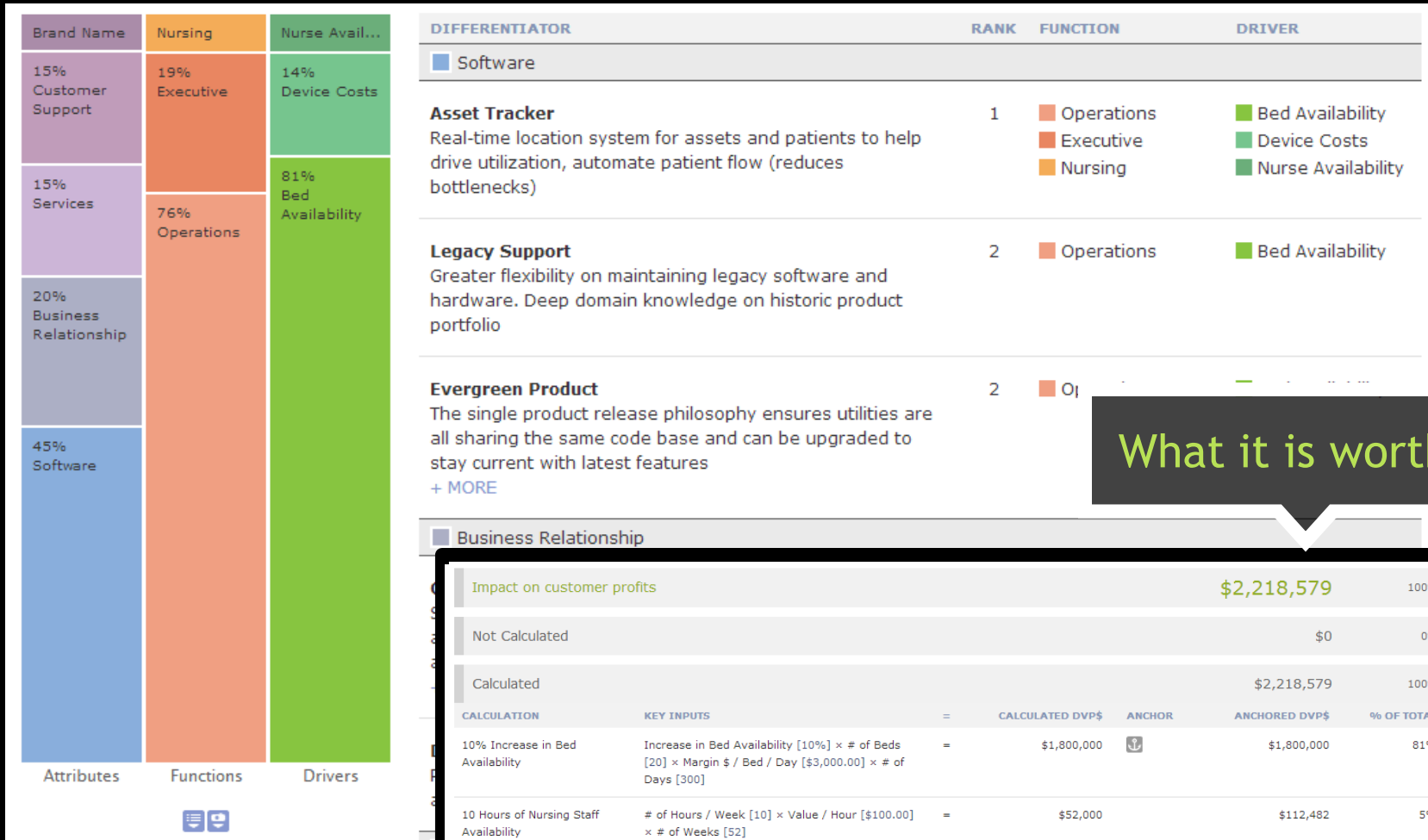


How you help

VALUE PROP: REQUIREMENTS



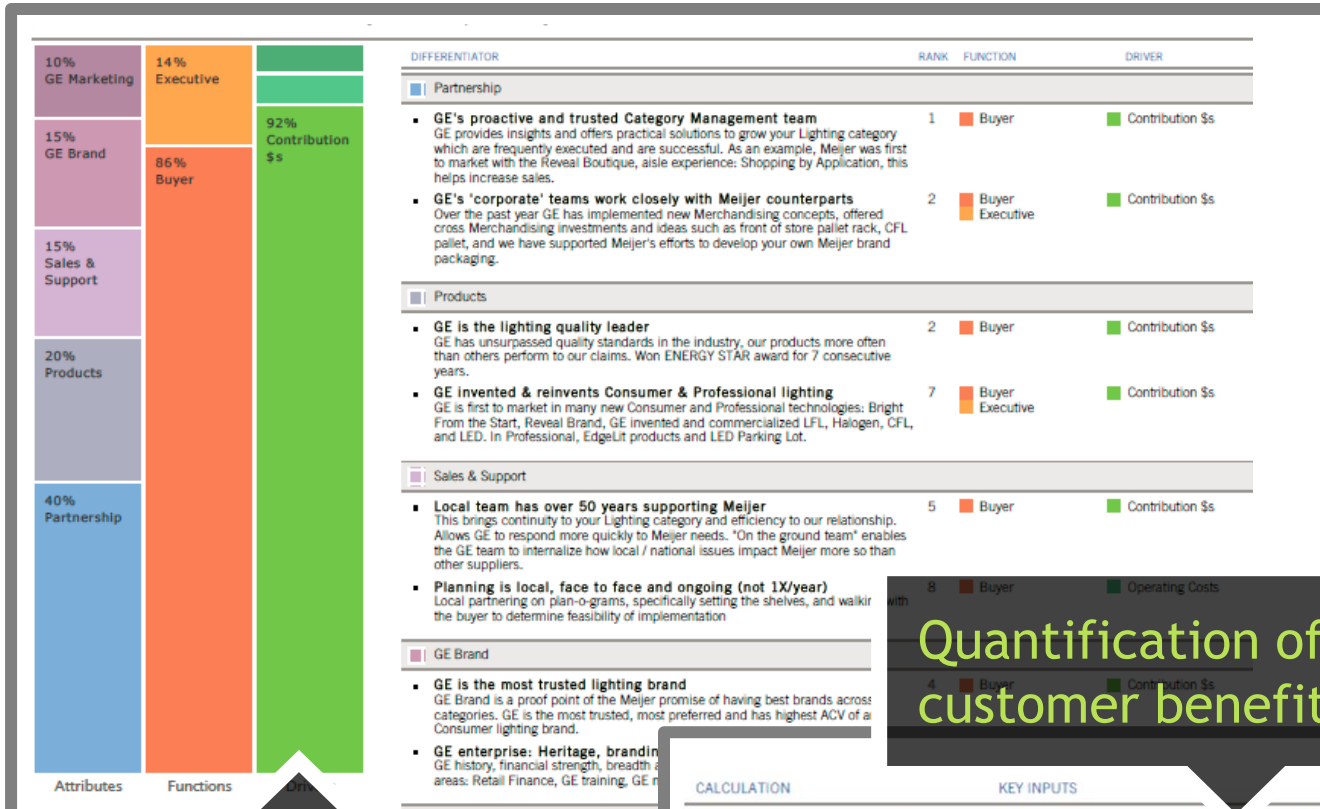
VALUE PROP: REQUIREMENTS



What it is worth

VALUE PROP: IN ACTION AT GE

Created & quantified internal perspective on the Differential Value Proposition (DVP)



