

Putting a Face on Electronic Commerce

Kathy Warden

Top Challenges to EC Implementation

Market Challenges

- Lack of Industry Standards
- Lack of Understood Business Benefits
- Lack of Technical Infrastructure
- Lack of Business Infrastructure
- Lack of Development Skills

GEIS Capabilities

- Open Systems Integration
- Training
- EC Outsourcing
- Community Management
- Open Systems Integration

Source: G2 Research

 *GEIS Services Address These Customer Challenges*

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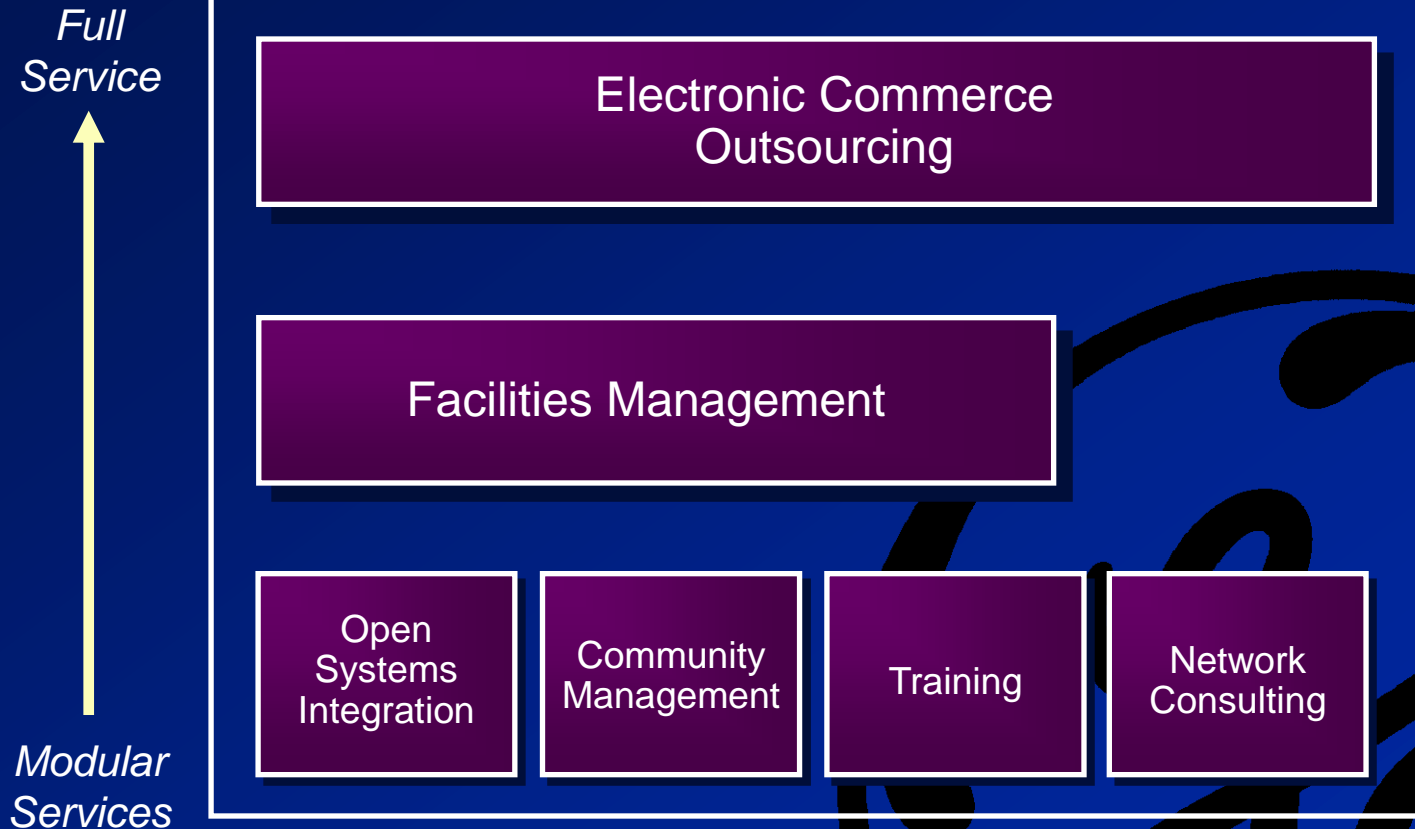
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Enterprise Commerce Services



Open Systems Integration

Provides EC Systems Integration, Implementation and Consulting Services to Mid to Large Customers Using Gateway, Internet, Catalog, and Risk Management Expertise



