



GE, THE Digital Industrial Company

- 디지털 산업기업을 향한 “GE의 대 변신”

김옥진 대표이사GE, Power Systems Korea

2017년 11월 9일

Imagination at work

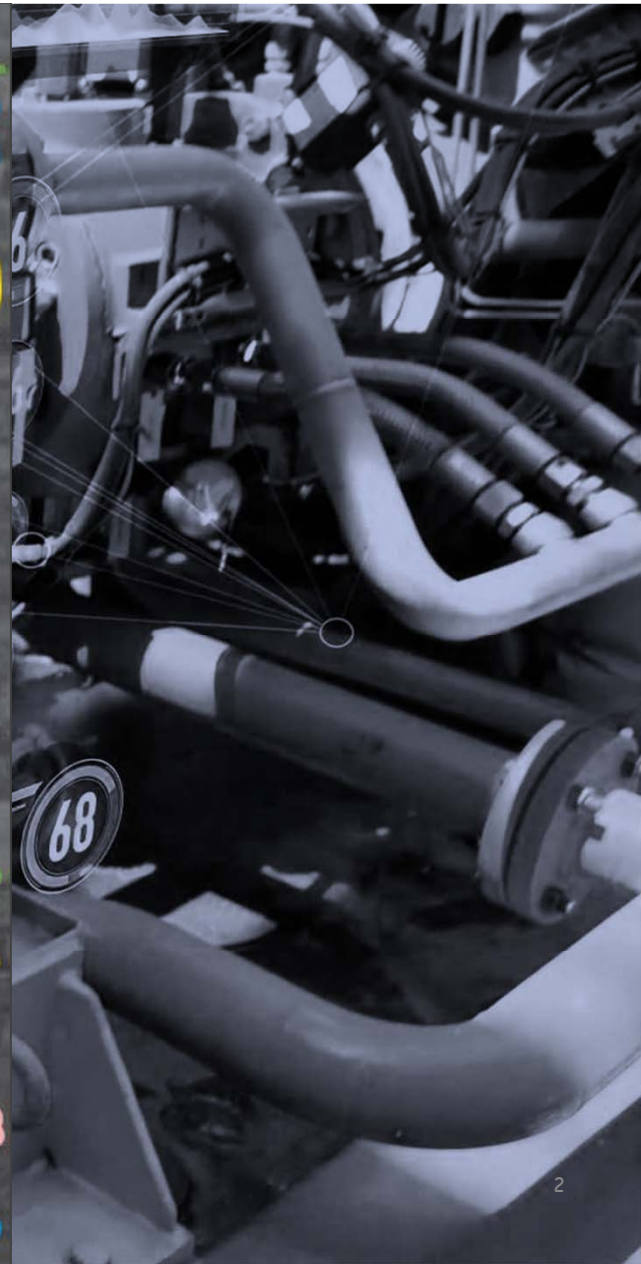


Bloomberg Businessweek March 21 - March 27, 2016 | bloomberg.com

Jeff Immelt may return GE to a glory it hasn't seen since me p54

The 124 Year Old Startup

Did someone say my name?

The magazine cover features a black and white photo of Jeff Immelt, CEO of GE, holding a glowing lightbulb. The cover is heavily decorated with colorful, hand-drawn doodles in red, blue, green, and yellow, including squiggly lines, loops, and a small portrait of Immelt in the bottom left. The title 'The 124 Year Old Startup' is written in large, bold, yellow letters with a pink outline. A small yellow speech bubble in the top right corner contains the text 'Jeff Immelt may return GE to a glory it hasn't seen since me p54'. Another small yellow speech bubble in the bottom left corner says 'Did someone say my name?' next to a small circular portrait of Immelt. The magazine title 'Bloomberg Businessweek' is at the top in red and black, with the date and website 'March 21 - March 27, 2016 | bloomberg.com' to the right.

GE Continuously Disrupts Itself.



