Marketing& Sales

Purchasing/ Supplier

Logistics Management

Financial Services

A Buyer's Solution for Reducing Sourcing Costs

BONN - COMPETITION - German exporters, battling against a strong currency and high labour costs, have found another cause for their declining share of international markets: the Internet.

Michael Fuchs, the president of Germany's wholesale and foreign trade association, on Tuesday said that companies are losing once lucrative niche markets because *the Internet makes it easier to compare prices and thus makes competition tougher*.

Where once a German company would offer to supply goods abroad at a given price and be fairly sure of winning the order, it is now likely to find the potential customer quoting more competitive prices from perhaps five other suppliers and putting the German company under pressure to improve its terms.
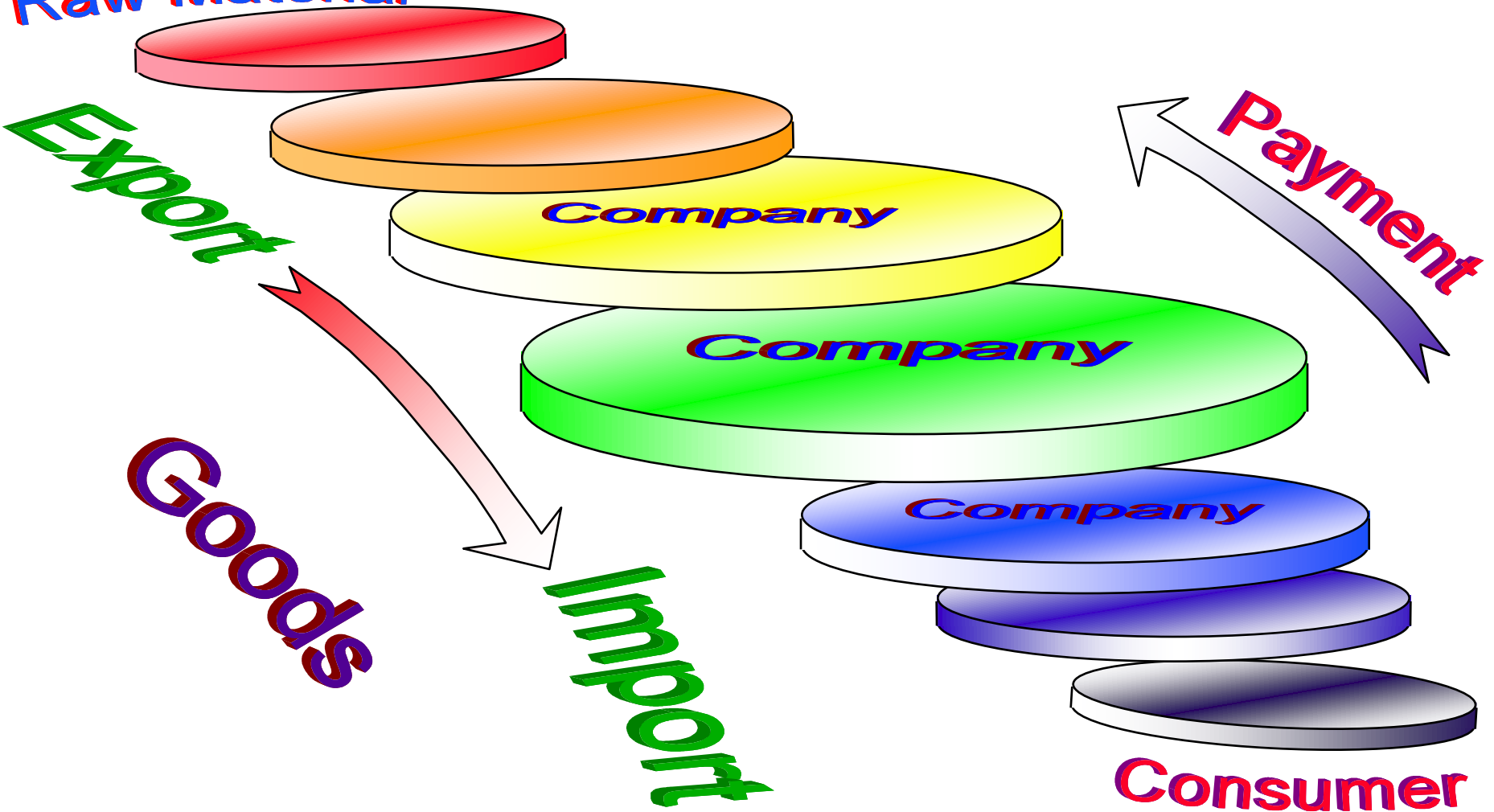
Agenda