DVP helps customers understand:

- ✓ The differential value we deliver today
- ✓ The customer metrics we impact
- ✓ The economic value of benefits delivered

Quantification of customer benefits

CALCULATION	KEY INPUTS	= CALCULATED DVPS
GE helps Meijer Outpace Lighting Category	(Meijer Lighting POS 2013 [\$1,000,000.00] - POS if at market growth [\$1,000,000.00]) × GM% [32%] × Impact of GE efforts [60%]	= \$1,000,000.00
Local team	Saved trips and costs [\$1,000.00]	= \$1,000.00

DVP connects Offerings to customer business metrics



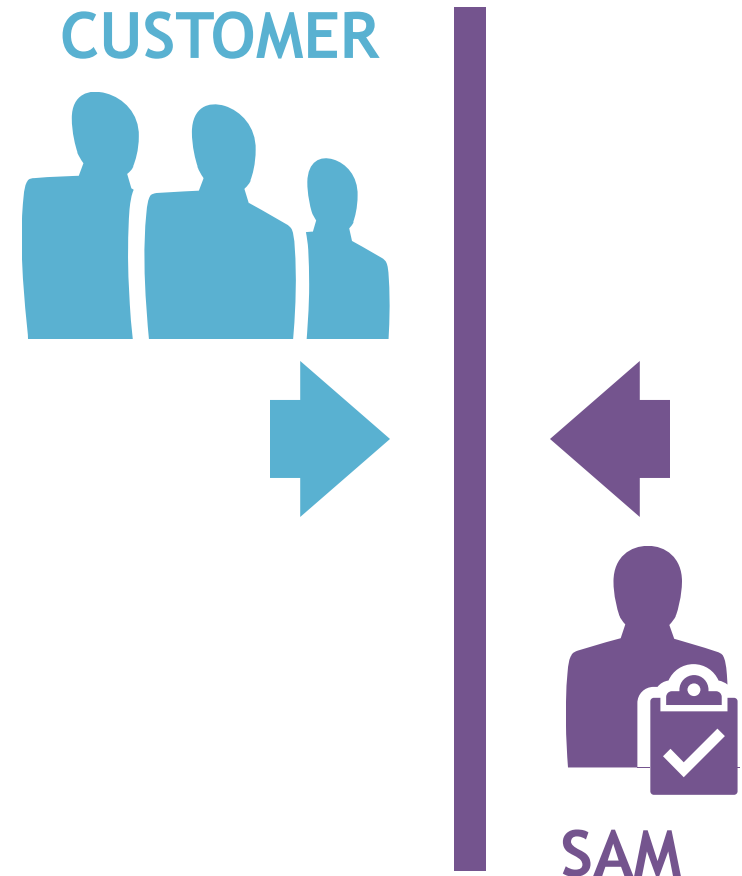
LISTEN TO FEEDBACK ON VALUE PROP

You understand their business
challenges



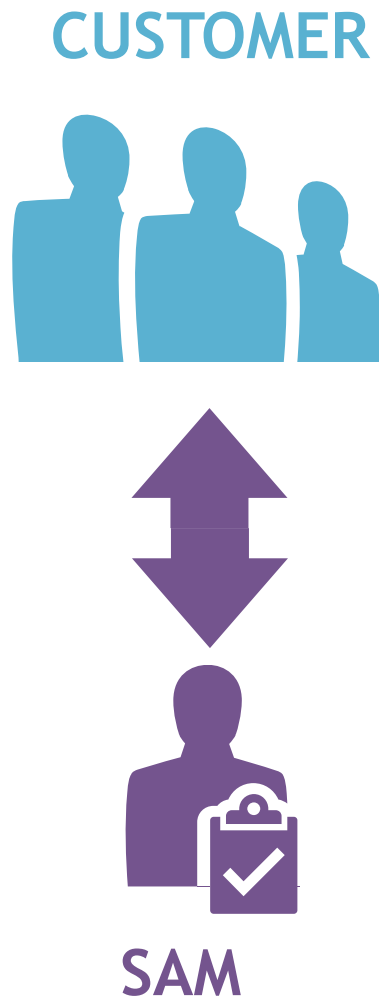
FEEDBACK: EXECUTION CHALLENGES

- Difficult to incorporate into everyday operation of the business
- Feedback not actionable
- Getting internal organization to act and align
- Customer does not sense collaboration
- No historical library



FEEDBACK: COLLABORATIVE APPROACH

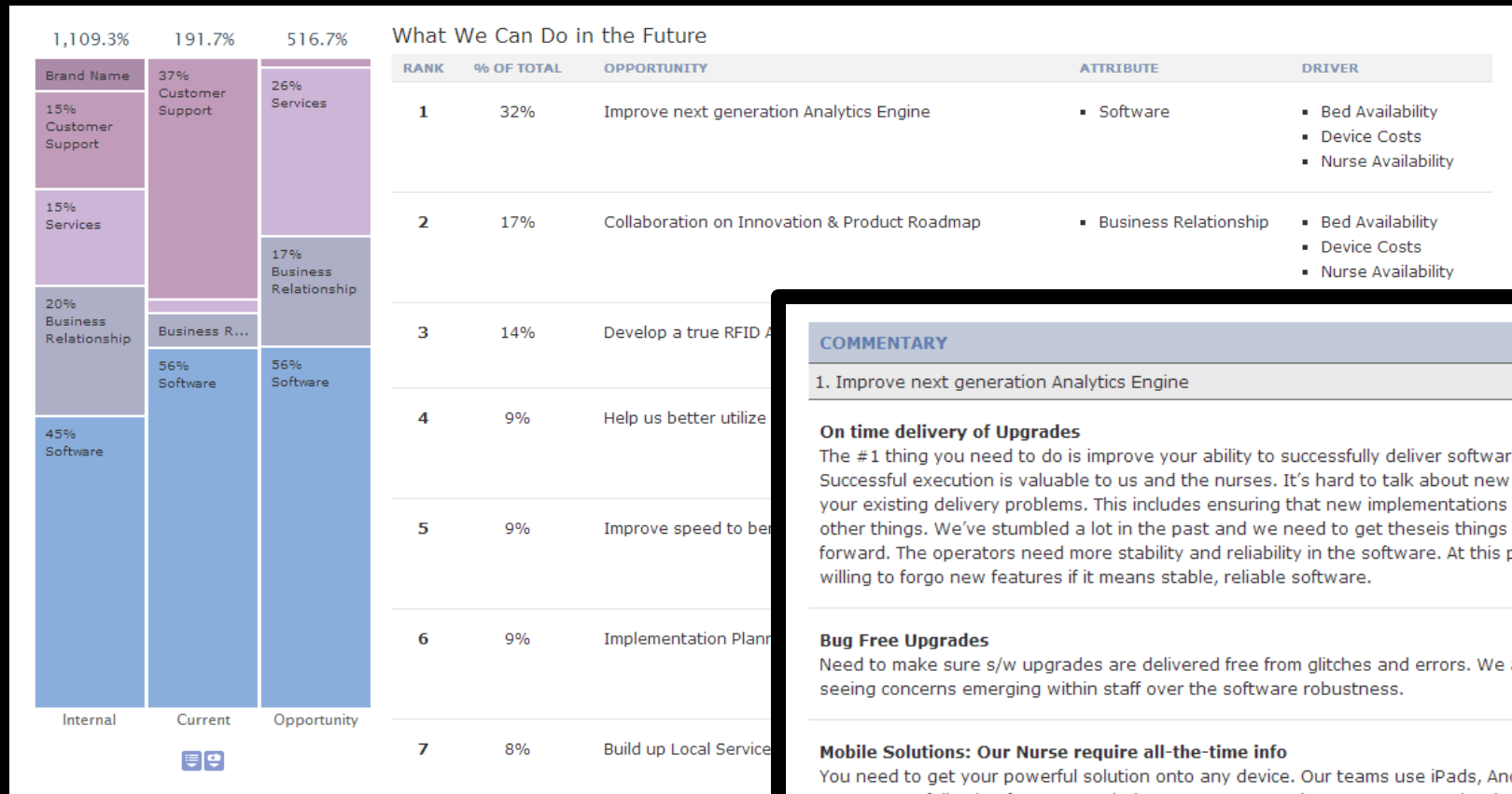
Get Feedback
from
Customers on
your Value
Proposition



