



GE Information Services

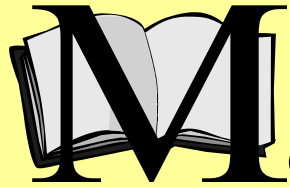
Supply Chain Productivity Solutions



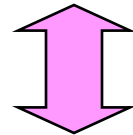
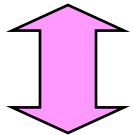
Electronic Commerce

Maurizio Ammannato Marketing and S&S Mgr.


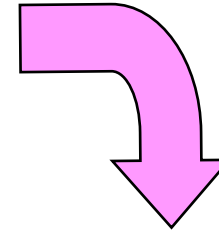




McKinsey : in year 2015, the 50% of worldwide NGP will come from Global Enterprises (today at 20%)



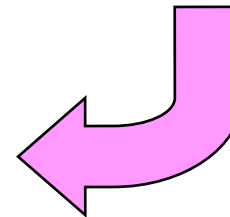
General Electric : Control Your Destiny or Someone Else Will



Electronic



Commerce



The relationship between them ?



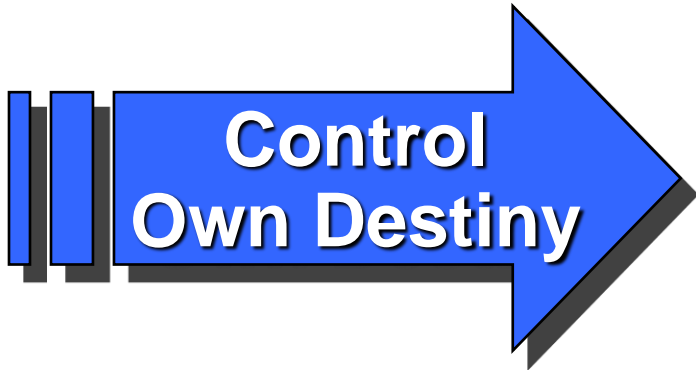


Theme :
Destiny Control





To



need to be



implementing



through



The Road-map





AIA G



IT Application to improve commercial transactions efficiency between business partners

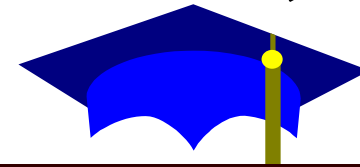


ECW



Any type of commercial transaction between commercial partners using electronic media

SBI



Toolkit of technology and business rules to allow secure commercial transactions on private and public networks

Where to Start?





“In the 90’s, we are facing the toughest business decade in history, with more competition, tougher competitors, and customers who will be judge, jury and executioner of any business that does not anticipate, satisfy, and care about their needs.”



**John F. Welch, Jr.
CEO**

General Electric Company

Where to Start? > Client Focus



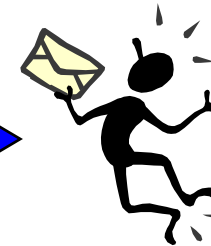




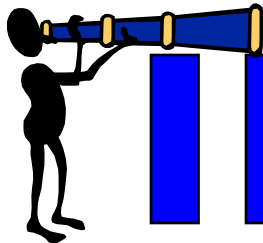
Downsizing
(Short Term)

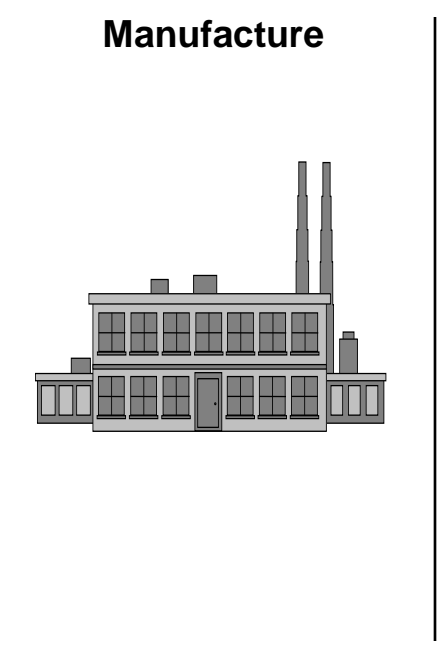
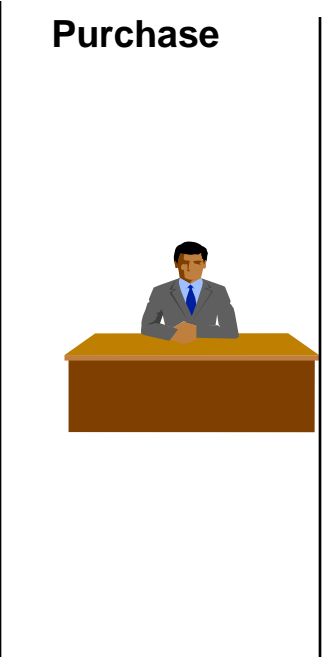
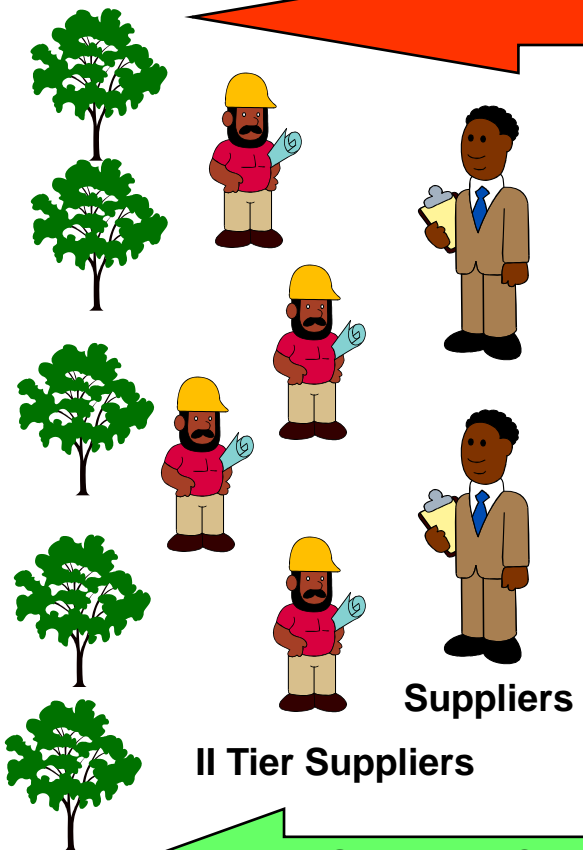


Firing Here / Hiring There
(Flexibility game)