- **Process Review & Introduction to TradingPOST**

- **Demo of TradingPOST**

- **TradingPOST Components**

- **TradingPOST Functionality**

- **Pricing**

- **Cost Justification Model**

Raw Material

Export

Goods

Import

Payment

Company

Company

Company

Consumer

The Complete Supply Chain

Supplier

Company

Customer
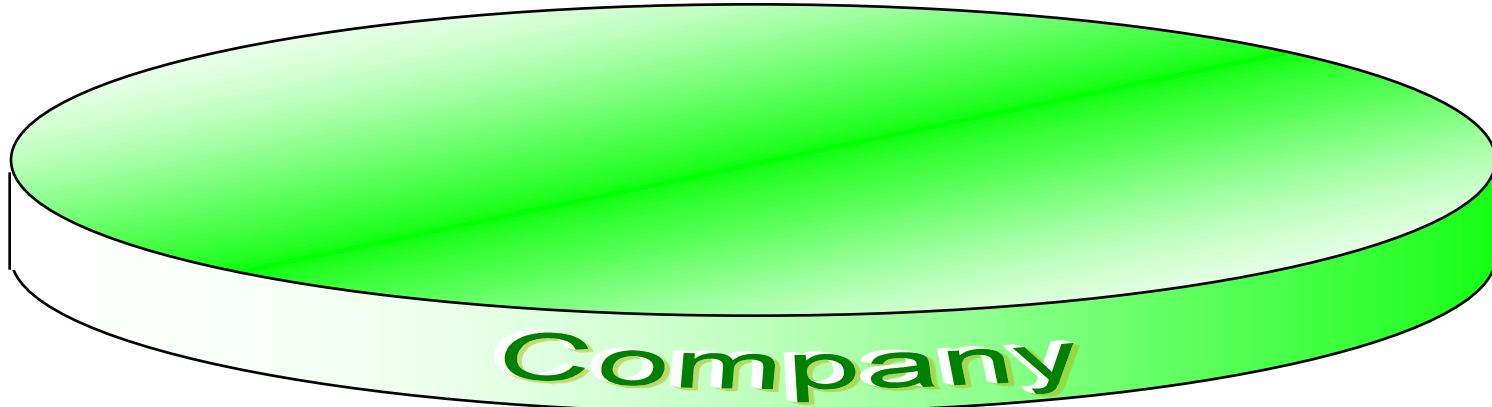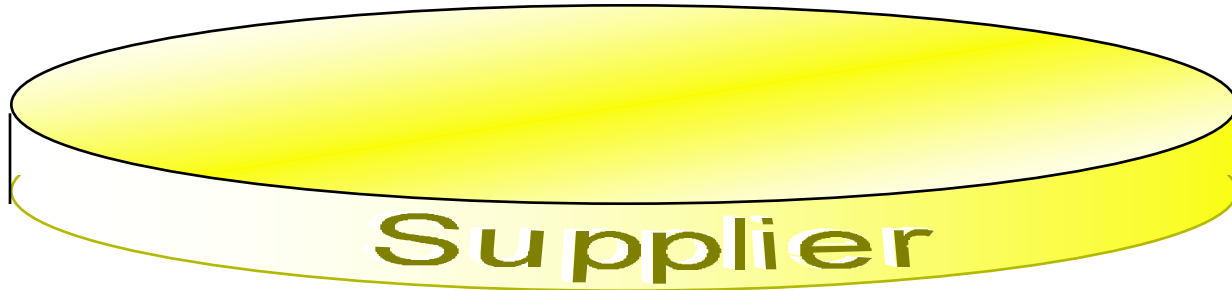
A Company and its Partners