Obtain customer
perspective on two
dimensions:

- 1 CURRENT**
“How does our Offering deliver value to you today vs. your next best alternative?”
- 2 FUTURE**
“How can our Offering improve or evolve to deliver more value in the future?”

FEEDBACK: CUSTOMER PERSPECTIVE



COMMENTARY

1. Improve next generation Analytics Engine

On time delivery of Upgrades

The #1 thing you need to do is improve your ability to successfully deliver software on time. Successful execution is valuable to us and the nurses. It's hard to talk about new features with your existing delivery problems. This includes ensuring that new implementations do not break other things. We've stumbled a lot in the past and we need to get these things right going forward. The operators need more stability and reliability in the software. At this point, they are willing to forgo new features if it means stable, reliable software.

Bug Free Upgrades

Need to make sure s/w upgrades are delivered free from glitches and errors. We are now seeing concerns emerging within staff over the software robustness.

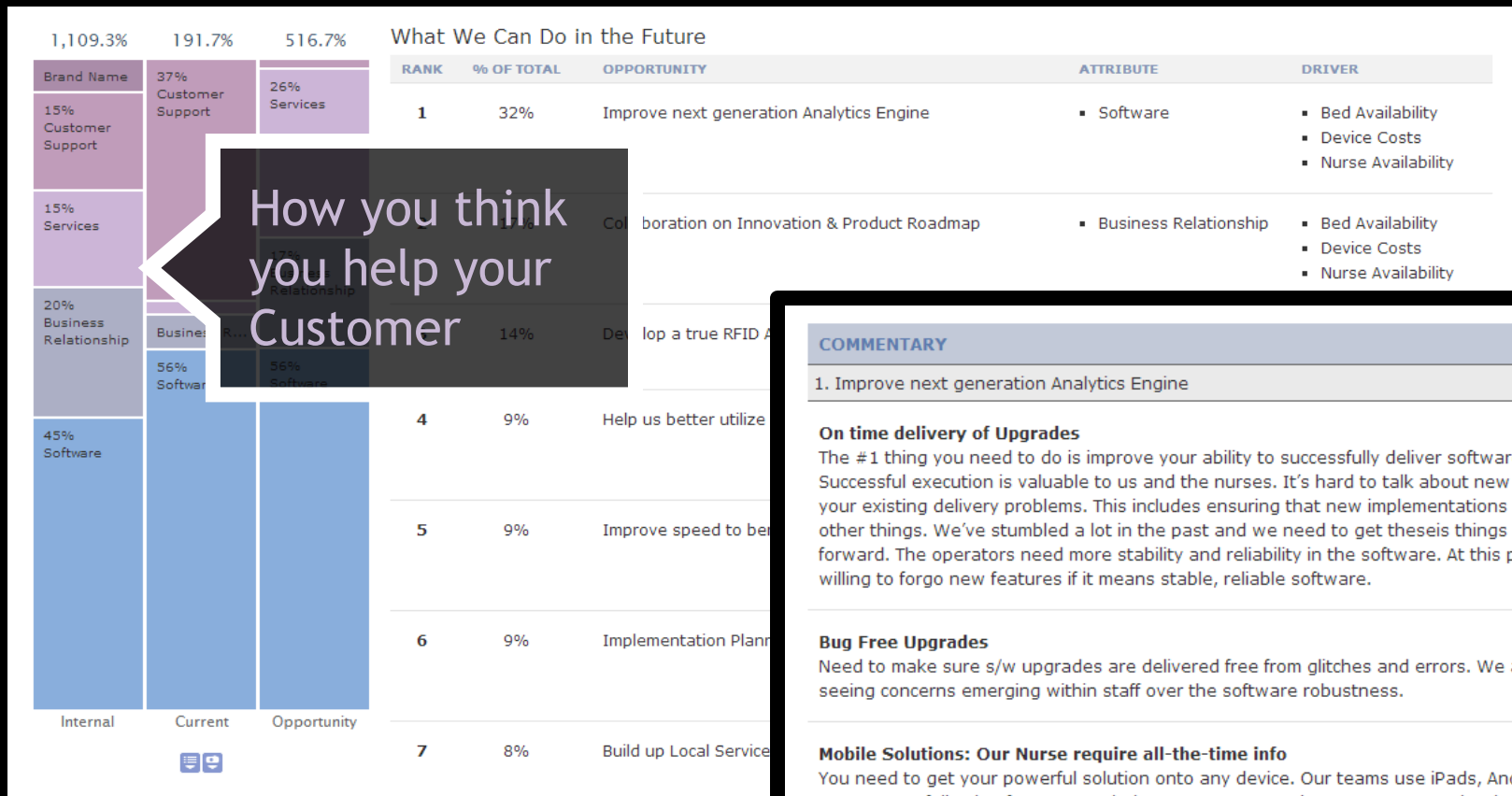
Mobile Solutions: Our Nurse require all-the-time info

You need to get your powerful solution onto any device. Our teams use iPads, Android Phones, etc... To get full value from your solution our nurses need to get your onto the devices they have with them at all times! They will not utilize 2 or 3 different devices.