Speed up Extended Supply Chain



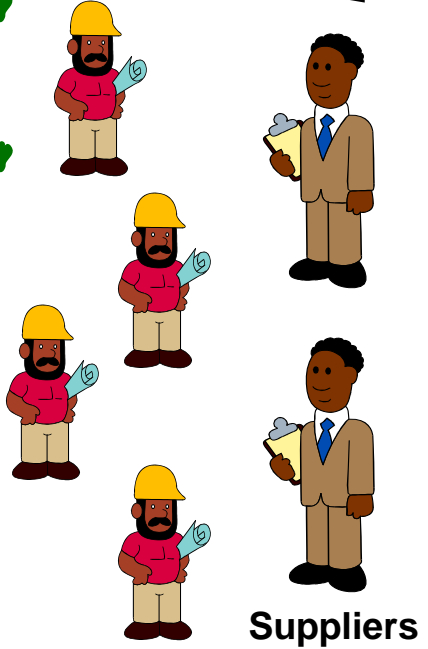


The Supply Chain





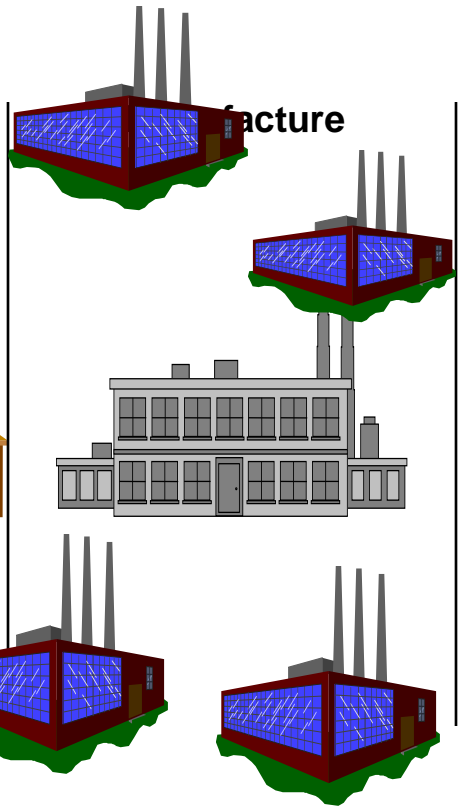
Raw Materials



Suppliers

II Tier Suppliers

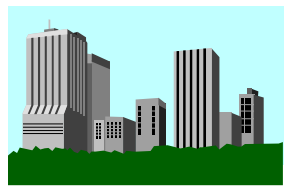
Purchase



Factory

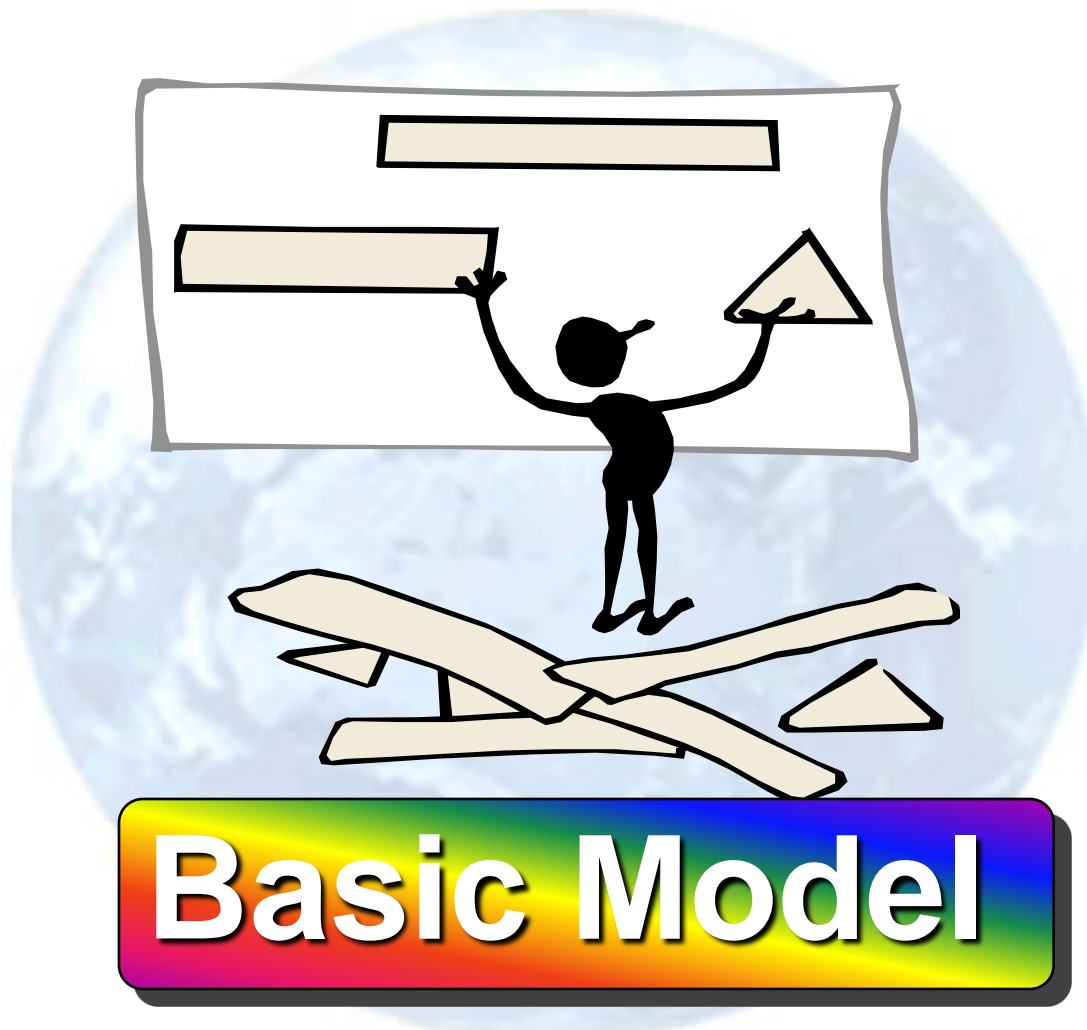
Sales

Client



The Supply Chain Extended



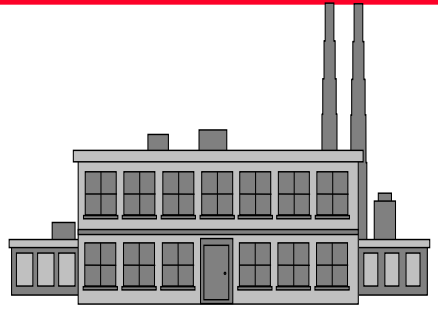


Basic Model





Supply Chain Productivity Solutions

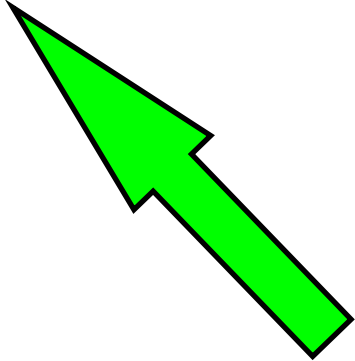
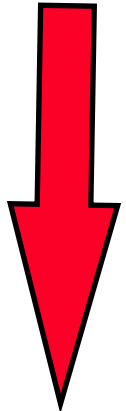
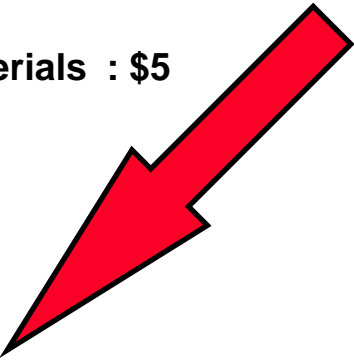


