GE Digital Alliance Program Guide

Fiscal Year 2017

**GE Digital
Alliance Program**

Contents

A Letter from Bill Ruh

We introduced the GE Digital Alliance Program to the world at the Mobile World Congress in February of 2016. At that same event, we announced our Predix Platform was officially GA. Since that time, the interest from the Partner community has been nothing short of astounding. Partners from all over the world and of all sizes, skills, capabilities and business models have shown immense interest and excitement about our collective opportunity in the Industrial Internet of Things (IIoT) space. I thank you for your interest and am personally excited about what we can achieve together in 2017 and over the coming years.

For us, 2016 was a building year for our Alliance Partner Program. We spent time focusing on our infrastructure, our enablement, and our ability to provide scalability across the ecosystem. We made great strides over the year and believe that much of that heavy lifting is now behind us. Our Alliance Partner Program has matured for 2017 to focus on supporting and driving the Partner ecosystem. We've defined success metrics that, when achieved, will grow and expand the ecosystem for **all of us**. These metrics – orders, certifications, customer stories and industry competency – will highlight our collective successes and expand the breadth and reach of the Predix platform.

This year is an important year of execution for all of us. That mindset is driving how we prioritize and focus our energies across the business. Our ultimate success, however, requires our Alliance Partner ecosystem to be all-in and driving the Program metrics. Therefore, in the spirit of partnership, I would ask that you take up this same mindset. Ask yourselves, what plans and strategies do I have in place to drive the critical metrics identified within the Program? What do I need to do to ensure those plans are successful? How can I deliver unique customer value? The answers to, and subsequent execution of, those questions will go a long way to determining our collective success in 2017.

Our goals are aggressive – but attainable. I believe our collective opportunity is ours for the taking if we can execute. Thank you in advance for your support

To a successful 2017!

Cheers,

Bill Ruh
Chief Digital Officer, GE and CEO, GE Digital

GE Digital Alliance Program

We believe that a successful digital market ecosystem must include a broad variety of partners including tech start-ups, specialized industrial analytics boutiques, digital agencies, established software vendors, global integrators and resellers. The GE Digital Alliance Program is designed to give all stakeholders easy entry points and the tools for rapid, sustainable growth. The program rewards Participant commitment and contributions with a progressive benefit plan aimed at onboarding teams quickly, accelerating value-added activities, and driving collaboration in the market. Whether it's access to technical resources, training, or business development tools, the Alliance Program is designed to drive successful market outcomes.

"The opportunity to drive incredible outcomes for clients within the Industrial world has never been greater."

– Breanna Kuhl
VP Partner Success
GE Digital

The GE Digital Alliance Program is designed to be as single program to support the business needs and joint growth of GE Digital and its participants. The Program is built around the following four core principles:

1. Recognize participant contributions
2. Drive GE Digital product expertise in the field
3. Ensure successful outcomes for our joint customers and clients
4. Enable participants to grow a thriving business with GE Digital

This GE Digital Alliance Program Guide includes the following sections:

- Framework :: An overview of the GE Digital Alliance Program, including partner types, program tiers and program models.
- Tiers :: Description and overview of the metrics that will be used to establish and track program tiers.
- Requirements :: Become familiar with program requirements, areas of measurement and methods to advance within the program.
- Benefits :: An in-depth review of the program benefits by partner type and tier, and the processes for utilizing the benefits.
- Frequently Asked Questions

Program Term
This GE Digital Alliance Program Guide is valid from January 1, 2017 to December 31, 2017.

Framework

Partner Types

The GE Digital Alliance Program ecosystem is made up of various partner types with expertise in various industries and geographies. GE Digital reserves the right to accept or deny any application to the Alliance Program, specific Program Plans and/or Program Tiers, or to deny any request for access to the GE Digital Partner Community.

Upon application to the GE Digital Alliance Program, participants may indicate interest in one or more partner types including the following:

- System Integrator (SI)
- Independent Software Vendor (ISV)
- Solution Provider (Telco)
- Technology partner
- Reseller

System Integrator (SI)
Leading professional services firms that provide a wide range of consulting expertise including implementation of software solutions, industries, process/ change management, and strategic business services to help deliver GE Digital Portfolio based solutions to customers.