Modernize the User interface

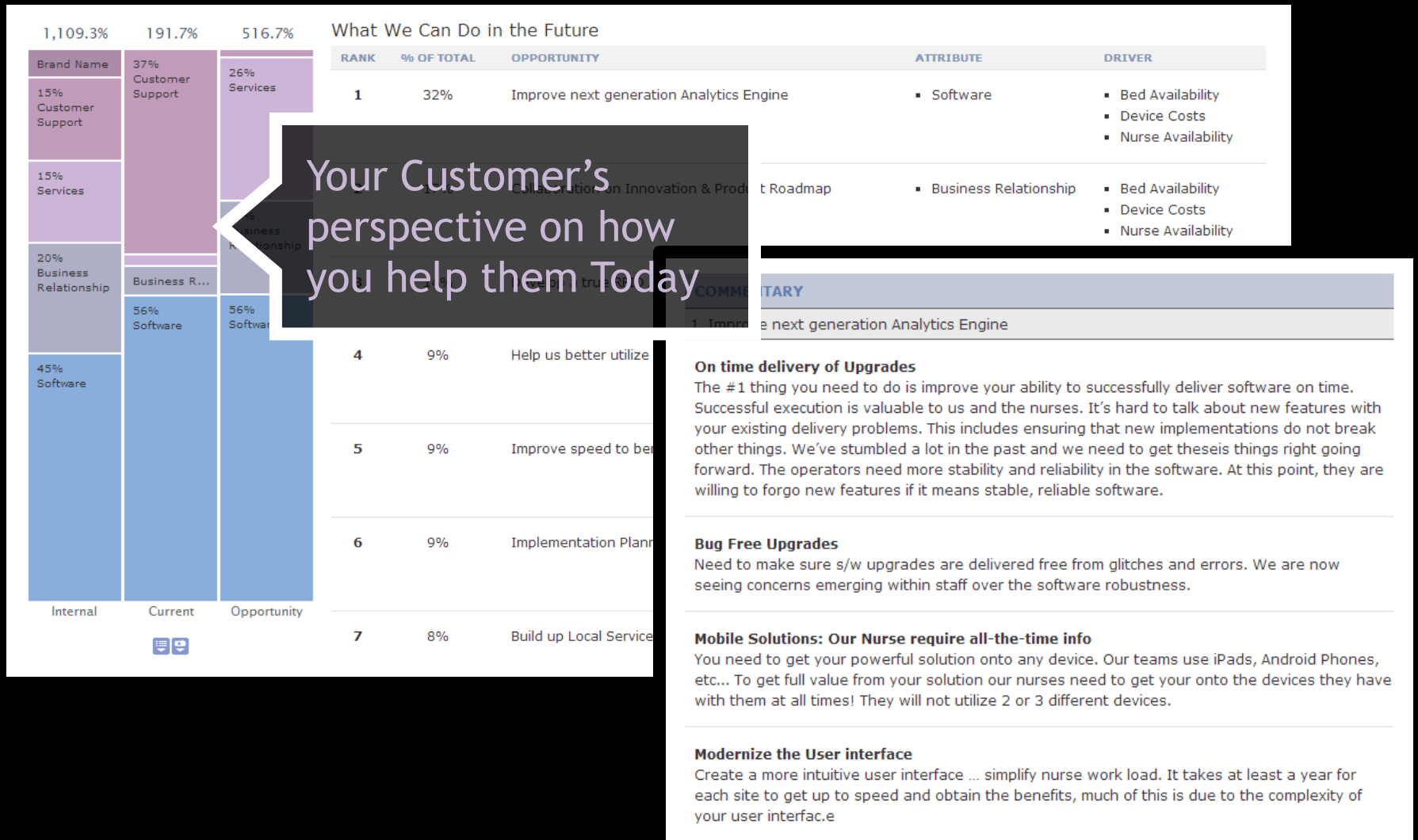
Create a more intuitive user interface ... simplify nurse work load. It takes at least a year for each site to get up to speed and obtain the benefits, much of this is due to the complexity of your user interface.