Open Systems Integration

EC Gateway Services

- Project Management
- Application Integration (Mapping, ERP)
- Systems Integration (Comms, Custom)

Internet Systems Services

- Project Management
- Extranet Design and Implementation
- Legacy Web Interface Development

Financial Systems Services (RXM)

- Project Management and Consulting
- Legacy Systems Integration
- Comm Server Integration

Catalog Services

- Project Management / Design
- Application Integration
- Catalog Implementation (Business Rules, Workflow)

Open Systems Integration

Today

- Limited Bandwidth in All Practices
- Gateway Implementation Proficiency
- Unfocused Approach to Internet Technology Implementation
- Varied Approaches Globally

Coming in 1998

- Bandwidth - Capacity Planning
 - Catalog Services and Modeling Capabilities
 - Re-usable Internet Technology Modules
 - RXM Web Forms Technology
- 

Community Management

Utilizing Skilled Consultants, Documented Processes, and an Established Infrastructure, Community Management Services Aim to Create and Enable Hub / Trading Partner Communications



Community Management

Ramp and Implementation Services

Two Models:

- 1) GRIP - Standard Provided Services
- 2) ARIS - Accelerated, Premium Ramp Services

Includes Variations of:

- Pre-sales
- Project Management
- Survey Development
- TP Kit Development (Desktop Solutions)
- Telesales
- Contract Implementation
- Network Application Connectivity

Premium Support Services

Two Models:

- 1) GEIS Product / Service Community Focus
- 2) Custom Community Focus

Includes Variations of:

- Project Management
- Dedicated Help Desk Services
- Shared Help Desk Services

Community Management

1997

- Generated Over \$8M in Revenue
- Doubled Revenue From ARIS Programs
- Established 11,000 Hub / Trading Partner Relationships (Net)
- Support Twelve Dedicated Communities
- No Clear Approach to Internet Community Management
- Community Management Not Integrated Globally

Coming in 1998

- Expand Ramp Programs to Include Robust *Internet Ramp Services*
- Provide *Vertical-specific* Community Management Services
- Provide *Six Sigma / Programs Established* to Drive Productivity and Global Integration
- Offer Tiers of Service and Enhance Trading Partner Program

Training

Skilled Consultants and Instructors Provide Both Product-related and Custom Training Courses to Enable End-users to Knowledgeably and Effectively Use EC Products and Services



Training

- Training Courses Provided:
 - EC Gateway Product Training
 - Translator Product Training
 - Internet-based Product Training
- Additional Capabilities:
 - Custom Training
 - Client-site Training



Training

1997

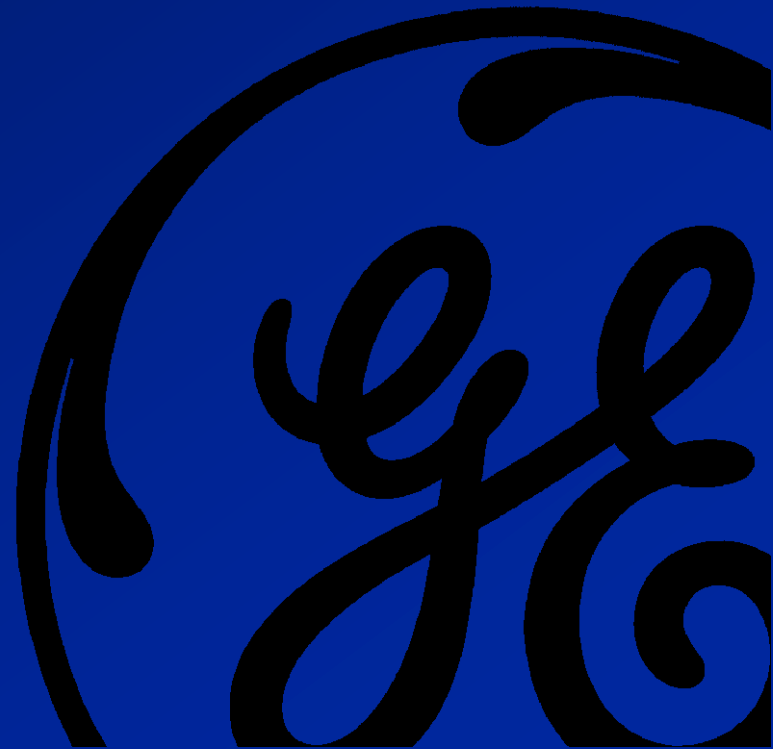
- Delivered 179 Training Courses to Customers
- Trained over 1,000 Clients and Hundreds of GEIS Personnel
- Developed 30 New Courses
- Training Not Integrated Globally
- No EC Entry-level Training Courses

Coming in 1998

- Expanding Training Course Curriculum to Include Advanced Product Courses
 - Piloting Electronic Commerce Seminars
 - Offering Web-based Training
 - Providing Training “Extensions” Such as EDI Certification and Vertical-specific Courses
 - Developing International Course Offering
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- A large, stylized, black outline of the GE logo is positioned on the right side of the slide, partially overlapping the text area. The logo consists of a large 'G' and a smaller 'E' intertwined.