Independent Software Vendor (ISV)
An Independent Software Vendor consists of an organization specializing in the development and selling of commercial, out-of-the-box, software solutions designed for mass or niche markets. These commercial solutions leverage the power of the Predix Platform and consist of applications that can function on a standalone basis or are designed to extend and compliment a specific GE Digital Portfolio product. Solutions can consist of micro-services constructed to serve as a building block within the Predix Platform to help developers go from idea to application in record time.

Solution Provider (Telco)
Deliver and manage privately branded Internet services and solutions.

Technology partners (or OEMs)
Typically offer Predix platform services or other GE Digital products within their existing hardware or software technology stack.

Resellers
Market and sell GE Digital products.

Partner Tiers

The GE Digital Alliance Program is based on a tiered structure that recognizes the total contribution each company makes to the Alliance ecosystem. The program offers four recognized tiers based on a participant's commitment and the maturity of our relationship:

- Global Strategic
- Premier
- Select
- Certified

To earn a specific tier designation, a participant must earn a set number of partner contribution points based on performance across a suite of program metrics. Aggregating a participant's contribution points across all metrics yields a final Partner Contribution Score (PCS) – see the Requirements section (LINK) for additional detail. Based on aggregate performance, a participant will be assigned to a tier based on the diagram below and eligible for the associated benefits presented in the Benefits section (LINK).

By Invitation Only *Customized partnerships across all partner types*	GE Digital Alliance Program Global Strategic Partner
Contribution Score 650 -1000	GE Digital Alliance Program Premier Partner
Contribution Score 250 - 649	GE Digital Alliance Program Select Partner
Contribution Score 2 - 249	GE Digital Alliance Program Certified Partner

All other participants will be assigned to the Registered tier if they have a contribution score of less than two. This typically indicates that a participant has just joined the program or is still developing their unique approach for GE Digital engagement.

Tier Assessment Schedule

Starting in 2017, every Alliance participant's contribution will be reviewed and awarded a Program tier in accordance with Program requirements. Going forward, a participant's contribution score will be calculated Quarterly based on their prior rolling 12-month performance. If a participant's contribution score in the next review cycle…

- earns a higher Program tier :: the participant will be notified of their promotion and be immediately eligible for the benefits associated with their new tier.

- earns the same Program tier :: no notification required and the participant will continue to utilize the benefits of their existing tier.

- earns a lower Program tier :: a participant's tier will **only** be lowered during the Q1 (Jan to Mar) review cycle of any FY. A participant will continue to have access to the benefits of the higher tier until that point.

Measurements Definitions

Each participant will be evaluated across a set of metrics that are designed to expand the scale and reach of the GE Digital Alliance ecosystem.

Category	Core Attribute	Sub-Attribute	SI / Technology / Telco Definitions
Orders/ Bookings	Orders / Bookings*	Sourced	A Sourced order is one in which a participant submits a lead via the Partner Community. That lead is subsequently converted to an Opportunity and closed in a co-sell fashion. The GE order value captured in Salesforce will be included in the PCS calculation.
		Influenced	An Influenced order is one in which a participant has been pulled into an existing GE direct opportunity to help assist in closing the opportunity. The GE order value captured in Salesforce will be included in the PCS calculation.
Expertise	Certifications	Predix Developer	The Predix Certified Developer exam is a comprehensive online assessment that tests the participant's knowledge and proficiency on Predix.
		Smart Signal	Various levels of Smart Signal Certification are available. Please refer to the EDGE learning site for more information: https://www.ge-ip-learning.com/momentum/courses.php
	Joint Solutions	Joint Solutions	A joint solution will consist of a combination / integration of solutions that creates a unique and differentiated value for end customers. The solution must be legally agreed to as well as a clear GTM defined.
	Vertical Focus	Industry Competency	A holistic measurement of a participant's digital contribution to a specific industry vertical (e.g. Aviation). Each vertical will be assessed on Vertical specific revenue, customers and customer stories.
Customer Success	Customer Stories	Customer Stories	Submitted customer references, testimonials, stories and videos

* Order data for 2016 will consist of data captured in GE Digital's SF instance for both sourced and influenced. During the FY17, as GE systems become more integrated, order calculations will be completed in a best efforts fashion working across GE verticals for digital contribution.