FEEDBACK: CUSTOMER PERSPECTIVE

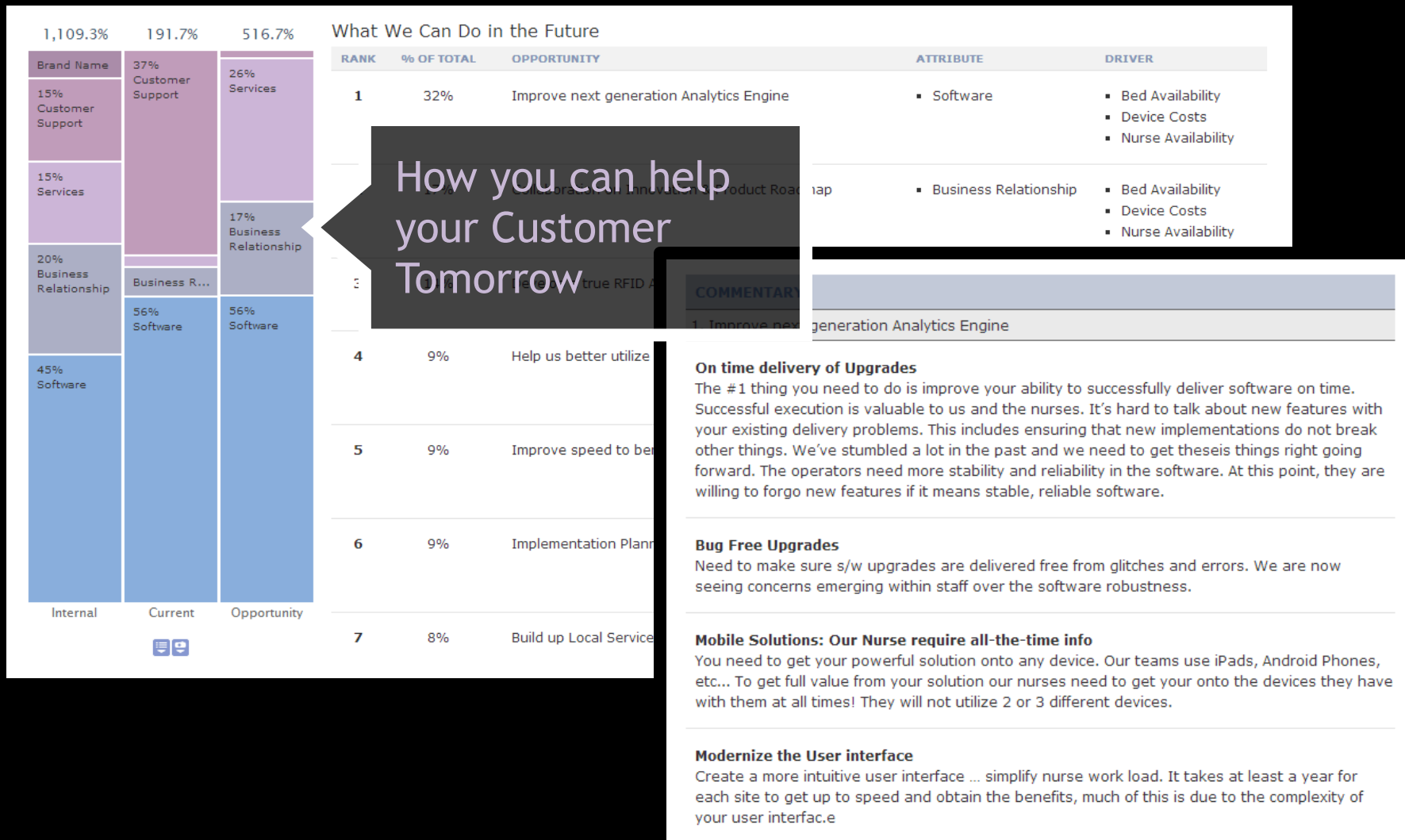


How you think you help your Customer

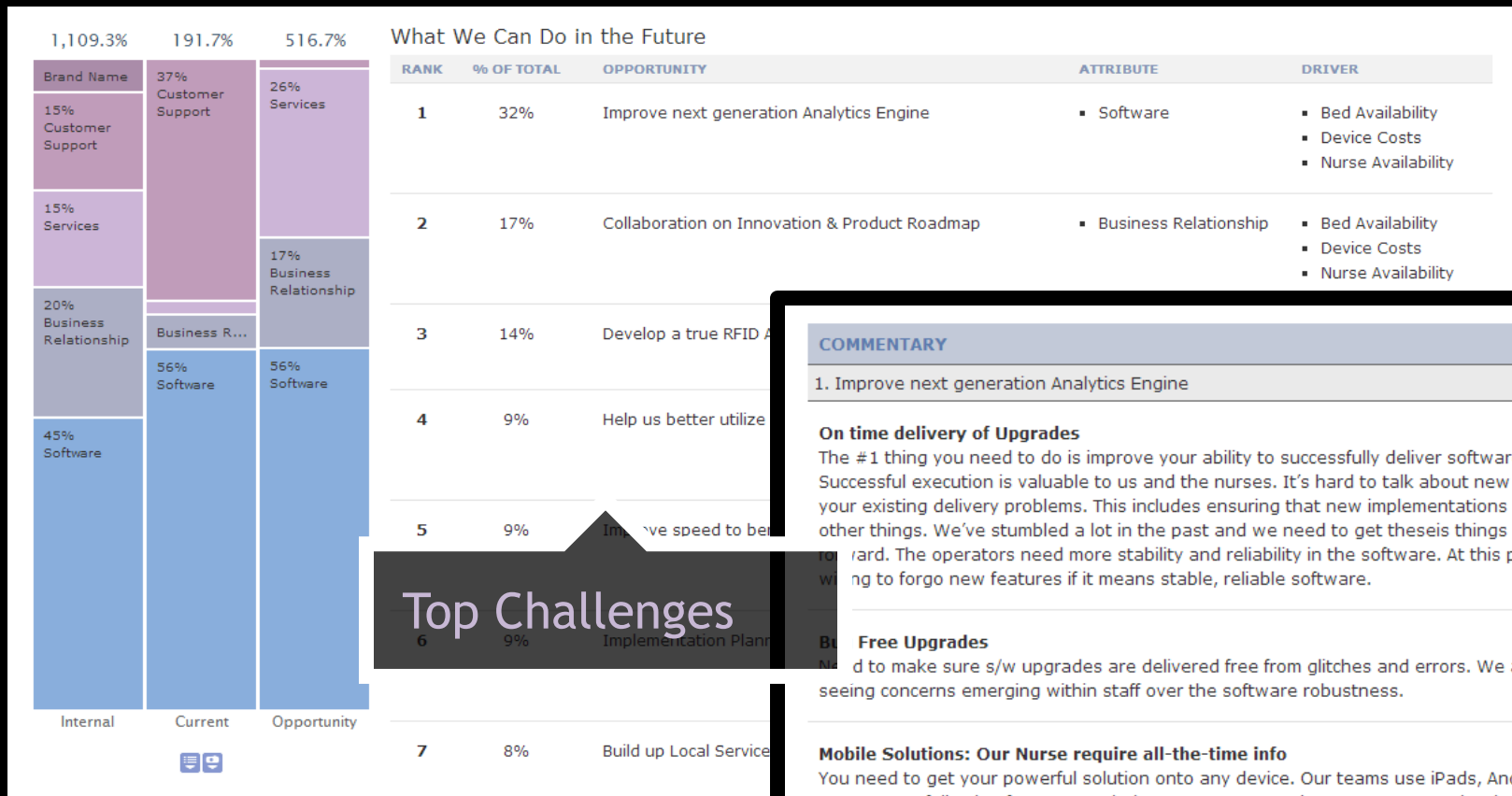
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FEEDBACK: CUSTOMER PERSPECTIVE