+ Infrastructure
+ Transformation : \$10

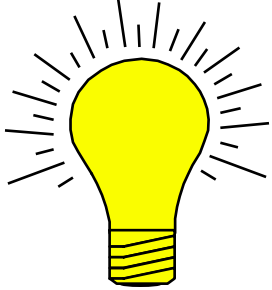
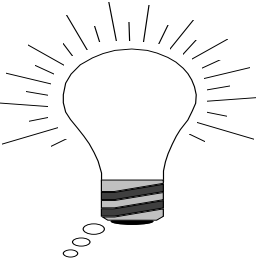
Raw Material	+\$ 5
Infrastructure Cost	+\$10
Margin	+\$ 5
.....	
Price	\$20

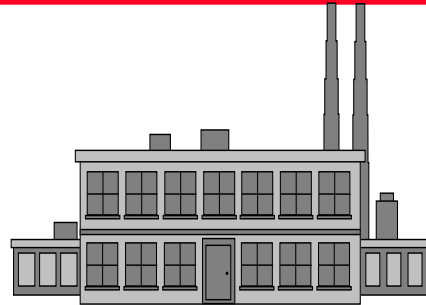
End User Price : \$20

Raw materials : \$5



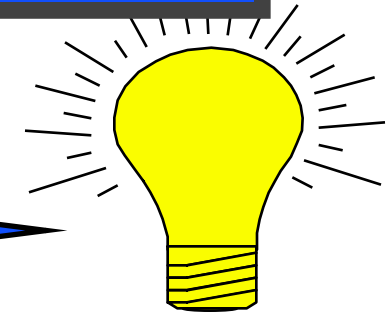
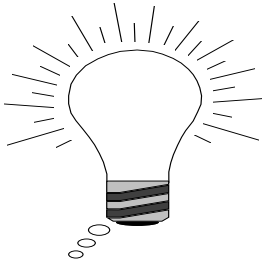
+ Margin : \$5





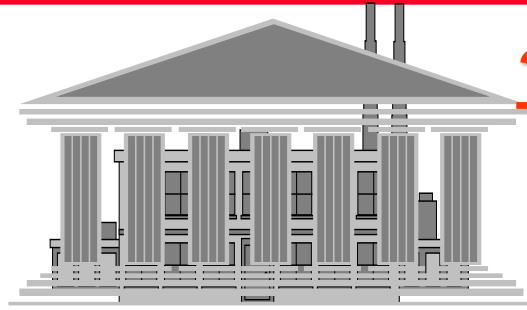
Doesn't Work Anymore:

- Raw Materials Pricing quite the same
- Comparable Structural Costs
- Pricing Dictated by the Market



Out of Date Model

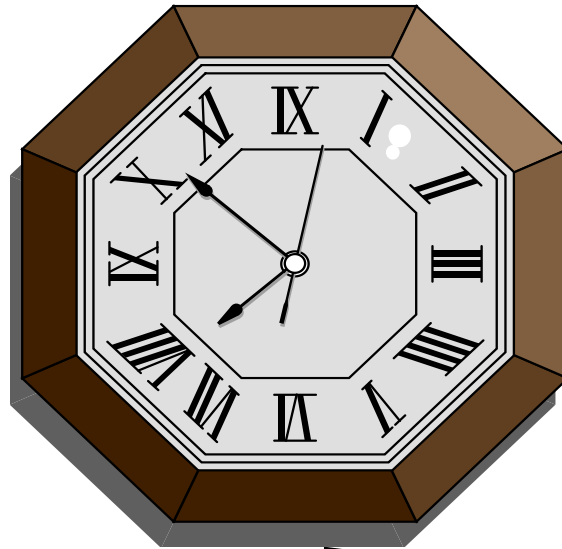
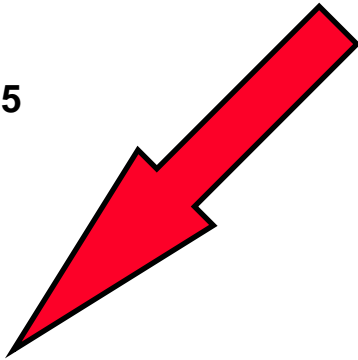




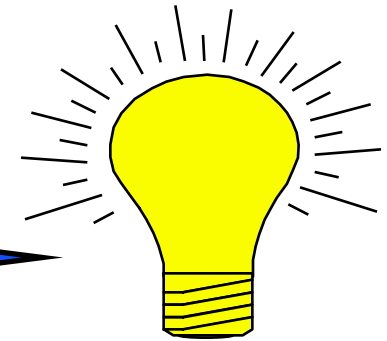
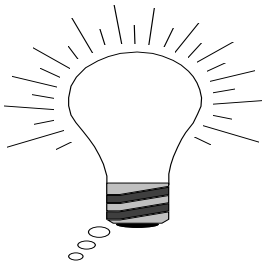
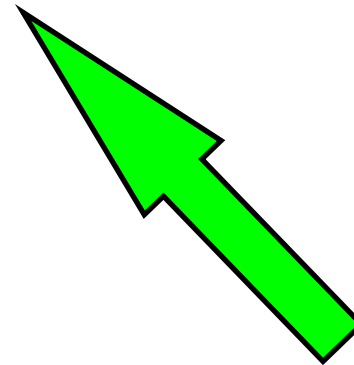
?WHEN the Money Back?