Category	Core Attribute	Sub-Attribute	ISV Definitions
Orders/ Bookings	Orders / Bookings	ISV PNR "Sourced"	Sourced orders as it applies to ISV's specifically relates to the "Percentage of Net Revenue" (PNR) that has been designated for each party, GE Digital and the ISV partner, per solution sales executed with each Customer (without deduction of any withholding tax paid by Customer or Partner), less any sales tax or service/implementation fees. "Sourced" represents the revenue share contribution (i.e. net revenue split) to GE Digital. Note, PNR is defined at the definitive ISV Agreement per each solution an ISV Partner brings to the Predix.io Marketplace powered by, or integrated with, the Predix Platform.
Expertise	Certifications	Predix Developer	The Predix Certified Developer exam is a comprehensive online assessment that tests the participant's knowledge and proficiency on Predix.
		Smart Signal	Various levels of Smart Signal Certification are available. Please refer to the EDGE learning site for more information: https://www.ge-ip-learning.com/momentum/courses.php
	Vertical Focus	Industry Competency	Industry Competency refers to your solutions vertical or horizontal focus. This attribute is incredibly valuable to the business as we create Solution Maps with our ISV's solutions as to identify and promote solutions that solve gaps and meet customer demand across all possible industries.
Customer Success	Customer Stories	Customer Stories	Submitted and approved customer references, testimonials, stories and/or videos that reflect the positive customer outcome produced by leveraging your ISV solution.

Requirements

Starting in calendar year 2017, the GE Digital Alliance program will begin to measure, track and report participant performance against defined measures and targets. This will enable the Program to establish clearly defined tiers as well as recognize and reward participants for their unique contributions to the Alliance ecosystem.

The measurement process will be focused around a set of weighted measures that comprise the Partner Contribution Score (PCS). A PCS can range from a minimum score of 0 points to a maximum score of 1000. To determine each participant's PCS, GED will analyze a participant's performance every quarter against pre-defined targets broken down by category, attribute, and sub-attribute. The anatomy of the 1000 PCS point breakdown is as follows:

Step 1

Contribution points are allocated in a weighted fashion across *categories*. The Alliance Program has identified three categories that are the core structural elements and assigned maximum contribution points.

Category	% of PCS	# of PCS
Orders/Bookings	50%	500
Expertise	40%	400
Customer Success	10%	100
Totals	**100%**	**1000**

Step 2

Categories and associated contribution points are further broken down into *core attributes*, which are subsets within a category As the program matures beyond 2017, Core Attributes will be further delineated

Category	% of PCS	# of PCS	Core Attribute	# of PCS
Orders/Bookings	50%	500	Orders/Bookings	500
Expertise	40%	400	Certifications/ Joint Solutions	200
			Vertical Focus	200
Customer Success	10%	100	Customer Stories	100
			Totals	**1000**

Step 3

The final click down is into *sub-attributes* which provide additional detail and specification underneath each of the core attributes. As the program matures beyond 2017, Core Attributes will be further delineated

Category	% of PCS	# of PCS	Core Attribute	# of PCS	Sub-Attribute	# of PCS
Orders/Bookings	50%	500	Orders/Bookings	500	Sourced	300
					Influenced	200
Expertise	40%	400	Certifications/ Joint Solutions	200	Certifications/ Joint Solutions	200
			Vertical Focus	200	Industry Competency	200
Customer Success	10%	100	Customer Stories	100	Customer Stories	100
					Totals	**1000**

Measurement Targets

Category	Core Attribute	Sub-Attribute	SI Targets	Tech / Telco Targets
Orders/ Bookings	Orders / Bookings	Sourced	$10M	$10M
		Influenced	$20M	$20M
Expertise	Certifications	Predix Developer	200	N/A
		Smart Signal		
	Joint Solutions	Joint Solutions	N/A	2
	Vertical Focus	Industry Competency	2	2
Customer Success	Customer Stories	Customer Stories	5	5

Industry Competency Targets

The Industry Competency metric provides participants an opportunity to be recognized in the GE Digital Alliance Program for specific and unique digital contributions in a particular vertical. This metric uniquely provides an opportunity for regional or territory specific participants with depth and skill in a specific vertical to be recognized as such.