Top Challenges

COMMENTARY

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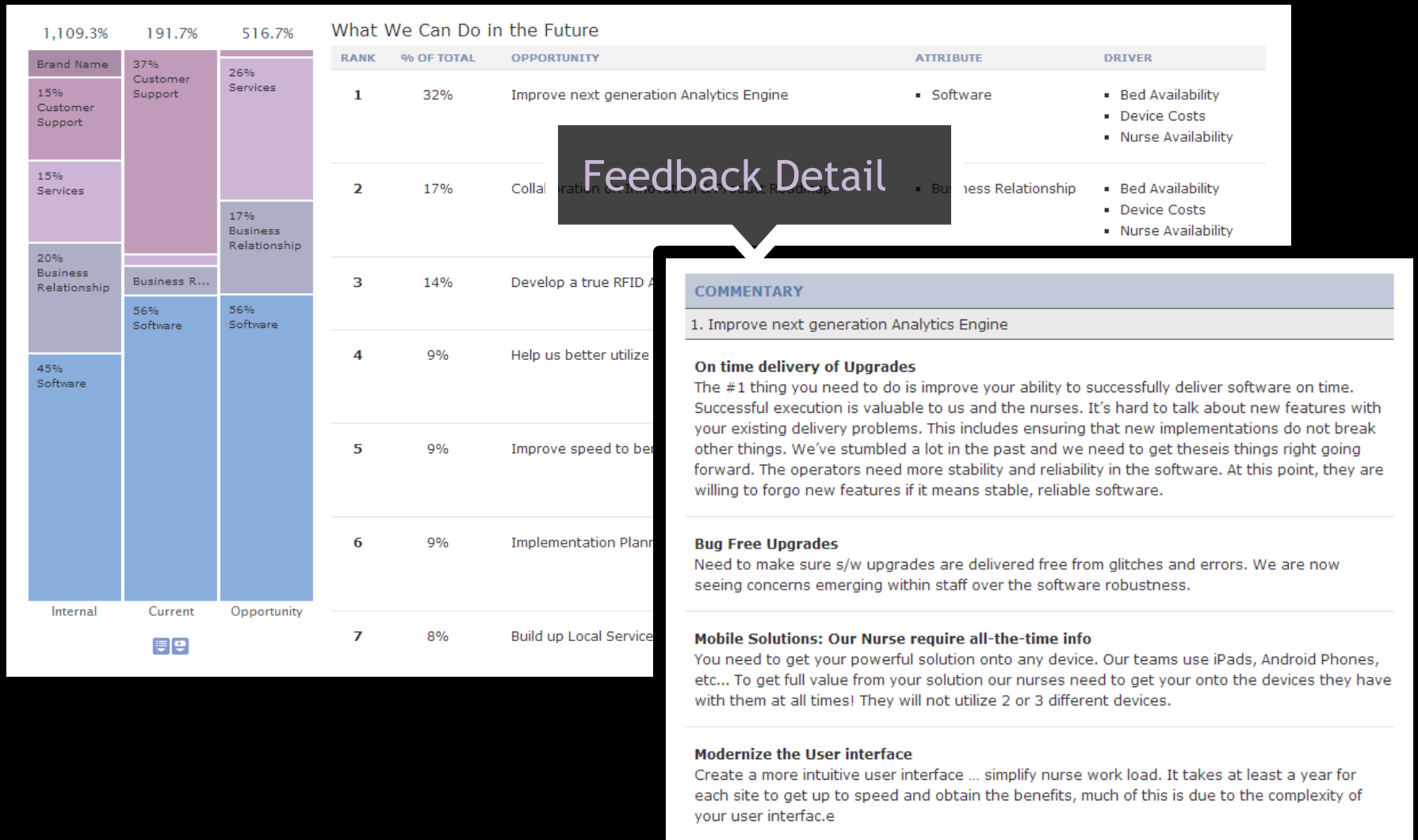
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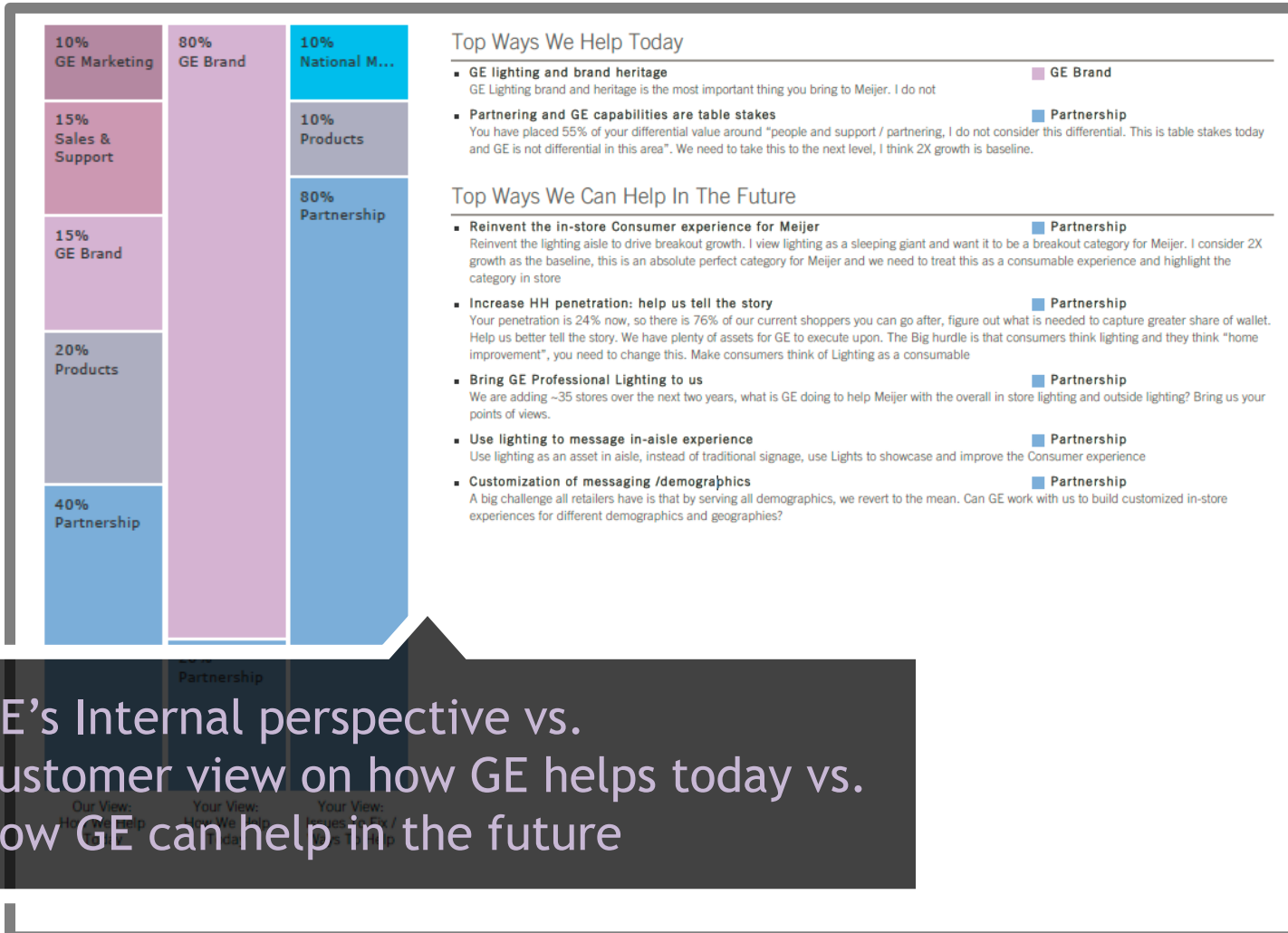


FEEDBACK: CUSTOMER PERSPECTIVE



FEEDBACK: IN ACTION AT GE

DVP is best process to listen to customers and discover what matters most to them



Immediately increased collaboration and mutual engagement

Internal org understands and acts on feedback when framed in terms of the Value Prop

GE's Internal perspective vs. Customer view on how GE helps today vs. How GE can help in the future