Lend : \$5

lend : \$5

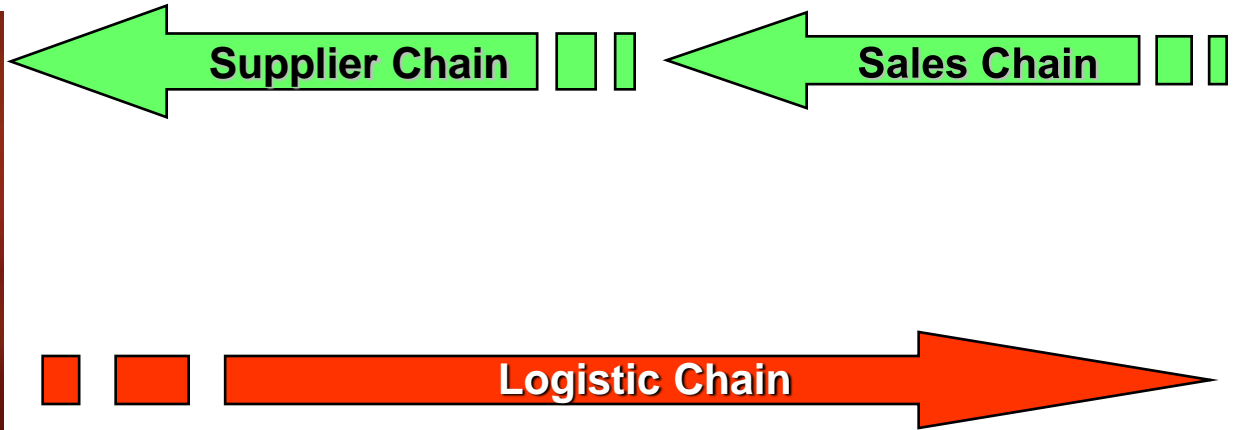
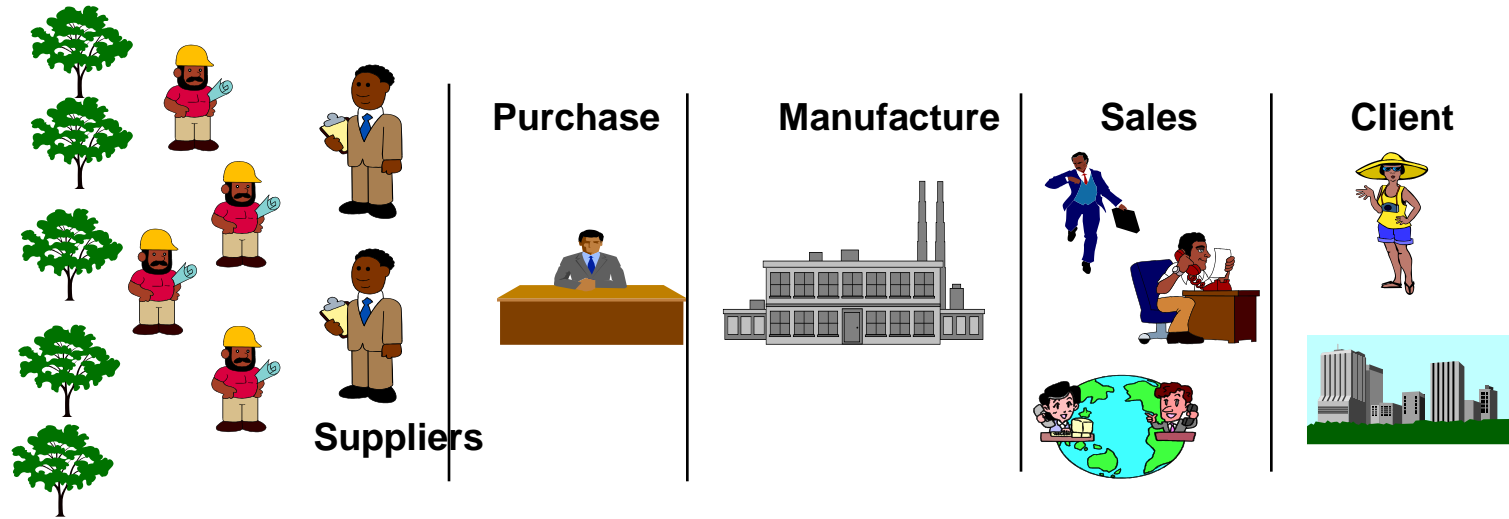


Back : \$20



Enterprise like a Bank: Lending & Getting Back Money



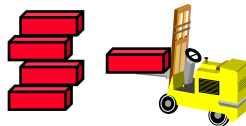


Speeding-up the Ext*SC IS the New Productivity

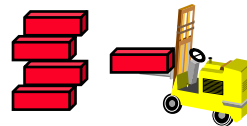
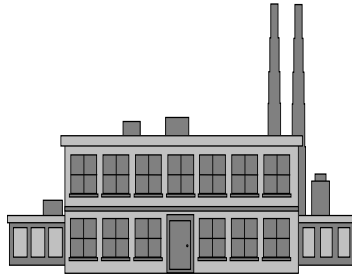