Network Consulting

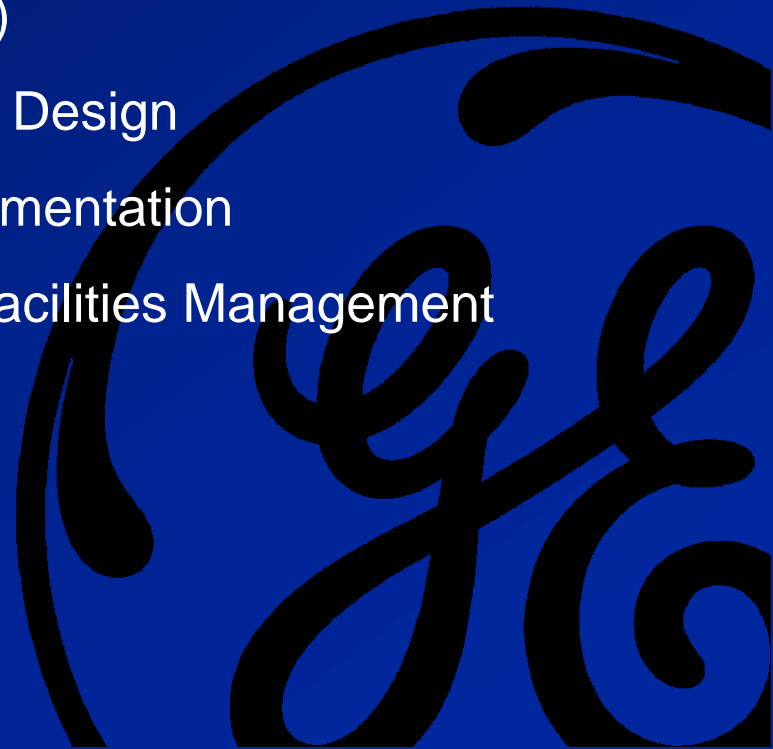
Provides the Network Design, Implementation, and Operations to Enable Customers to Deliver EC Services to Their Community



Network Consulting

Service Capabilities

- Connectivity Services (i.e., Frame Relay, X.25, Dial PPP)
- Network Infrastructure Design
- Logical Network Implementation
- Network and Server Facilities Management
- End User Support



Network Consulting

Today

- Not a Commercial Service
- Several Large Wins – GTSL and NESMA
- Potential Market Opportunity in Every Region Globally

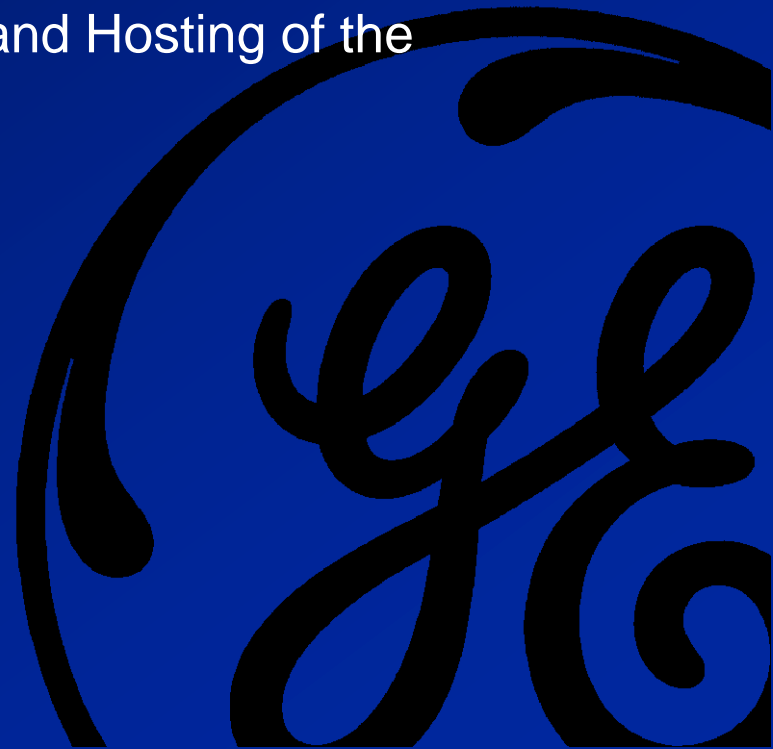
Coming in 1998

- Develop Deliverables for GTSL
- Evaluation of Market for “GTSL” Clones
- Potentially Package Deliverables for Solution Replication