Overtime, this metric will evolve to be tailored more and more to the specific outcomes and requirements associated with each of the verticals.

Industry	Orders $K	Customers #	Customer Stories #
Aviation	3,000	3	2
Current (SIs)	250	2	1
Energy Connections	3,000	3	2
Healthcare	3,000	3	2
Oil & Gas	3,000	3	2
Power	3,000	3	2
Renewable Energy	3,000	3	2
Transportation	3,000	3	2

Note :: GE Current ISVs will earn the associated partner contribution points when they reach (or go beyond) the Select tier in the Current ISV program.

Customer Stories Process / Detail

In the near future, participants will submit customer stories through the GE Digital Partner Community on a "Customer Stories" tab. This document and the Partner Community will be updated when that functionality is available.

In the meantime, please send an email to gedigital.partners@ge.com and share the details of your customer success story. An internal team will review your submission and get back to you with any questions and next steps. Please include the following information in your email:
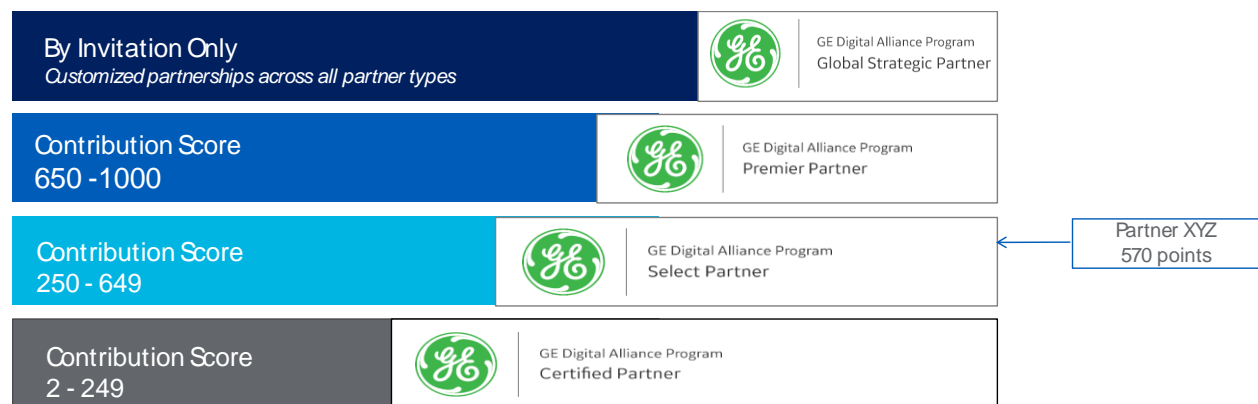
- Your firm.
- Your contact information and role.
- Overview of the solution sold, including deal size.
- What customer issue were you solving?
- Provide the name and contact information for any GE employees who worked with you on the project.
- Is the deal complete?
- What is the implementation timeline?
- What outcomes are expected, and when?

Partner Contribution Score Example

SI Example

Core Attribute	# of PCS	Sub-Attribute	# of PCS	Target	Actual	% attainment	Cont. Pts Earned
Orders/Bookings	500	Sourced	300	$10M	$5M	50%	150 points
		Influenced	200	$20M	$18M	90%	180 points
Certifications/ Joint Solutions	200	Certifications/ Joint Solutions	200	200	100	50%	100 points
Vertical Focus	200	Industry Competency	200	2	1	50%	100 points
Customer Stories	100	Customer Stories	100	5	2	40%	40 points
		Totals	**1000**		**Total Contribution Score**		**570 Points**

In the example listed above, this SI participant has earned 570 contribution points. That earns them Select status.