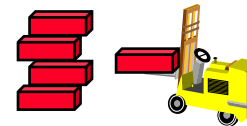
Purchase



Manufacture

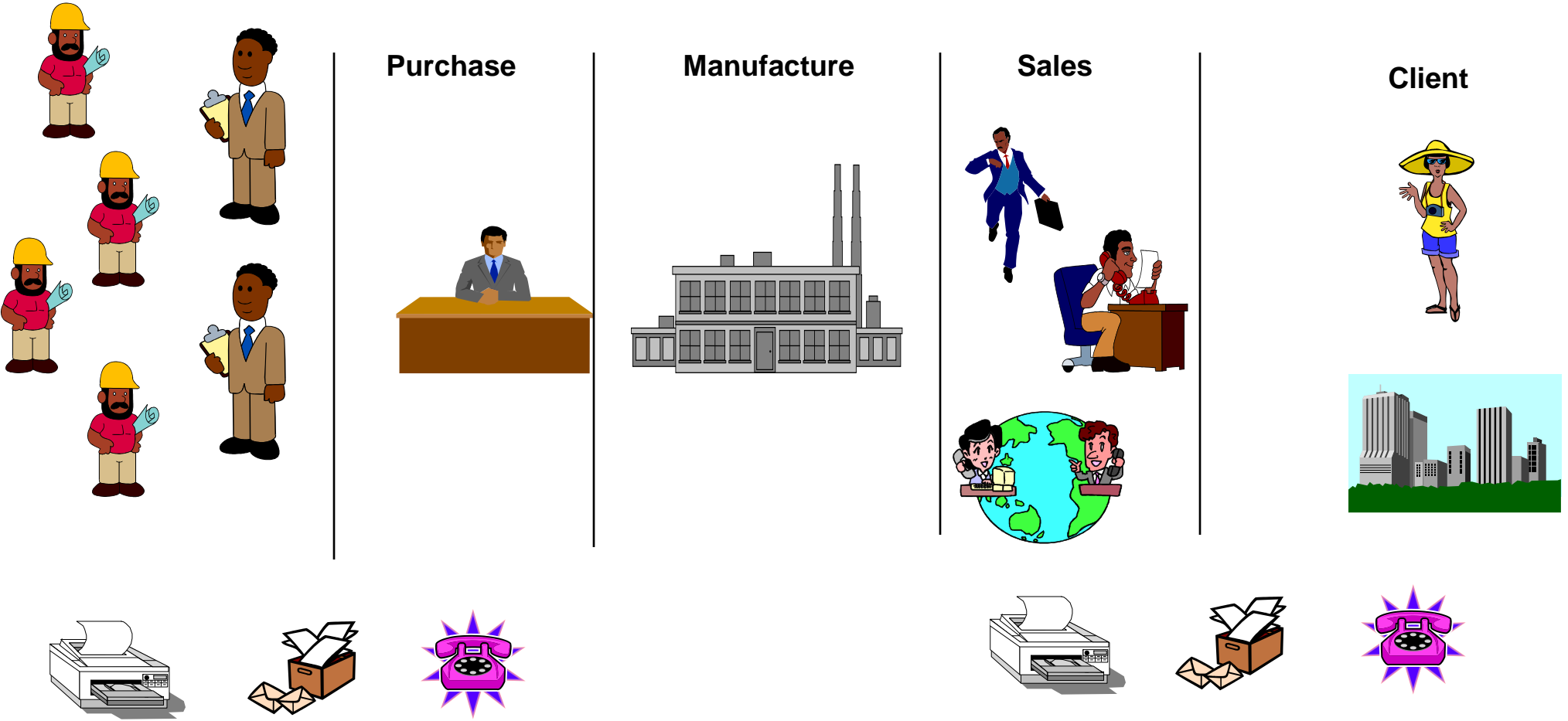


Sales

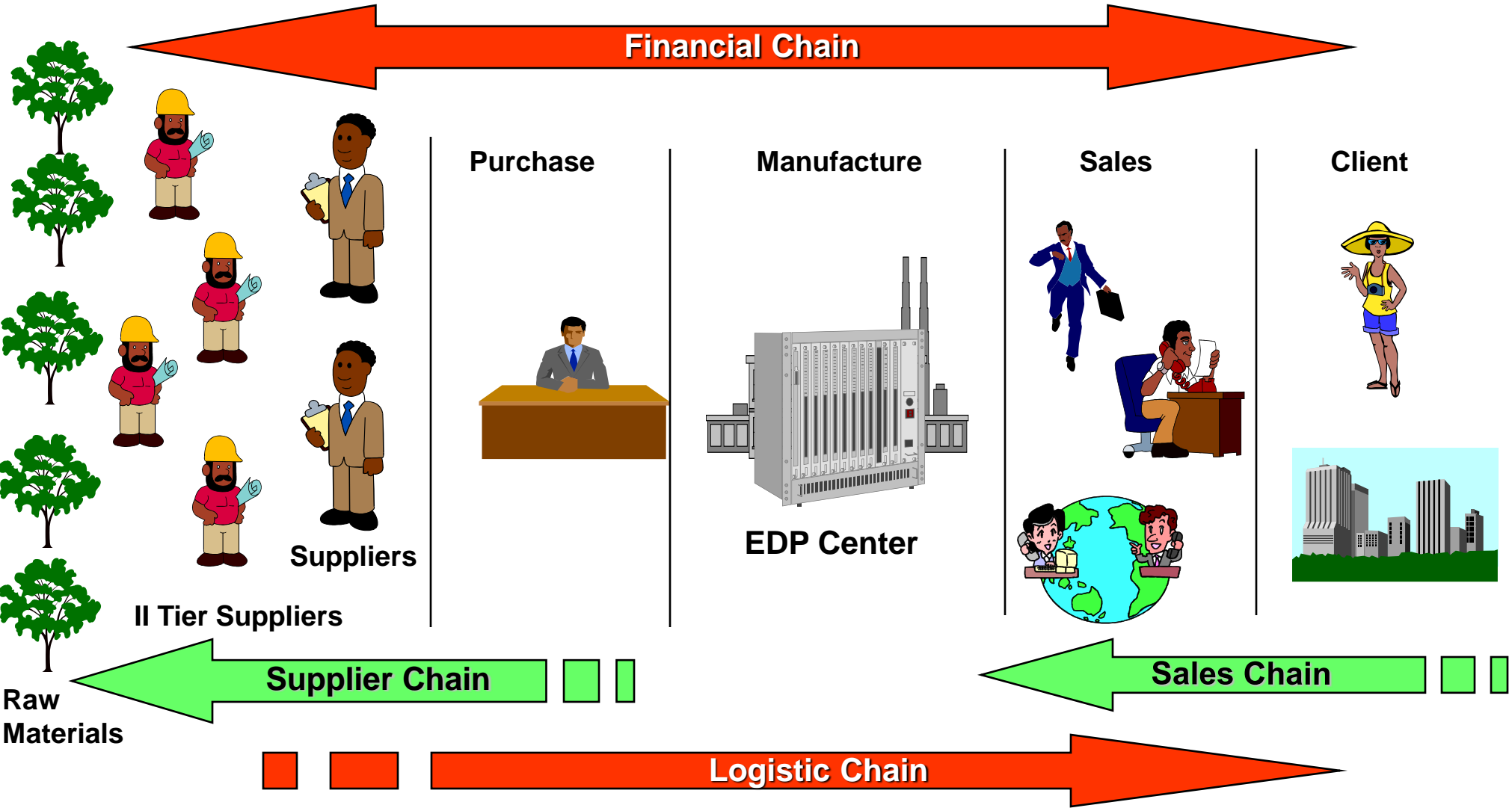


SC Institutional Internal Bottleneck : Stocks



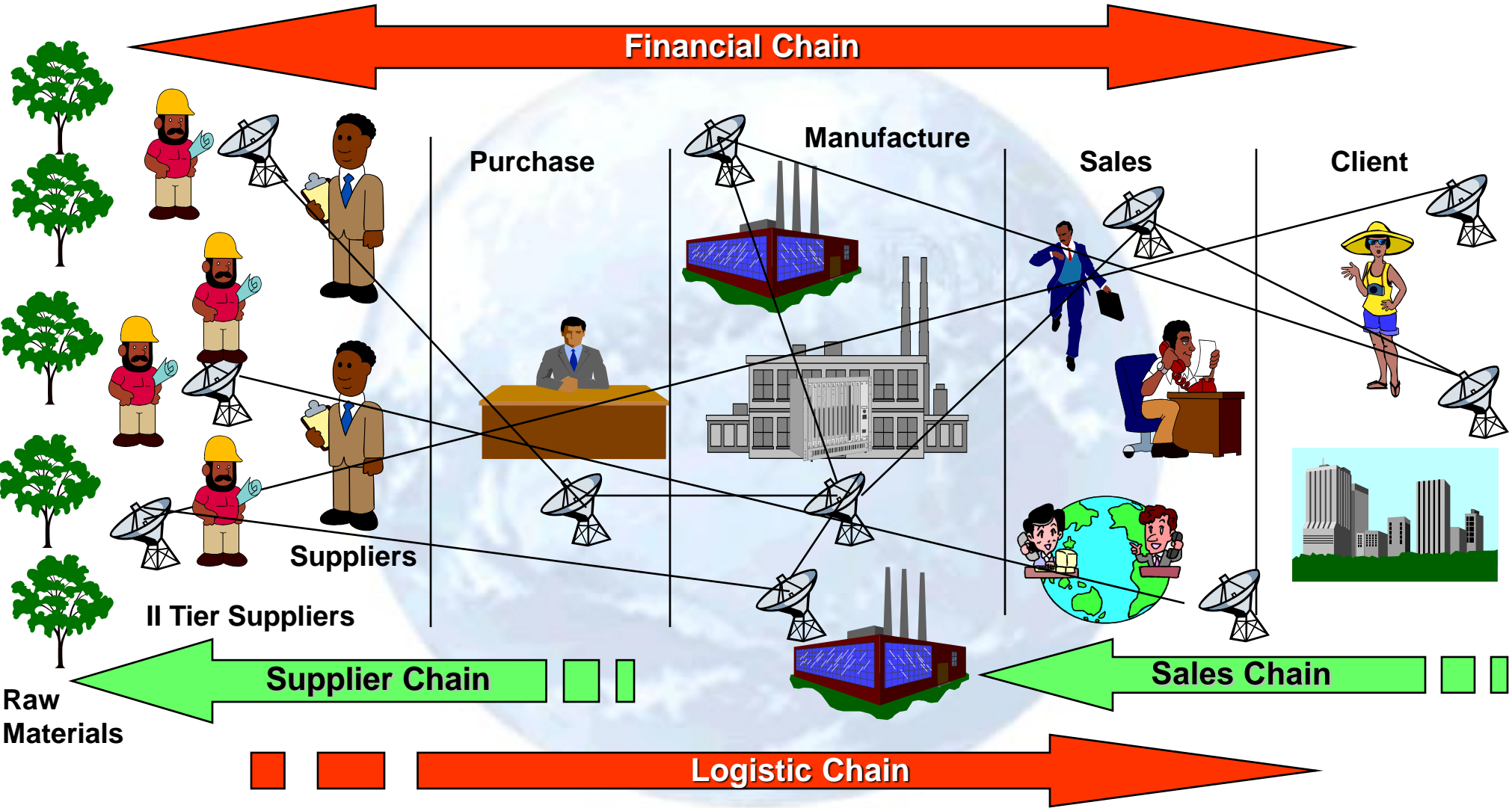