GE Information Services

Supplier

Supply

Order

Buy

Sel

Company

Sell

Buy

Supply

Order

Customer
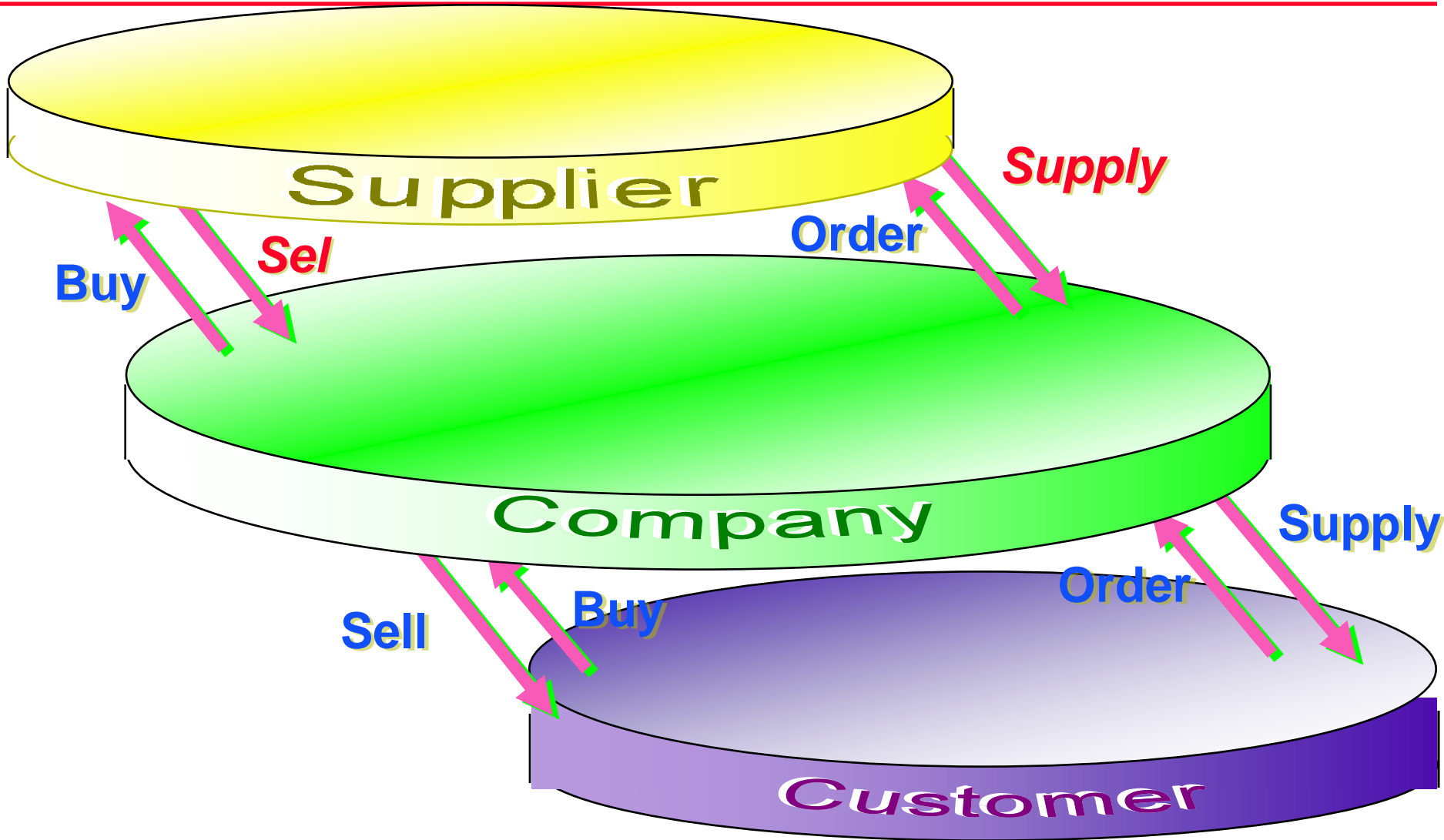
Commercial & Physical Flows

Supplier

Purchasing/Supplier Management

Logistics (jointly driven)