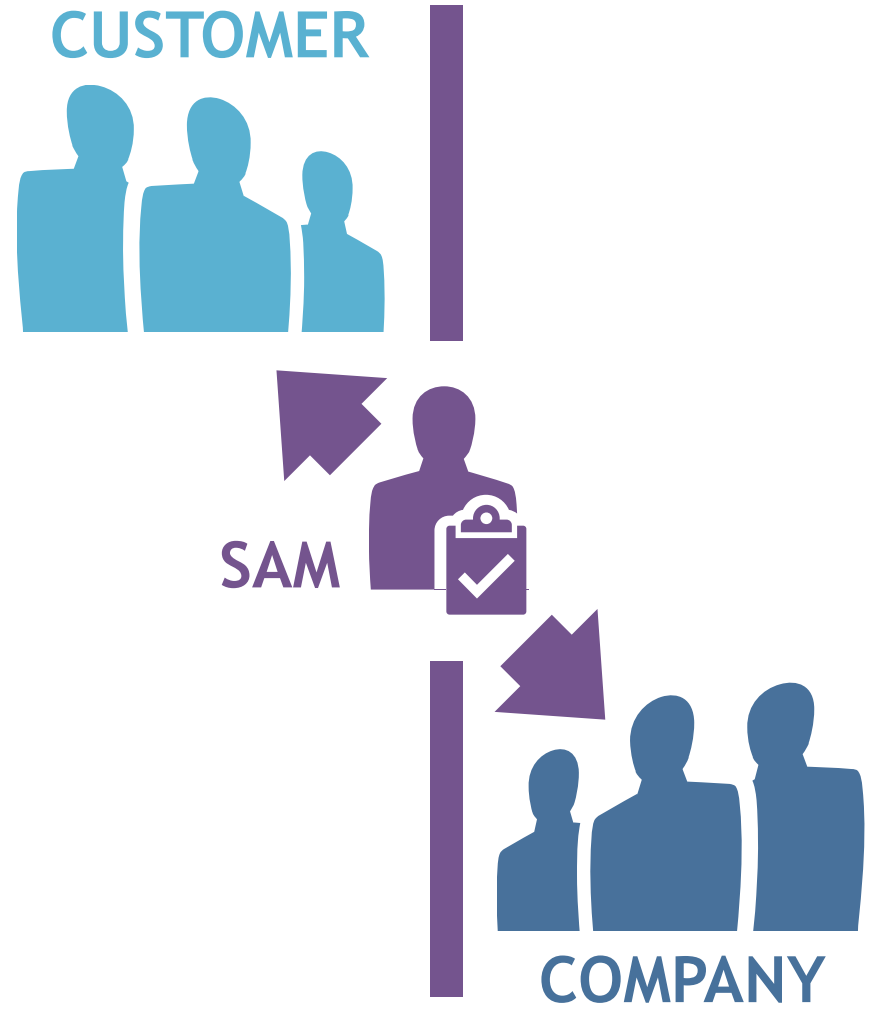


IMPROVE VALUE PROP

You are committed to help solve challenges

IMPROVEMENT: EXECUTION CHALLENGES

- Hard to link across business silos
- Accountability of improvement initiatives
- Lack visibility of scorecards to customer
- Not connected to selling value



IMPROVEMENT: REPORTS

Initiative Report Initiatives to Improve our Value Prop
Status and Breakdown

9 Initiatives
 3 Completed
 33% Completed

THEME	STATUS	#
1 NEXT GEN SOFTWARE & ANALYTICS		3
2 INCREASE LOCAL SUPPORT		3
3 JOINT OPERATING CAPABILITIES		3



Initiative Report Initiatives to Improve our Value Prop
List

NAME	STATUS	OWNER	LATEST NEWS	PROMISED
1 NEXT GEN SOFTWARE & ANALYTICS				
Asset Tracker 2.0: Deeper insights & better user experience	Target: 1/31/2014	Brian Kiep	<ul style="list-style-type: none"> Released to pilot group of customers for testing. Expect system-wide availability by February 1st. 	12/31/13
Next gen RFID Tracker Package & software	Target: 4/1/2014	Rick Leitch	<ul style="list-style-type: none"> Range and Performance testing underway. On target for April release. 	04/01/14
Remote Monitoring and Diagnostics Package	Target: 4/1/2014	Matthew Cobb	<ul style="list-style-type: none"> Initial Rollout complete. Development on User Experience enhancement has begun with full production release still slated for 4/1/14 	04/01/14

2 INCREASE LOCAL SUPPORT
 Increase availability of Expert Services

Coordinate & execute more R...
 Dedicated, local, Product Ma...

3 JOINT OPERATING CAPABILITIES
 Improve & Standardize Imple...

Initiative Report Initiatives to Improve our Value Prop
Timeline

INITIATIVE	STATUS	JUL '13	SEP '13	NOV '13	JAN '14	MAR '14
Investigate mobile AssetTracker technolo...						
More in-field Testing and training						
Increase availability of Expert Services...						
Remote Monitoring and Diagnostics Packag...						
Asset Tracker 2.0: Deeper insights & bet...						

Initiative Report
Remote Monitoring and Diagnostics Package

STATUS	In Progress	Latest News
TARGET DATE	4/1/2014	Initial Rollout complete. Development on User Experience enhancement has begun with full production release still slated for 4/1/14 1/22/2014 BY: Marketing Demo
PROMISED DATE	4/1/2014	Data being collected in pilot sites successfully as of 12/1/13. Data being used to optimize user experience before North American launch on 1/1/14 1/22/2014 BY: Marketing Demo
ORIGINATION DATE	8/15/2013	System testing underway. Expect pilot sites to begin collecting data in November. 9/25/2013 BY: Brian Kiep
START DATE	8/15/2013	
OWNER	Matthew Cobb	

IMPROVEMENT: COLLABORATING

Initiative Report 1

Status and Breakdown

2 At Risk

4 In Progress

3 Completed

Status

Customer Facing Reports

INITIATIVE REPORT INITIATIVES TO IMPROVE OUR VALUE PROP

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2 INCREASE LOCAL SUPPORT

Increase availability of Expert Services

Coordinate & execute more R&D

Dedicated, local, Product Marketing

3 JOINT OPERATIONS

Improve & Standardize Implementation

#

3

3

Initiative Report Initiatives to Improve our Value Prop

Timeline

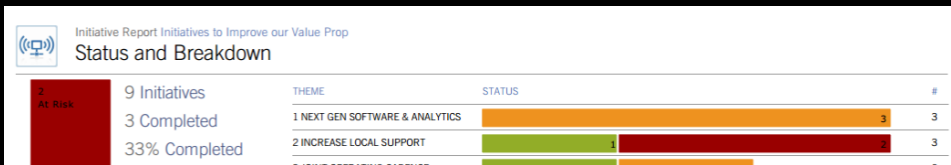
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Investigate mobile AssetTracker technolo...	✓	[Timeline bar]				
More in-field Testing and training	✓	[Timeline bar]				
Increase availability of Expert Services...	✓	[Timeline bar]				
Remote Monitoring and Diagnostics Packag...	🔄	[Timeline bar]				
Asset Tracker 2.0: Deeper insights & bet...	🔄	[Timeline bar]				

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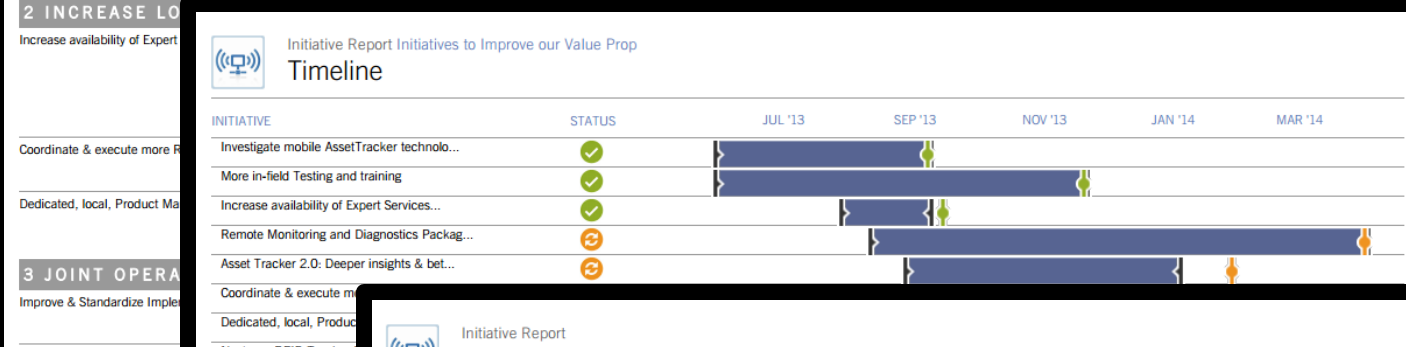
IMPROVEMENT: COLLABORATING