SC Institutional External Bottleneck : Mail/Fax/Phone 



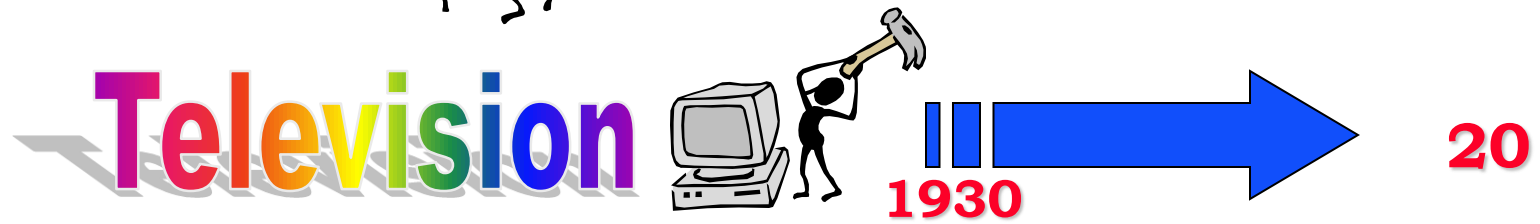
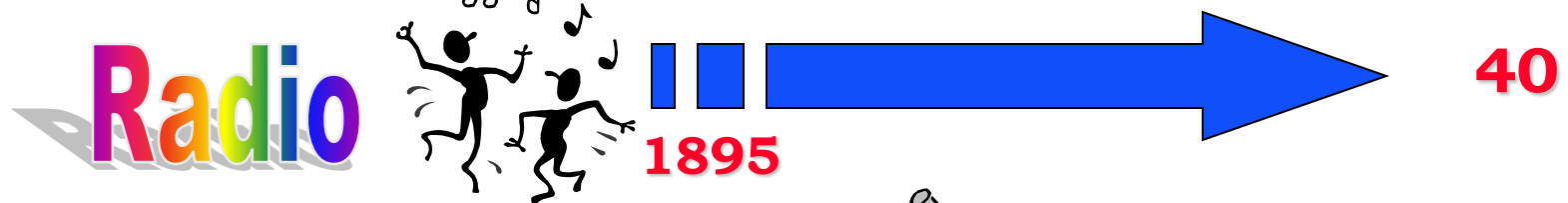
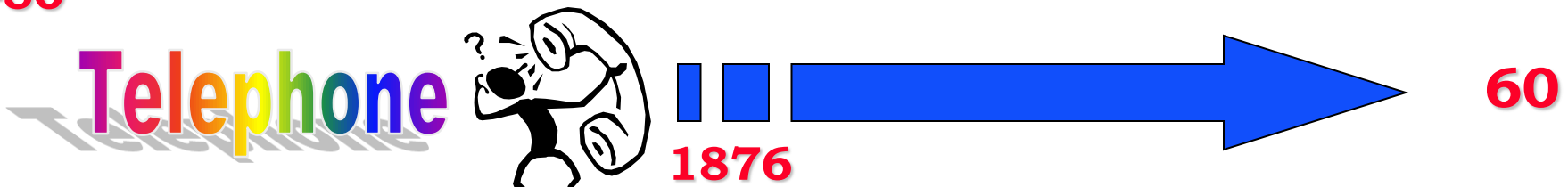
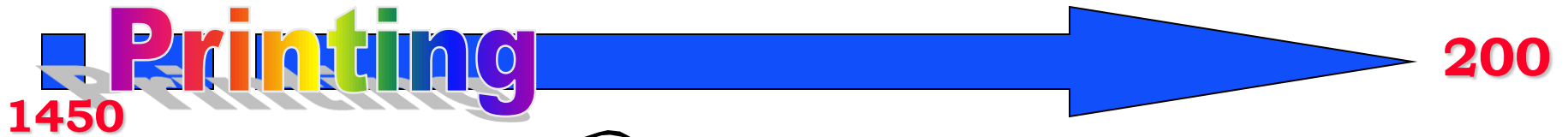
How to speed-up? The old fashion technology?