By Invitation Only *Customized partnerships across all partner types*		GE	GE Digital Alliance Program Global Strategic Partner
Contribution Score 650 -1000		GE	GE Digital Alliance Program Premier Partner
Contribution Score 250 - 649		GE	GE Digital Alliance Program Select Partner	Partner XYZ 570 points
Contribution Score 2 - 249		GE	GE Digital Alliance Program Certified Partner

Benefits

Each program tier offers a unique set of benefits to support the growth and stages of our participant's business. Program benefits fall into four areas:

- Plan: Enablement Benefits
- Build: Platform and Developer Benefits
- Go To Market: Go To Market & Marketing Benefits
- Sell: Sales & Support Benefits

Please refer to the below tables for specific benefits by tier:

PLAN: Enablement Benefits

		Ignite *(ISV Only)*	Certified	Select	Premier	Global Strategic
	Enablement Benefits					
PLAN	*Free Online Training (via Partner Community)*	Ignite only	●	●	●	●
	Enablement Webinar Access	Ignite only	●	●	●	●
	*Discounted Trainings (*details below)*		5%	10%	20%	25%
	*Certification Exam Voucher Discounts (*see below)*		●	●	●	●
	Regional Training Activations (Sales & Product Level Trainings)				●	●
	Marketplace Certification (ISV's only)	Ignite only	●	●	●	●

BUILD: Platform and Developer Benefits

		Ignite *(ISV Only)*	Certified	Select	Premier	Global Strategic
	Platform Benefits					
BUILD	*Predix for Partners Dev Environment*		Up to 50 GB			Up to 120 GB
	Cloud Foundry Org (Enterprise Admin Access)	Ignite only	●	●	●	●
	Unlimited Number of Developers	Ignite only	●	●	●	●
	Unlimited Number of Microservices (some available at additional cost)	Ignite only	●	●	●	●

		Ignite (ISV Only)			
	Ability to create multiple environments for dev, testing, staging	Ignite only	●	●	●	●
	DevOps Services	Ignite only	●	●	●	●
	APM for Partners Environment (Coming Soon))	Ignite only	●	●	●	●

GTM: Go To Market & Marketing Benefits

		Ignite (ISV Only)	Certified	Select	Premier	Global Strategic
	Go To Market & Marketing Benefits					
GO TO MARKET	Alliance Program Logo Usage	Ignite only	●	●	●	●
	Brand & Marketing Assets via the Partner Community.	Ignite only	●	●	●	●
	Access to Customer Story & Solution Templates		●	●	●	●
	Support for Partner Press Release (different levels at each tier)	Ignite only	●	●	●	●
	Logo + blurb on ge.com/digital/partners				●	●
	Web site news, blogs, video, social amplification				●	●
	GE Digital Email "Campaigns in a Box"				●	●
	Joint Marketing Plans				●	●
	GE Sponsorship of Partner Events – Eligible for Consideration				●	●
	GE Press Release & PR Support – Eligible for Consideration					●
	Invitation-Only Event Opportunities – Eligible for ConsiderationNamed					●

SELL: Sales, Support & General Benefits

		Ignite (ISV Only)	Certified	Select	Premier	Global Strategic
	Sales, Support & General Benefits					
SELL	General Program Support via Partner Community	Ignite only	●	●	●	●
	Basic Level Technical Support	Ignite only	●	●	●	●
	Advanced Level Technical Support				●	●
	Joint GoToMarket Planning &				●	●

	Activation Sessions					
	Pre-Sales Engagement w/ SA Support				●	●
	Joint Opportunity Planning				●	●
	Named Alliance Manager				●	●
	Executive Sponsorship					●
	Partner Advisory Council (see below)					●
	BizOps Services: GED's metering and monetization tools	*Ignite Only*	●	●	●	●

Plan, Build, Go To Market, Sell & Support: Benefit Resources

Plan

Creating a successful practice with GE Digital requires knowledge of our products. GE offers a variety of enablement resources to help you plan your strategy, expand your capabilities and, ultimately, grow your business.

- **Access to our GE Digital Partner Community: Partner Tiers**
  Tiered and new participants receive access to our GE Digital Partner Community. The Partner Community is your go-to resource for the latest information, technical and sales enablement resources, lead management and submission and program support. If you do not currently have access, and are at Certified level or higher please send an email to gedigital.partners@ge.com to request access.

- **Online Enablement Assets, Trainings and Webinars**
  Via the Learning Center tab in the Partner Community, participants will have access to various enablement assets, organized by product, role and industry. Assets include presentations, whitepapers and technical documentation, as well as self-paced training tracks by role. GE Digital also has Predix and application e-learnings via the Predix.io and EDGE learning sites.