Facilities Management

Provides EC Application Hosting Services to Clients Seeking to Implement Client Premise Software but Outsource the Management and Hosting of the System



Facilities Management

Service Capabilities

- Facilities Provision
- System Configuration
- Application Monitoring
- Change Management
- User Administration
- End User Support



Facilities Management

Today

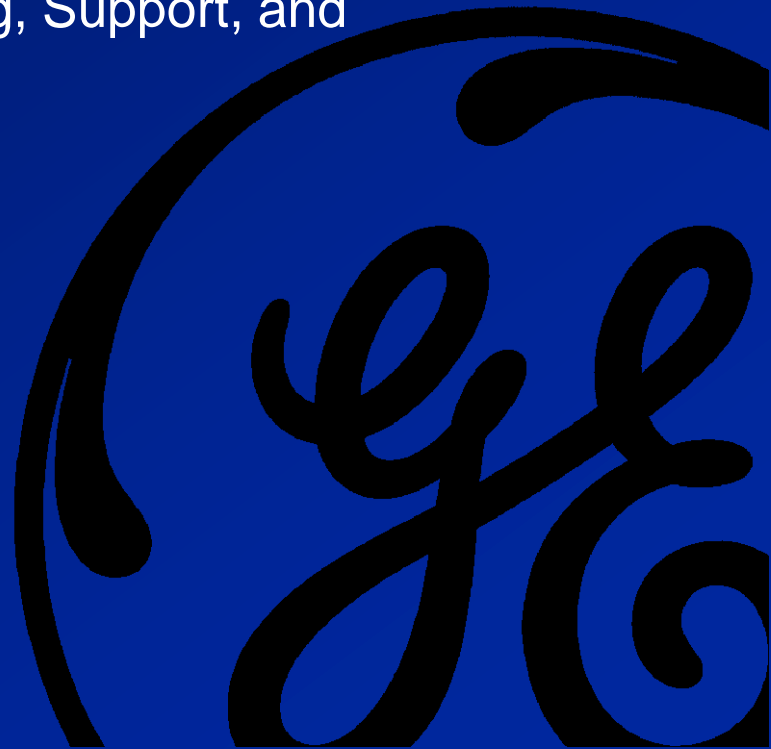
- Not a Commercial Service
- Experience with Enterprise “Specials”
- High Demand for Service by Customers and Prospects

Coming in 1998

- Commercialized Application Hosting Services, for Enterprise Initially
 - Completed Multi-generation Service Plan to Define Catalog, Extranet Hosting Services
 - New Source of Annuity Revenue to Complement Software Sales
- 

EC Service Center

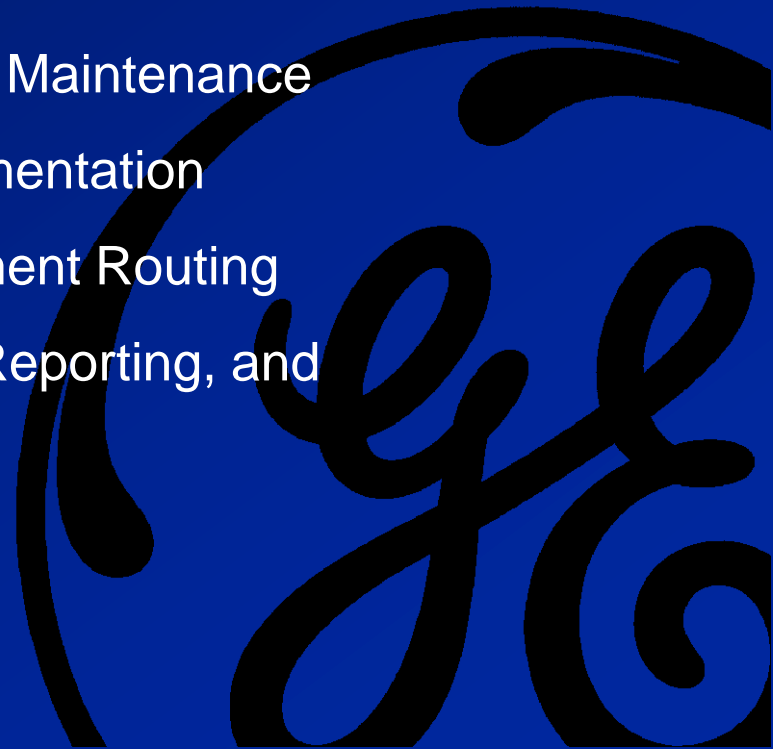
Provides EDI Outsourcing Solutions, Services and Management to Grow a Customer's EDI Program Utilizing Centralized Processing, Support, and Infrastructure