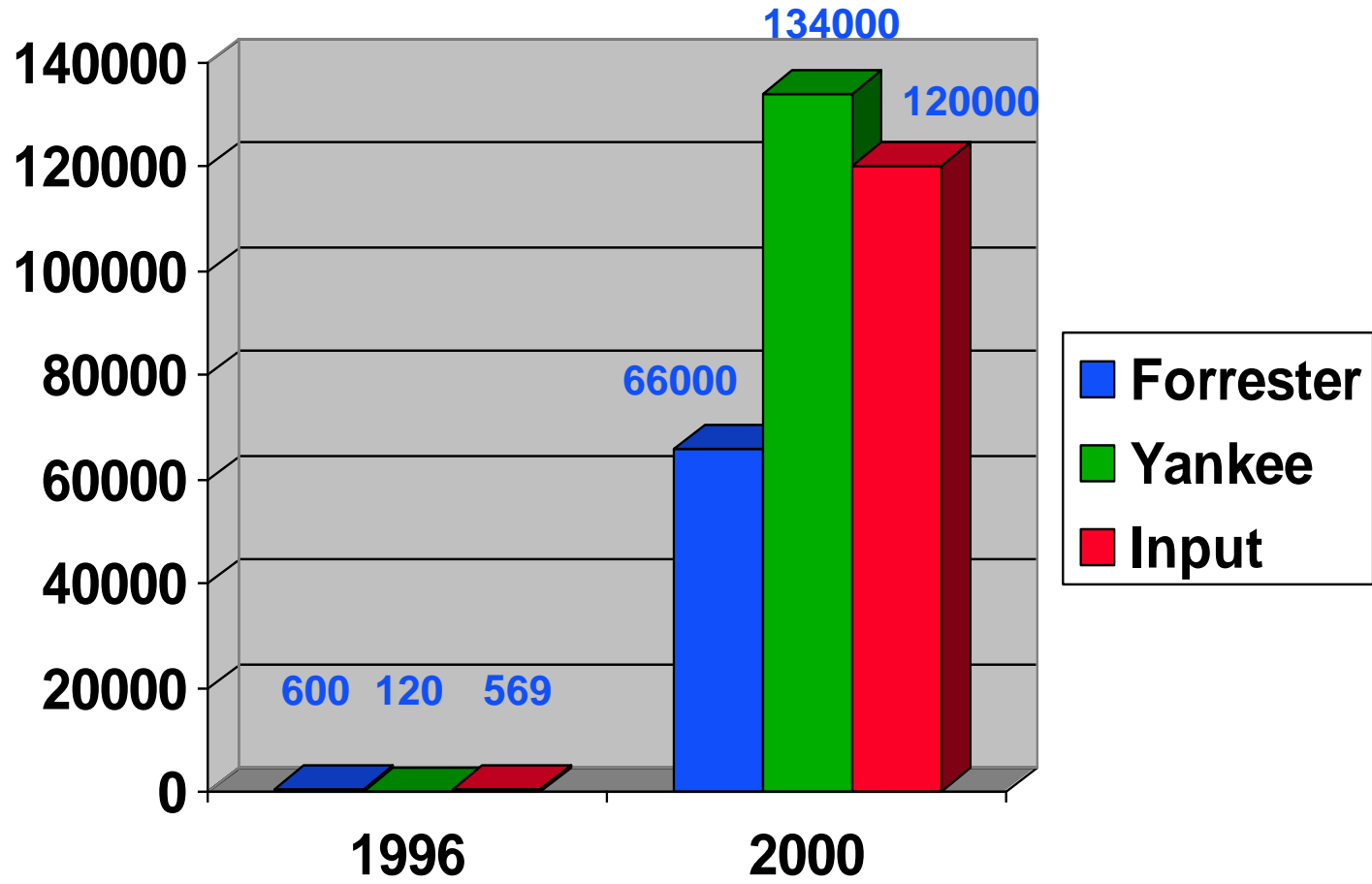
Transactional Technology to exchange digital business transactions between business partners





