



# Cisco CIO Day Europe

Barcelona 2009

IT Challenges and Real  
World Solutions for  
Today's Environment:  
The view from leading  
European CIOs



**Neil Dyke**, GE Corporate CIO, Europe the Middle East & Africa

# GE

## Imagination at Work

# GE is a family of five businesses ... \$183B

(2008 Revenue)



Energy  
Infrastructure



Technology  
Infrastructure



GE Capital



Consumer & Industrial



NBC Universal



imagination at work

# GE is recognized as being among the world's best companies

## World's most admired company

*Fortune Magazine*

2000, 2001, 2002, 2006, 2007

## World's most respected company

*Barron's Magazine*

2005 (#1), 2007 (#3)

## Top 50 technology companies

*Scientific American*

## Dow Jones Sustainability Index

2005, 2006, 2007

## Best Place to Launch a Career

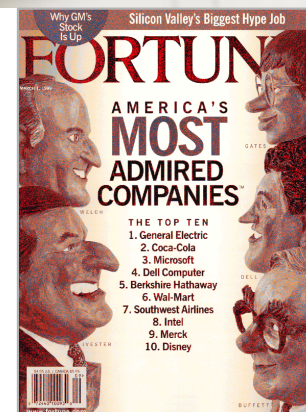
*Business Week Magazine*- 2007 (#13)

## 100 Best Companies for Working Mothers

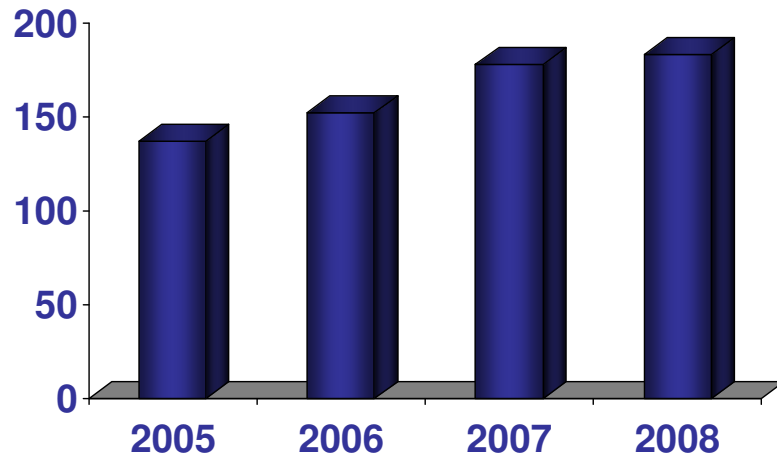
*Working Mother Magazine*

## Best in Leadership Development- 2007

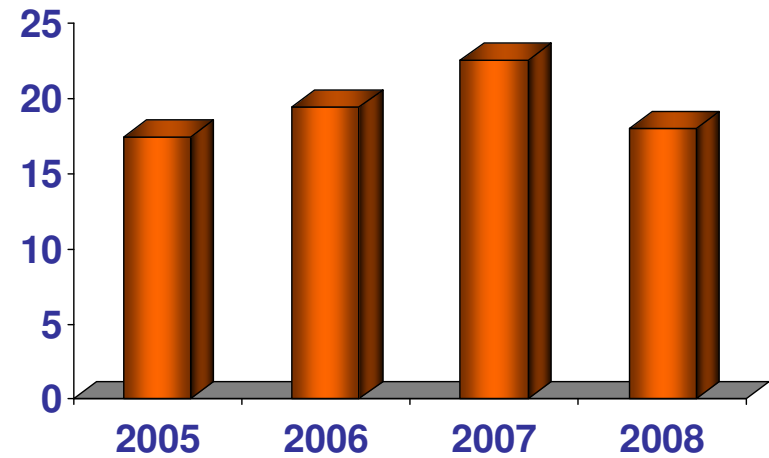
*Leadership Excellence Magazine*



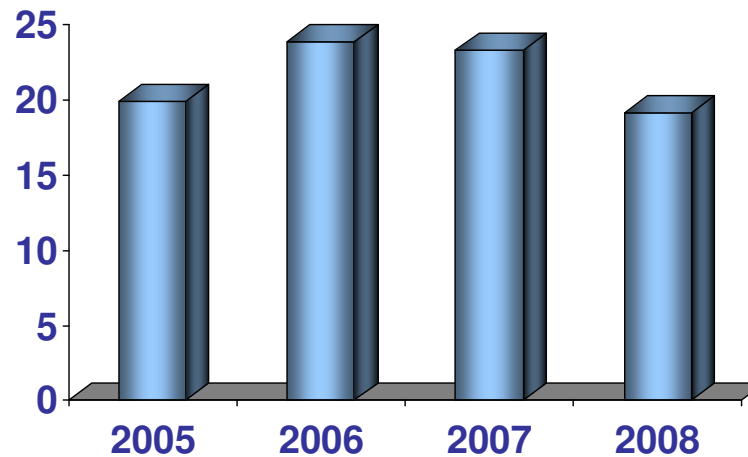
# 2008 Performance (\$ Billion)



■ Revenue



■ Earnings



■ Cash

# 2009 ...

## Focus

- AAA Credit Rating
- Dividend
- Cash

## Actions

- Six Businesses to Five
- Reduce Leverage
- Reduce Long Term Debt
- \$15 Billion equity offering
- Higher ROE

# IT ... Simplify & Leverage Scale

Lean before Digitise

Single IT Infrastructure Approach

Cloud Services

Virtualisation

LCC Resources

Enterprise Web 2.0

# Support Central

... Enterprise Web 2.0 ?

... Social Networking ?