- **Discounts for Predix and Application Trainings**
  Depending on tier, participants may be eligible for discounts on select Predix and Application commercial training offerings. Current discount structure is:
    - Global Strategic Tier: 25%
    - Premier Tier: 15%
    - Select Tier: 10%
    - Certified Tier: 5%

All discounted seats are subject to a limited availability. Please contact us for the latest availability. Courses available for discount include:

- Predix.io classes: Individual classes for Predix Developer Bootcamp, Architecting Predix Solutions, Connecting Machines to Predix Cloud

- Predix Dojo's can use the above discount by tier structure, however require a commitment of 4-6 people per company per class.

- Application classes via EDGE, including APM, Meridium, Automation, Brilliant Manufacturing and Cyber courses.

For a full list of applicable courses that qualify for the discount, please reach out to the partner enablement team via the 'Get Help' section of the GE Digital Partner Community. Currently there are no course discounts available to Certified level participants.

- **Product Certification and Certification Vouchers**
  As participants build their Digital Industrial practices, proving proficiency is a critical competent. Discounted certification test vouchers are available to all participants per the below discounts:
  - 100 Certification Pack – 50% off list (Global Strategic only, limited availability)
  - 50 Certification Pack – 25% off list (limited availability)
  - 25 Certification Pack – 10% off list (limited availability)

  Discounted vouchers are good for the Predix Developer Certification only.

- **ISV Marketplace Certification**
  Is specifically designed to approve and on-board your solution to our Predix.io Marketplace. Marketplace Certification encompasses all the technical on-boarding and related milestones we commit to in order to ensure the launch of your solution is a success. Such milestones consist of a business review, thorough architecture assessment, security review and compliance and continuous integration and continuous delivery setup, marketplace content preparations, etc.

Build

Getting you developing on the Predix Platform is one of GE Digital's most important priorities. We offer our participants exclusive development access to the Predix Platform to get you building and determining the right solution strategy, applicable migration efforts, necessary features and functionality, etc, to best serve your customer or target market.

- **Predix for Partners Platform Access & Services**
  Get hands on Predix Platform access. Platform environments differ by tier and offer participants the ability to get hands on access for customized development. Platform services include an unlimited number of developers, various microservices (some with an addition cost) and the ability to create multiple environments for development, testing and staging.

- **DevOps Services**

Consist of tools for source control management, agile planning, automated build and deployment, as well as testing to efficiently move code through the pipeline from development to production using our Continuous Delivery (CD) Pipeline service.

Go To Market

- **Go To Market / Marketing Benefits**
  A host of marketing tools and resources to help you generate awareness and drive demand for your products and services. You'll also find PR templates, logos, and usage guidelines that help you align with the GE brand and promote your relationship with our company.
- **GE Digital Email 'Campaigns in a Box'**
  Based on availability, Premier and Global Strategic tiers can access various lead generation assets and programs. For more information and availability please reach out to our Partner Experience team via the 'Get Help' tab in the Partner Community.

- **Joint Marketing Plans**
  Premier and Global Strategic tiers can engage with our Partner Experience team for joint marketing planning and support.

- **Event sponsorships**
  Sponsorships give you access to high-value, lead-generation opportunities and more attention from our Sales and Marketing teams, the developer community, and press and analysts. You'll find a central clearinghouse for reserving targeted sponsorships of conferences, gatherings, and Web properties in the Market section of the Partner Community.

Sell & Support

- **Support**
  Program and general partnership support can be accessed via the Get Help tab within the Partner Community. Standard Technical Support is also available to participants. For more information visit: https://www.predix.com/support

- **Sales Resources**
  Build awareness for your company, market your services, differentiate yourself from the competition, and generate leads: these are the building blocks of every successful organization. Being a GE Consulting Partner helps position you as committed to driving customer innovation — with the experience to back it up.

- **Joint Go To Market (GTM) Planning**
  Global Strategic and Platinum tiers work directly with their dedicated Partner Account Managers or GTM Directors to develop a set of key objectives based on their business needs and action plans to accomplish these objectives.

- **Sales & Product Training Activations**
  Participants within the Premier and Global Strategic tiers can take advantage of product and sales activation trainings. These activations are collaborative working sessions, providing product insight, use case studies and opportunity planning between GE Digital and Program participants. To inquire about activations, please reach out to your named partner manager or email gedigital.partners@ge.com. Activation sessions are subject to scheduling and availability.