of years to reach 50 million users

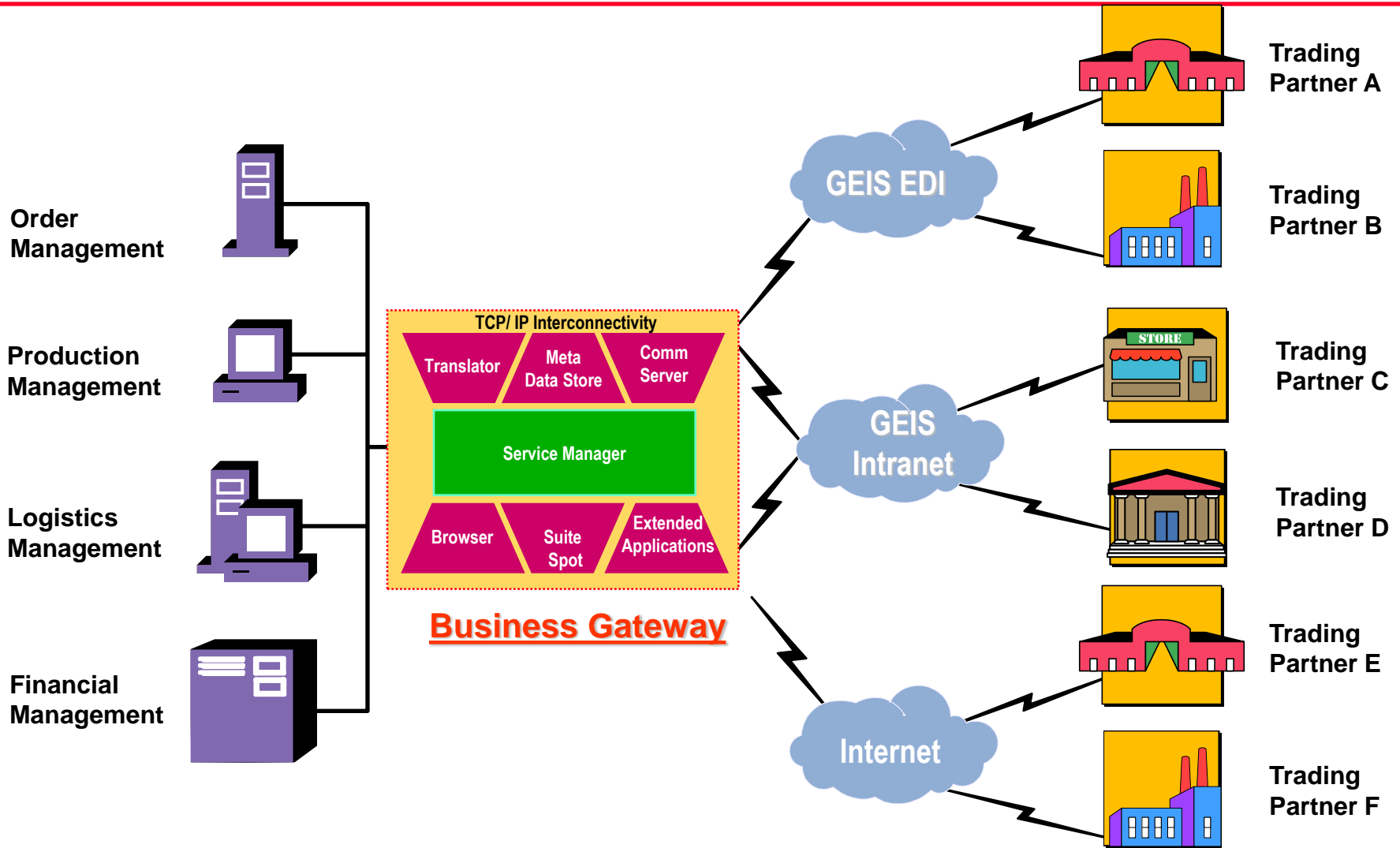


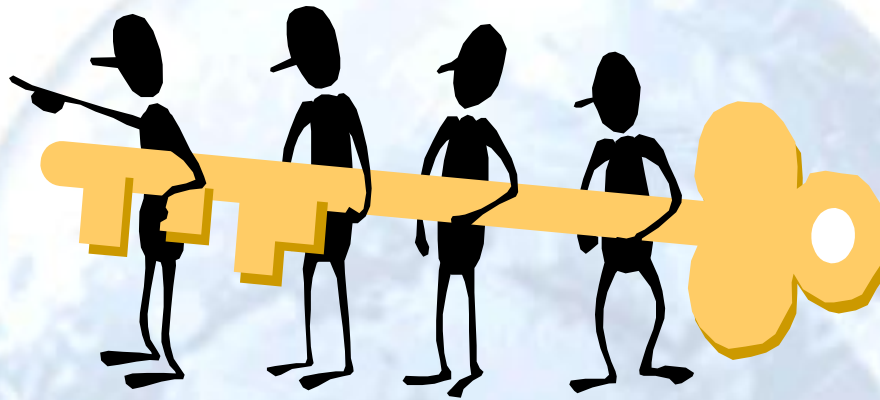


Commercial Transactions on Internet (\$M)









Security

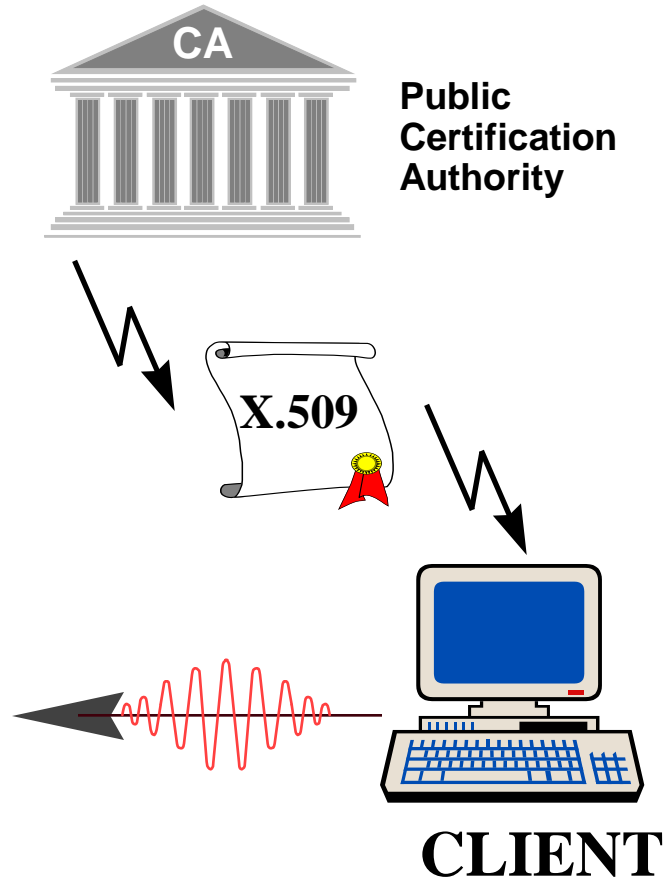
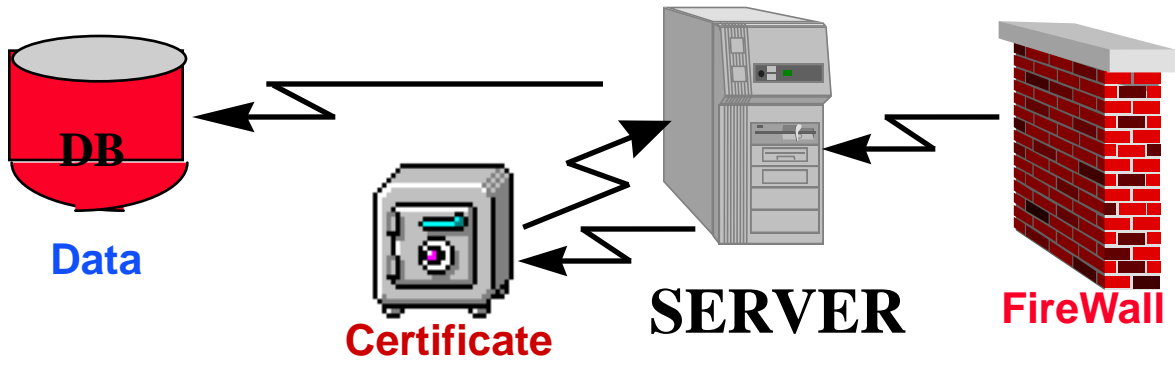




Private

Public

X.509 certification allows two business partners to exchange coded digital transactions using a couple of asymmetric keys.



X.509 Certification (Public Authority)





Electronic Commerce



Product & Services for Business-to-Business



To Speed-Up the Extended Supply Chain



New Keyword for Productivity



To Become Global Player

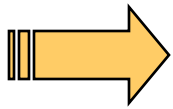




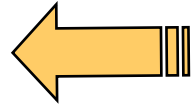
To Control Own Destiny



Performance
(market value)



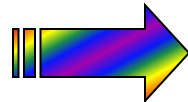
Client Focus



Value
(global competitor)



Productivity



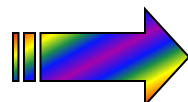
Speed-up SC Processes

Technology



B-2-B E-Commerce

Quality



SixSigma Competitiveness





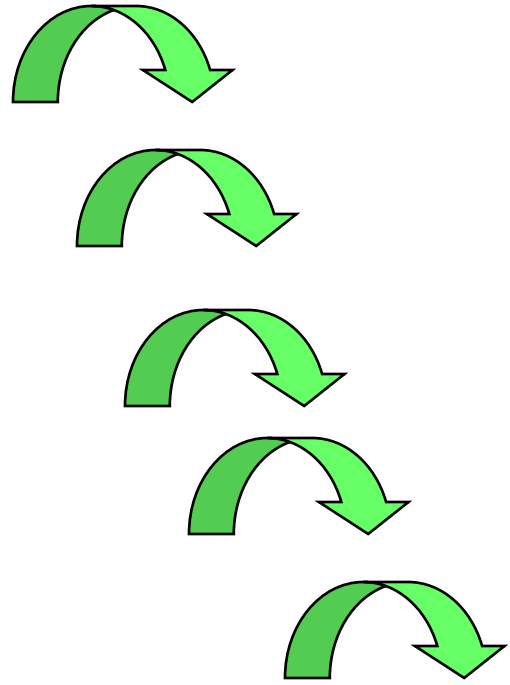
Ext*SC process Knowledge

EDI Expertise

Latest Technology Mastery

Integration Support

Security Provider



Who do you need to start?





GE Information Services

Supply Chain Productivity Solutions

Thankyou



Productivity. It's all we do.™