... Mash Up ?



# Convergence of Four Themes

1. Individuals

2. Communities

3. Knowledge

4. Processes

# Support Central Convergence

For the enterprise ...

A platform for people and information  
organized in communities where they deliver  
processes to customers

A Professional network established with use

**Individuals-Communities-Knowledge-Processes**

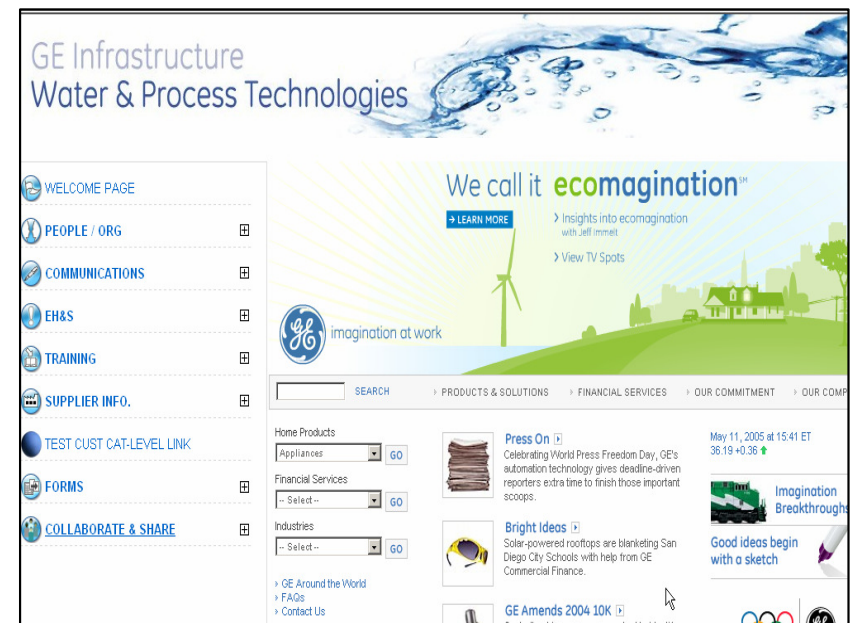
# Communities - over 50,000 of them

In minutes, anyone in GE can establish a web site (Community)  
(the system monitors communities and deletes those not used)

SupportCentral communities have seven years of developing features  
and functions that communities need to server their visitors



Simple, Functional & Quick



Elaborate & Beautiful

# Game-Changing Process Mashup System

**Digitize a process faster  
than you can document it**

- Connect with data sources instantly
- Change it rapidly
- Minutes instead of Months
- Point & Click instead of Code
- Tried and Tested
- Integrated: People-Communities-Knowledge

# Enterprise Scale

- **Highly efficient architecture**
  - Scaled for GE
  - 400,000 users on a single system
- **Cloud Approach**
  - NO limit on storage for individuals and communities
  - Lower cost than commercial clouds (no profit margin required)
  - Innovation in storage use
- **Enterprise Governance**
  - Implement compliance policies
  - Prevent use of Yahoo Groups etc by Employees for business needs
  - Constant security testing
- **Collateral Savings**
  - License costs of software
  - Replace applications with SC Mashups – web apps
  - Lower cost customizations on SupportCentral
  - \$200 per hour expert vs do it yourself
  - Speed!



# In Summary ...



imagination at work

# NOT a top-down mandate

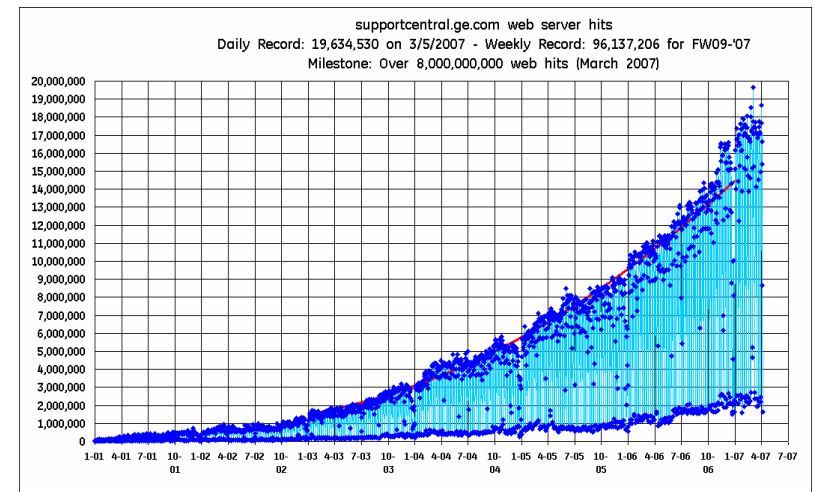
**Usage gained the hard way - by  
convincing thousands of people  
that this was a better way to work**

**If it does not help you -  
do not use it!!!**

# A Part of the GE Fabric ...

- +50,000 communities
- +5,000 cases per day
- +100,000 experts
- +30,000 Cust/Supplier External Users
- +325,000 “active” users
- +25,000,000 web hits per day
- +20,000 Workflow requests each day
- +18,000 Searches per day
- +700,000 doc downloads per day

- 4 Million+ Cases logged ...  
saved over 12 Million employee  
hours of time 3.3 hours avg.  
time saved per case
- 2,000 Surveys a month ...  
saved GE \$6 Million in 2007



**at GE ... used more than Yahoo & Google combined**



# Cultural Change

**SupportCentral transforms how GE finds and shares information, collaborates, and executes business processes ...**

- ... just as Google revolutionizes search, Facebook redefines social networking, and eBay enables pricing transparency