明見

명견만리

KBS1

THEIR INSIGHT

The insight

명견만리

4차 산업혁명과
소프트파워



Industrial Internet Market by 2020: ~\$225B

	Consumer ~\$170B	Enterprise [IT] ~\$206B	Industrial [OT] ~\$225B
Applications	<p>\$82B</p> 	<p>\$131B</p>  	<p>\$125B</p> 
Platform	 <p>\$88B</p>	   <p>\$75B</p>	<p>\$100B</p>



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Digital Industrial Portfolio



POWER

~\$21.5B



ENERGY
CONNECTION

~\$7.6B



RENEWABLE
ENERGY

~\$6.3B



OIL & GAS

\$16.5B



AVIATION

\$24.7B



TRANSPORTATION

\$5.9B



HEALTHCARE

\$17.6B



LIGHTING

\$8.8B



CAPITAL VERTICALS

\$1.7B*

2015 REVENUES



GE DIGITAL

~\$6B**

*Net income
** Revenue by year end 2016

GE – The Digital Industrial Company



이제는 산업인터넷 시대다.

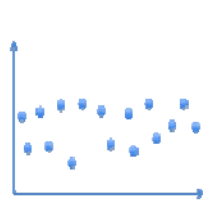


“어제까지는 제조산업 기반의 회사였지만,
이제는 데이터 및 분석 회사로 거듭나야 합니다.”

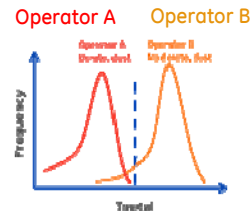
- Jeff Immelt, Chairman and CEO



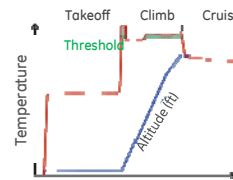
GE DIFFERENCE: PHYSICAL + ANALYTICAL eg) GE Aviation