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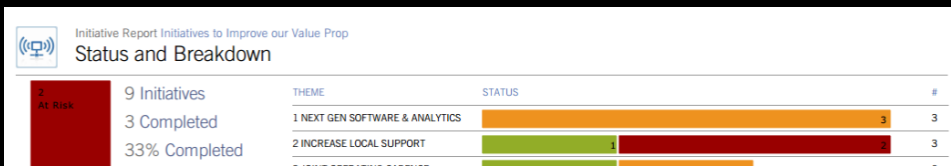
Broad Visibility and Access to Initiative List



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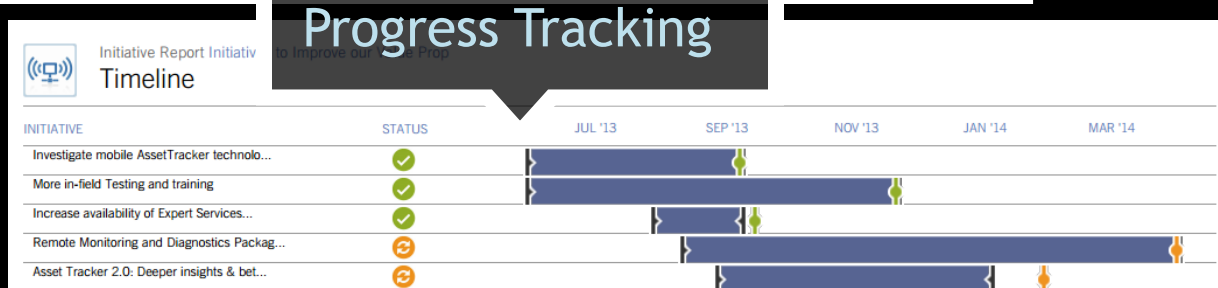
IMPROVEMENT: COLLABORATING



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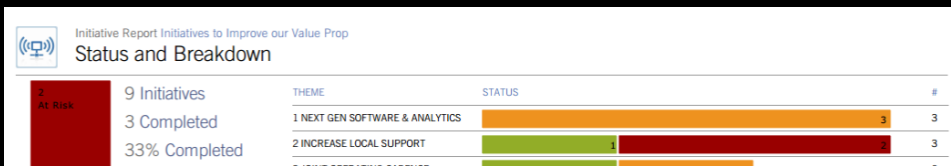
Progress Tracking



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IMPROVEMENT: COLLABORATING



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Coordinate & execute more R...
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Improve & Standardize Imple...



Initiative Report Remote Monitoring and Diagnostics Package

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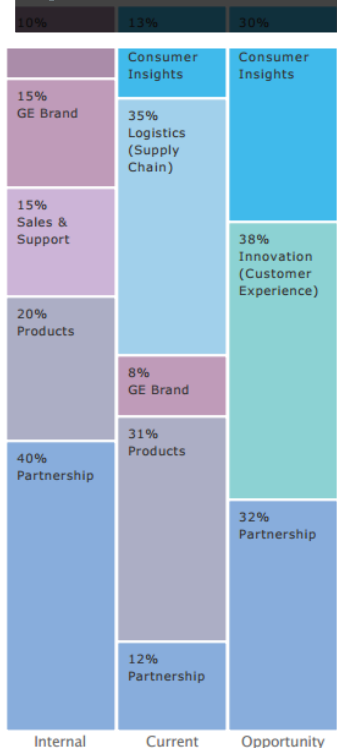
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IMPROVEMENT: IN ACTION AT GE

GE workout session with customer leadership identified critical growth themes which are being jointly executed to create value for both.

Render quickly analyzes feedback and helps companies prioritize outcomes



Top Differentiators

- Speed of insight and logistics
- Good, deep product line
- Insights and consumer experience

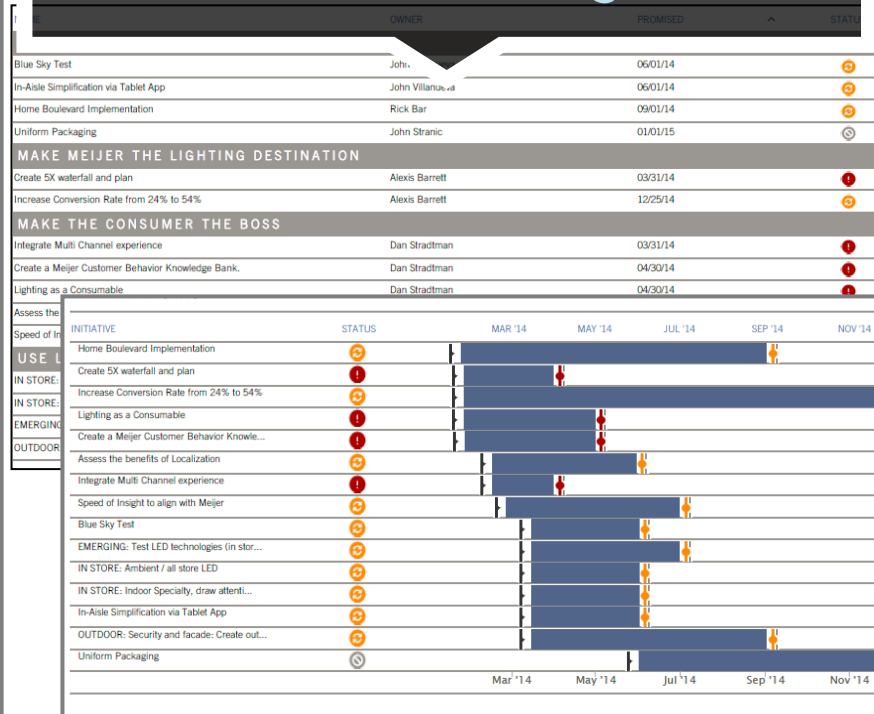
Top Repair Opportunities

- Partnership: Improve Speed & Execution

Top New Opportunities

- Make Meijer THE Lighting Destination
- Use Lighting to create a Dominant Visual Experience
- Make the Consumer the Boss

Real time collaboration tools keep GE and customer accountable for driving results



KEY LEARNINGS

- The Solution Scales: GE Globally
- The #1 best solution, supported by technology, for *gaining access to your customer's senior leadership*
- Once you gain access, it's up to you to do “the real work”... keeping & maintaining executive relationships
- *We are NEVER as good as we think we are.... SCARY!*
- Can be the critical “wake up call” your company needs to focus on what customers really care about
- *Enables true cross functional alignment...* it helps you cut through the matrix