- **Connected, GE Digital Partner Newsletter**
  Receive regular updates on the Alliance Program, tips from GE experts, insights from peers, info about networking events, and educational opportunities via the Partner newsletter.

How to Access Benefits

Please use the 'Get Help' tab within the Partner Community to request the specific benefit and to ask questions about the benefits.

Frequently Asked Questions
Updated February 2017

I.   GE Digital Program Updates for 2017

Q: What are the major changes to the GE Digital Alliance Program for 2017?

A: Effective January 1 2017:
- New tier requirements and measurement process for System Integrator, Technology and ISV Partner Types. There are four (4) recognized tiers; Certified, Select, Premier and Global Strategic.
- Updated Alliance Program benefits by tier
- Updated Partner Enablement programs and resources

II.   Program Measurement & Tier Process

Q: How are participants measured against program requirements?

A: Participants are measured against weighted criteria and based on a weighted contribution scoring model. GE Digital measures a participant's contribution score in the following metric areas for 2017:

- Sourced & Influenced Orders
- GE Digital Certifications
- Jointly Developed Solutions
- Industry Competencies
- Customer Stories

Q: What is the timing of the tiering and evaluation process?

A: 12-month rolling, evaluation every qtr for advancement only, annually for demotion.

Q: Are the contribution areas and targets the same for the ISV program?

A: The Measurement Targets that apply to ISVs, are distinctly different for ISVs in comparison to SIs, Telcos, and Technology Partners. Overall Partner Contribution Score (PCS) thresholds for tiering remain consistent across all Partner Programs. Two components of the ISV Program that are specifically different, and should be noted, are (i) the way sourced revenue is defined/quantified and (ii) we offer a unique tier called "Ignite. Ignite caters to start-up companies that are approved by GE Digital through an internal endorsement by one of our Foundry organizations or Incubator Programs abroad.

Q: If I am an ISV and SI/Technology partner, do my ISV revenue contributions count towards the System Integrator or Technology Program Tier requirements?

A: No, revenue attained via the ISV program does not count toward the SI/Technology Tier Contribution (and vice versa)

Q: What are the targets for the measurement requirements?

A: Please see the Requirements section (LINK)

Q: What are the Program Tier Contribution Score (Ranges)?

A: The tier target ranges for 2017 are;
- Certified: 2 – 249 pts
- Select: 250 – 649 pts
- Premier: 650 – 1000 pts
- Global Strategic (Invite Only)

Q: I'm an existing GE Digital Alliance Partner. What will my tier status be on January 1, 2017?

A: The GE Digital Alliance Program team will conduct the first participant evaluation to establish a PCS. Based on that scoring, participants will be placed in the appropriate tier. Any participant's PCS falling within a specific tier range will be placed in that associated tier. If a participant fails to meet the minimum for point attainment for Certified tier, they will be considered a 'Registered' Alliance Partner. Quarterly evaluations will take place throughout the calendar year.

Q: Can I be demoted to a lower tier?

A: A participant's tier will **only** be lowered during the Q1 (Jan to Mar) review of any FY. A participant will continue to have access to the benefits of the higher tier until that point.

Q: Do existing participants need to take any action to stay in the program for 2017?

A: No. There is no action required from participants at this time. On March 1, 2017, all partners will be evaluated in the Annual evaluation process and receive their tiering assignments.

Q: Can I advance to the next tier outside of the Quarterly Evaluation Period?

A: No. Participants can only advance during the quarterly evaluation period. Participants achieving the minimum points for the higher tier at any point during the quarter will need to wait until the beginning of the next quarter for their tier to be updated and to access associated benefits.

Q: How will I know if I qualified for advancement?

A: GE Digital will communicate to all participants that qualified for advancement shortly after the quarterly evaluation period has closed.

Q: How can I determine my current partner contribution score? Am I able to do this myself?

A: During the FY, the Partner Community 'Dashboard' is expected to come online to provide participants the ability to confirm what tier they are recognized for in the program. In the interim, if there is any confusion, pleases raise a case in the 'Get Help' section of the Partner Community and the Alliances Team will respond.

Q: Are partner contribution scores made public?

A: No, partner contribution scores will not be made public. Partner tier can be.