DATA
연속적
연결가능



STATISTICS
트렌드 및
컨텍스트



PHYSICS
설비에
대한 전문
지식 반영

고객과 GE의 효용

- ↑ 정시 운영율
- ↑ 가용성 및 신뢰성
- ↓ 연료 비용
- ↓ 수리 및 Overhaul비용



The Digital Transformation

How We Are Evolving

Software-defined everything
& data as revenue
generator

New Business
Models

GE Digital Wind Farm
Current, powered by GE



Speed of change requires
months to days, scalability

Cloud-based
Platform

Predix – Industrial OS



Building on current IT
investments and assets

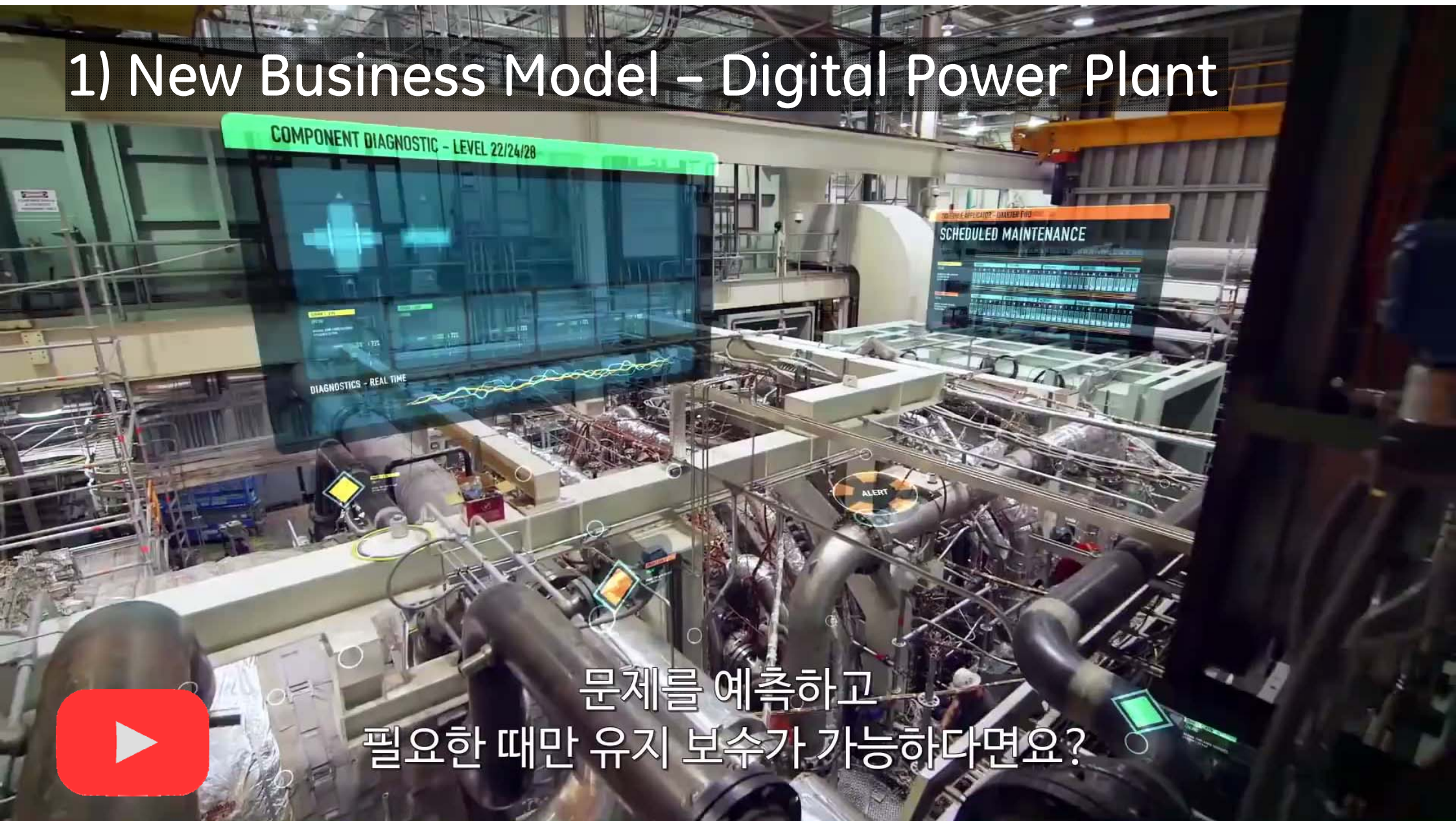
Convergence
of IT & OT

GE Digital



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1) New Business Model – Digital Power Plant

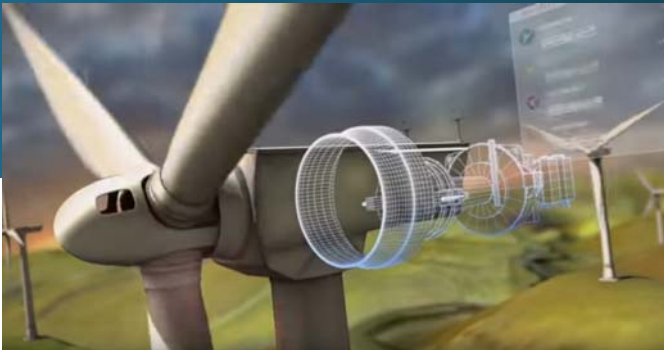


문제를 예측하고
필요한 때만 유지 보수가 가능하다면요?