EC Service Center

Service Capabilities

- Project Management
- Map Development and Maintenance
- Trading Partner Implementation
- Translation and Document Routing
- Proactive Monitoring, Reporting, and Support



EC Service Center

Today

- Over 60 EDI Communities
- More Than 14,000 EDI Trading Partners Implemented
- Available in the Americas and Europe
- Total EDI Outsourcing Solution

Coming in 1998

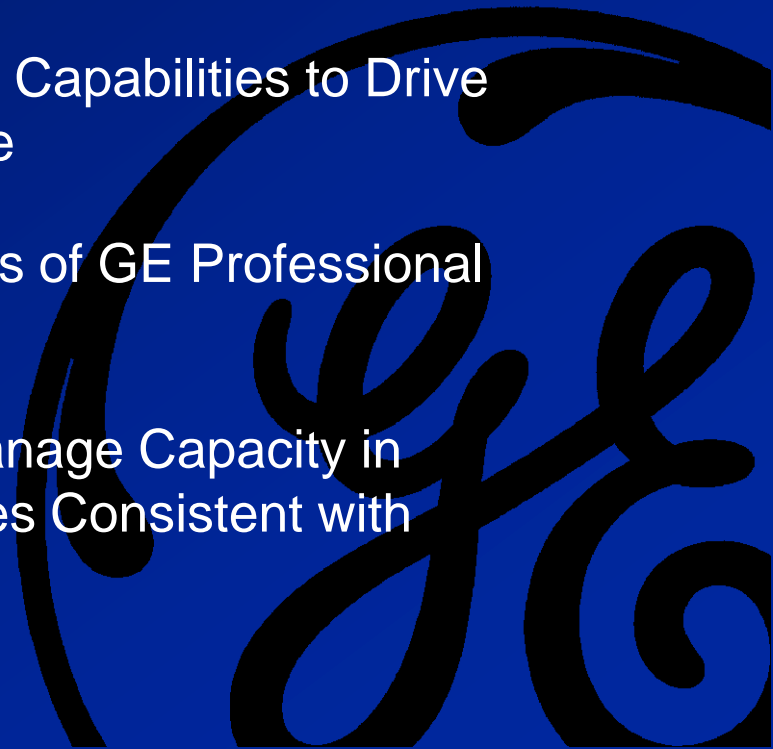
- \$11M Revenue Globally
- Expand Capabilities to Facilities Management and Non-EDI VAN Communities
- Global Positioning of Americas and Europe's Centers and ASPAC EC Center



Services Marketing



- Commercialize Product-related Services
- Identify New Strategic Service Capabilities to Drive Incremental Services Revenue
- Develop Brand and Awareness of GE Professional Services Capabilities
- Implement Methodology to Manage Capacity in Professional Services Practices Consistent with Solutions Strategy



Services Growth Plan

Branding Strategy

- Utilize GE Enterprise Commerce Umbrella Brand
- Launch Individual Services under One Brand
 - EC Service Center
 - Open Systems Integration
 - Community Management
 - Training
- Develop Services Collateral
 - Service Tracks
 - Product-specific Service Collateral



Services Growth Plan

Services Positioning

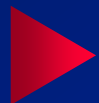
- Define New Service Offerings
 - Product Service Extensions
 - Focus Groups
 - Package Custom Work
- Standardize and Communicate Services Pricing
- Conduct Industry Analyst Briefings
- Identify Sources of Service Capacity



Services Growth Plan

Sales Programs

- Deliver Sales Training
 - Communicate Services Strategy to Field Sales and Telesales
 - Develop Activision Training
- Develop Sales Tools
- Lead Generation Activity
- Installed Base Programs



Define Services Offerings as Global Solution Components



Summary



The Market for
Electronic Commerce
Professional Services
Will Double
in the
Next Five Years

Source: Gartner Group