III.   Program Requirements

Q: Are there minimum requirements to remain a part of the Alliance Partner Program?

A: In 2017, there are no minimum requirements to remain a part of the GE Digital Alliance Partner Program. There is an intention, however, in 2018 to set a minimum contribution score for a partner to be remain a part of the Program.

Q: What is an Industry Competency and how can my organization obtain one?

A: Please see the Requirements section (LINK)

Q: What is the difference between Sourced and Influenced Orders?

A: Please see the Requirements section (LINK)

Q: What if a partner overachieves against the max target for Sourced or Influenced Orders?

A: 1. Sourced orders above the max target will roll over and work towards retiring a participant's Influenced revenue

2. Influenced orders above the max target will not count towards a participant's contribution score

Q: Does Wurldtech Reseller revenue count toward the program?

A: Order data for 2016 will consist of data captured in GE Digital's SF instance for both Sourced and Influenced. During the FY17, as GE systems become more integrated, order calculations will be completed in a best efforts fashion working across GE verticals for Digital contribution.

Q: Which GED products count towards my Sourced/Influenced orders targets?

A: Order data for 2016 will consist of data captured in GE Digital's SF instance for both Sourced and Influenced. During the FY17, as GE systems become more integrated, order calculations will be completed in a best efforts fashion working across GE verticals for Digital contribution.

Q: What Certifications count towards the program?

A: Currently, the certifications that counts towards the requirement is the Predix Developer Certification and Smart Signal Certification. We expect additional GE Digital Certifications to come on line throughout 2017, and we will update the program requirement accordingly.

Q: Does the Registered Tier require 2 certified individuals or 2 certifications? Can a company with 1 employee with 2 certifications qualify to be a Registered Partner?

A: The Certified tier requires a minimum of 1 individual (holding 2 or more certifications) or a minimum of 2 individuals (holding at least 1 certification *each*).

Q: What are Customer Stories and how do I submit them?

A: Please see the Requirements section (LINK)

IV.   Program Benefits

Q: If I attain a higher tier status throughout the year, are my benefits pro-rated?

A: In 2017, benefits are % or access based. Therefore, there are not any needs to pro-rate benefits. Once you are promoted to the higher tier, you will have access to the higher level of benefits.

Q: If I attain a higher tier status throughout the year, are my new benefits in addition to any existing benefits my organization had?

A: No, the new benefits would be incremental.

Q: How do I redeem program benefits?

A: To redeem program benefits, such as training credits or Certification vouchers, please use the GE Digital Partner Community 'Get Help' section (selecting Benefit -> Benefit Redemption case type)

Q: Is there a logo (or badge) I can use to communicate my Program Tier to customers?

A: At this point in time there is not a badge or external designation. This is under review for 2017.

Q: Do I have to utilize all of my benefits in the Calendar Year (e.g. Certification Exam Vouchers)?

A: Yes, all benefits are expected to be consumed during the FY that they are earned.

Q: Are discounts available to participants for training and certification?

A: Discounts on training and certifications are available to partners based on tier attainment. Please see benefits table above.

Q: How do I request Predix Platform Access, as part of my benefits?

A: Please use the 'Get Help' section within the GE Digital Partner Community to request access.

Q: I would like to issue a Press Release, are there guidelines?

A: Yes, please refer to the document located in the 'Program' section of the GE Digital Partner Community. Press Release guidelines, support and rules differ by tier.

Q: How do I know if I have a Partner Account/Alliance Manager assigned to my organization?

A: Partner Account Managers are assigned to GSP and Premier tiers only. If you are not at the GSP or Premier tier, you do not have a Partner Alliance Manager assigned.

Q: How do I access or obtain assistance with some of the Marketing benefits outlined in the benefit table?

A: Please use the 'Get Help' section within the GE Digital Partner Community to request assistance.

V.   Miscellaneous Questions

Q: If I don't have a Partner Account Manager, whom can I contact if I have a question?

A: For general help, you have 2 options; (i) Open a case via the 'Get Help' section of the GE Digital Partner Community (gedigitalalliance.com/community) or (ii) send an email to gedigital.partners@ge.com

Document Revision History

Date	Page	Section	Summary
March 2017	Multiple	Multiple	Material update to the entire document laying out 2017 enhancements
April 2016	--	--	Initial release