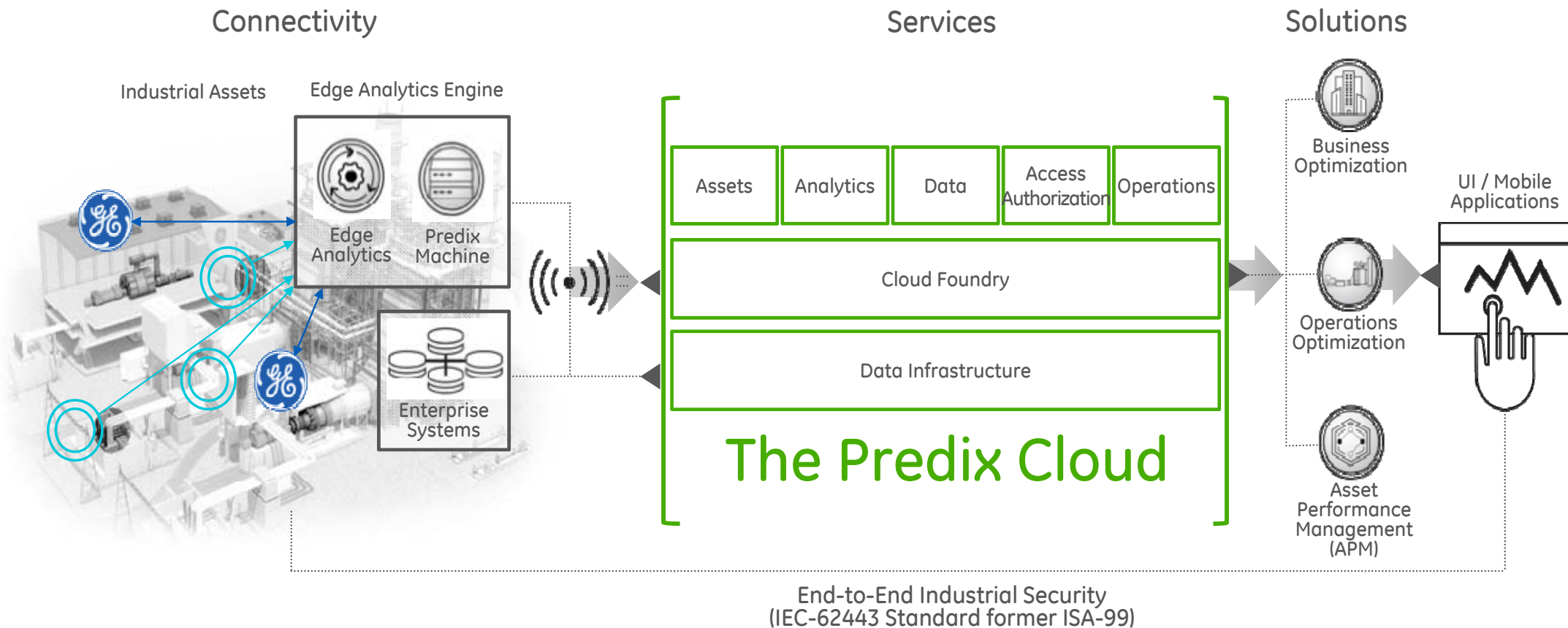
2) Cloud Based IIoT Platform - Predix

PREDIX

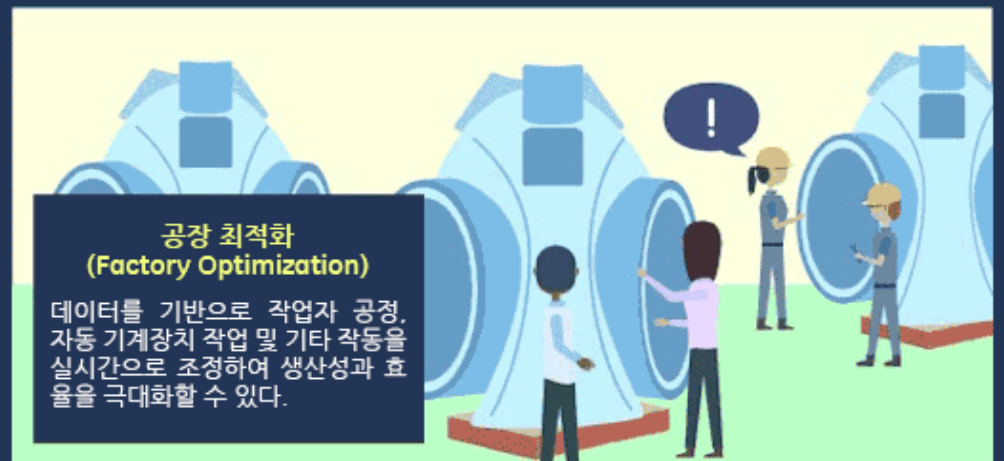
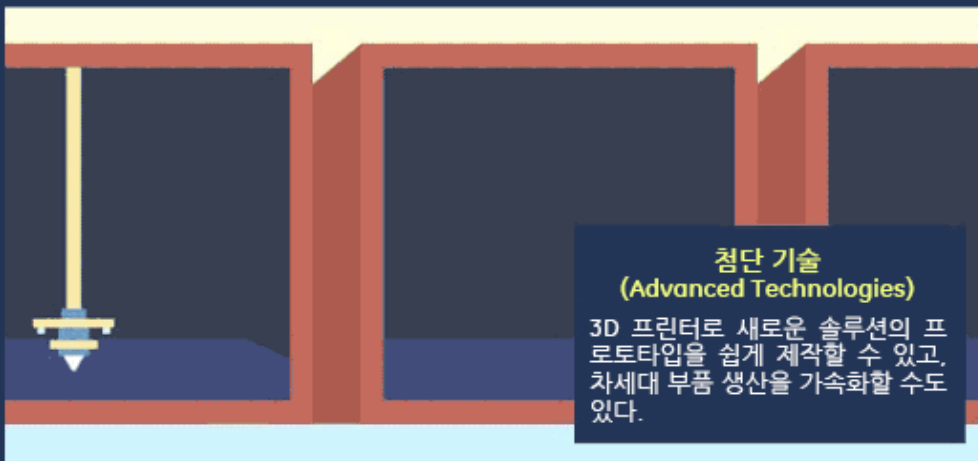
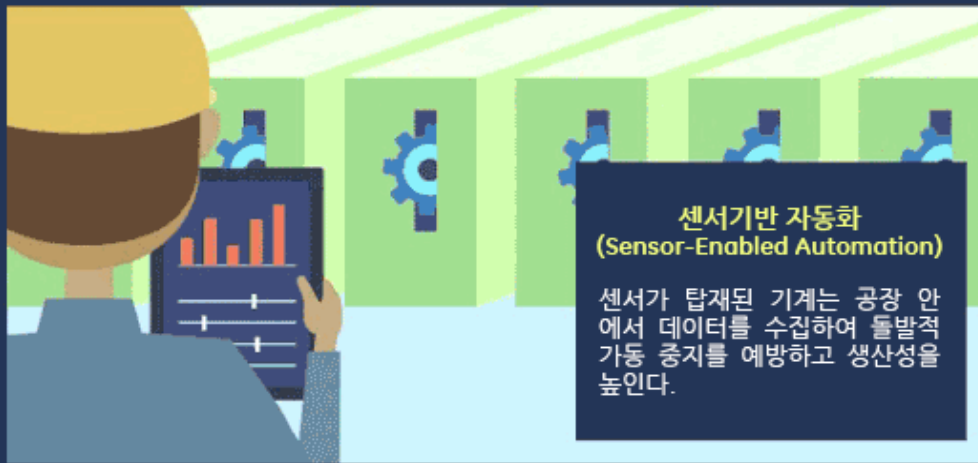
Your cloud platform for the Industrial Internet



프레딕스=산업현장과 클라우드, 사용자를 연결하는 플랫폼



3) Convergence of IT & OT – Brilliant Factory



1%의 생산성 개선 = GE 내부적으로만 \$500MM (6천억원) 절감
다운타임 10~15%, 인건비 14%, 재고 30%, 리드타임 60% 절감 예상



Changing company culture

Culture of Simplification

To deliver better outcomes, we are creating a better, faster, simpler GE



Integrated
culture change

Lean
management



Running GE differently ... fewer things better ...
most decisions distributed ... small headquarters &
functions ... respect domain

+

Speed &
competitiveness



Combining FastWorks with lean, six sigma ...
democratized; broad competitive intensity; mistakes
and pivots a part of good management

+

Commercial
intensity



Seamless market alignment globally; more horizontal
solutions for customers ... only value winning

+

Digital
capability



Smartest and most efficient company in the world ...
new talent base bringing new skill set