Company

Logistics (jointly driven)

Marketing/Sales Management

Customer

Company-driven Processes

Purchasing/Supplier Management

Sourcing → **Bid/ Award** → **Ordering & Order Admin** → **Receipt & Manage- ment of Goods** → **Payment**

Purchasing/Supplier Management
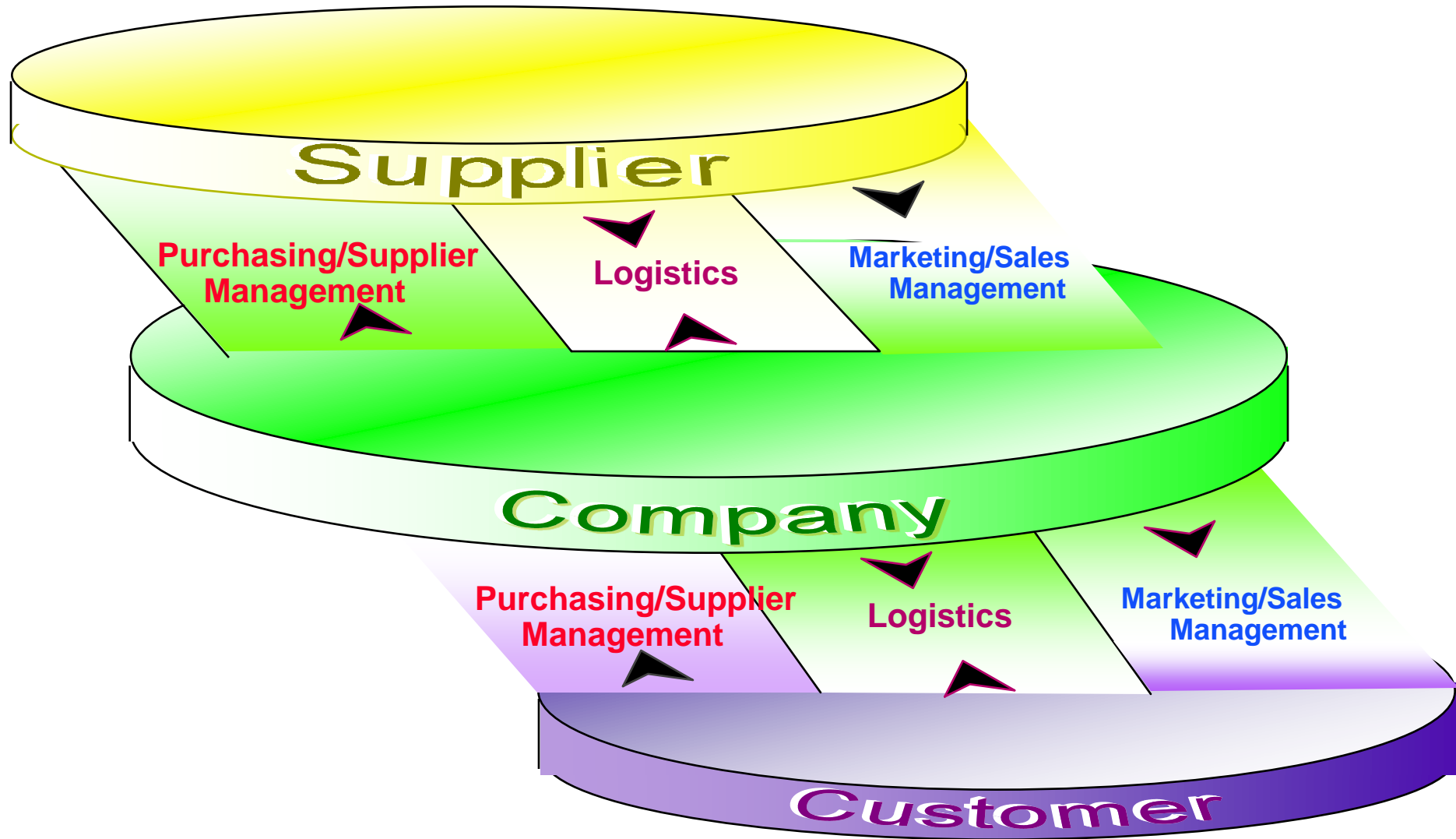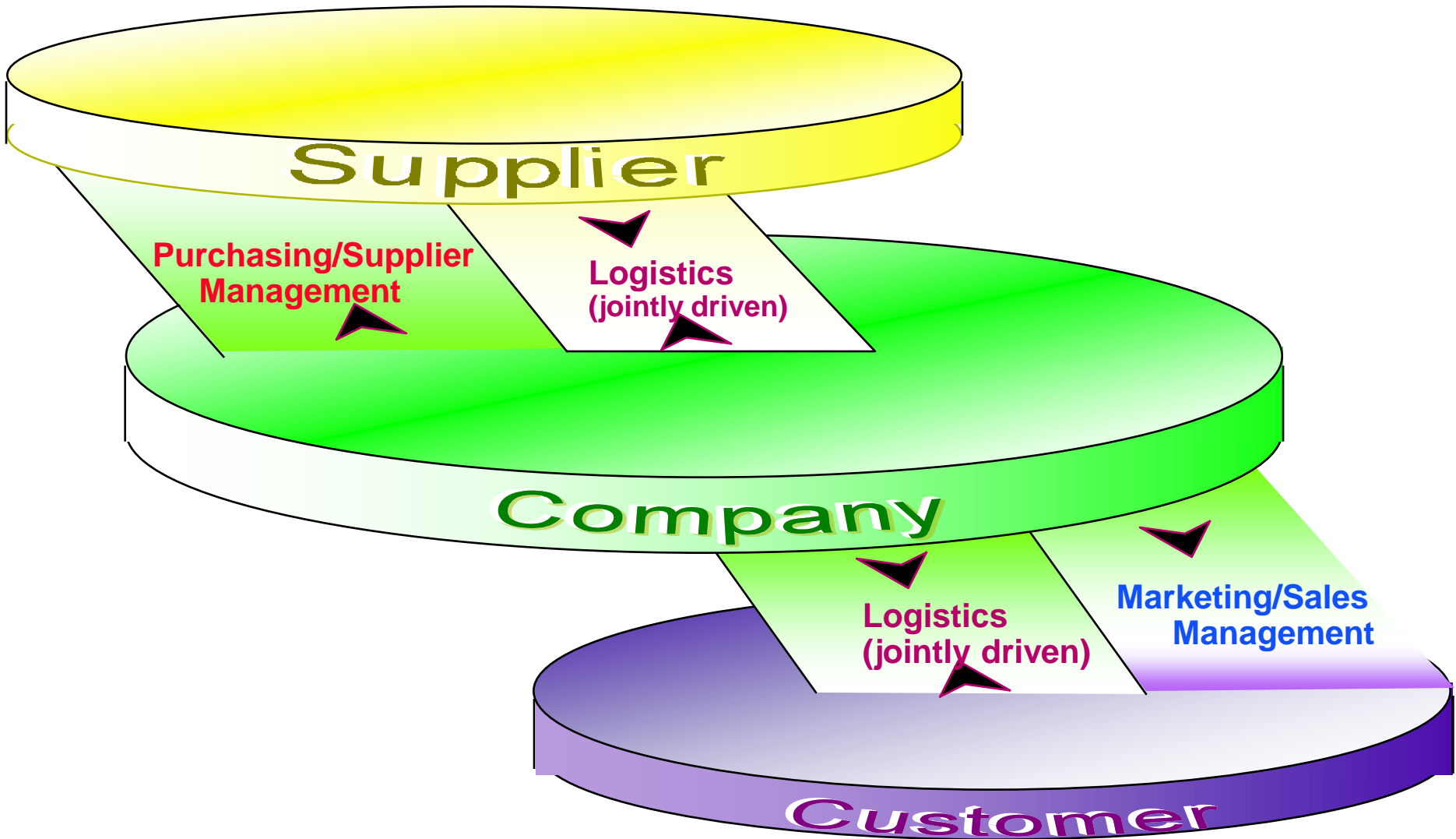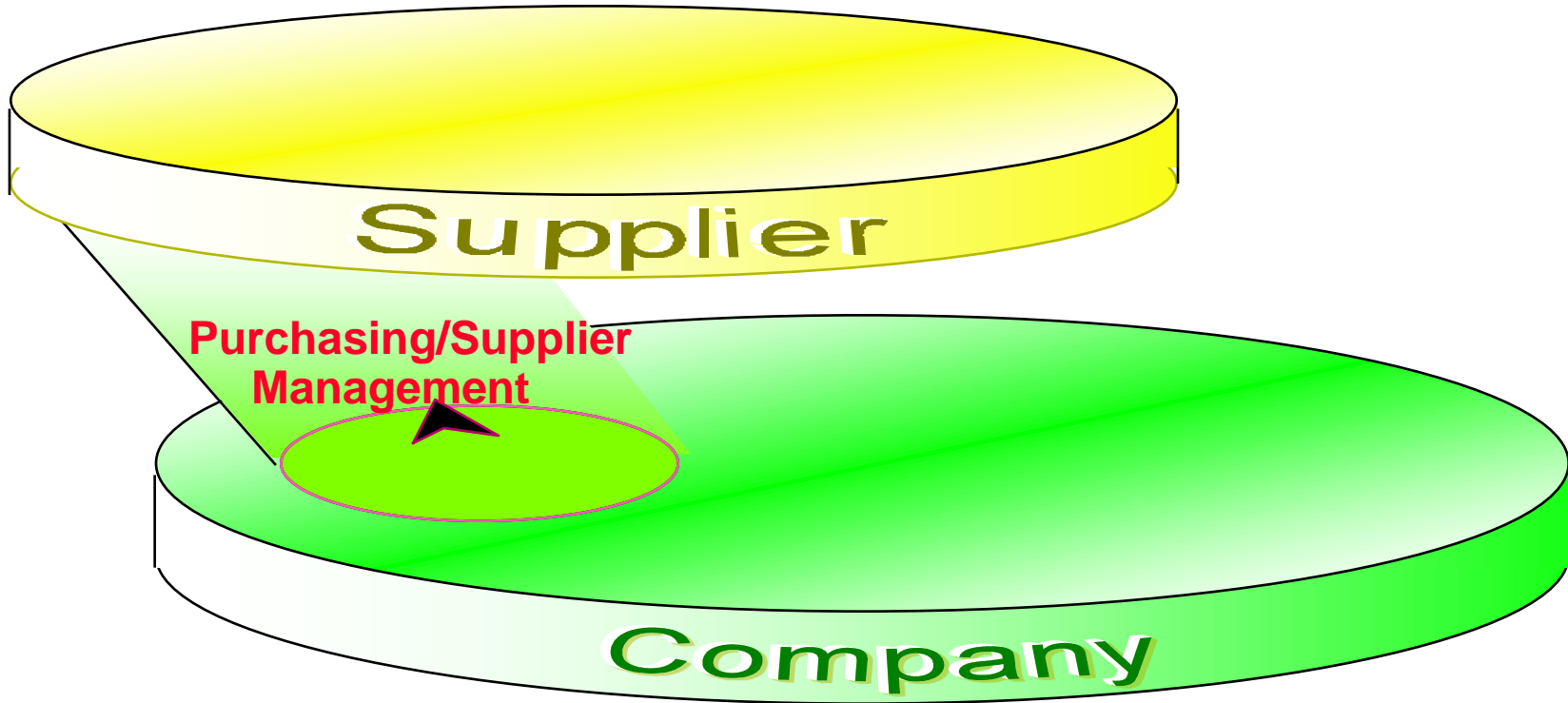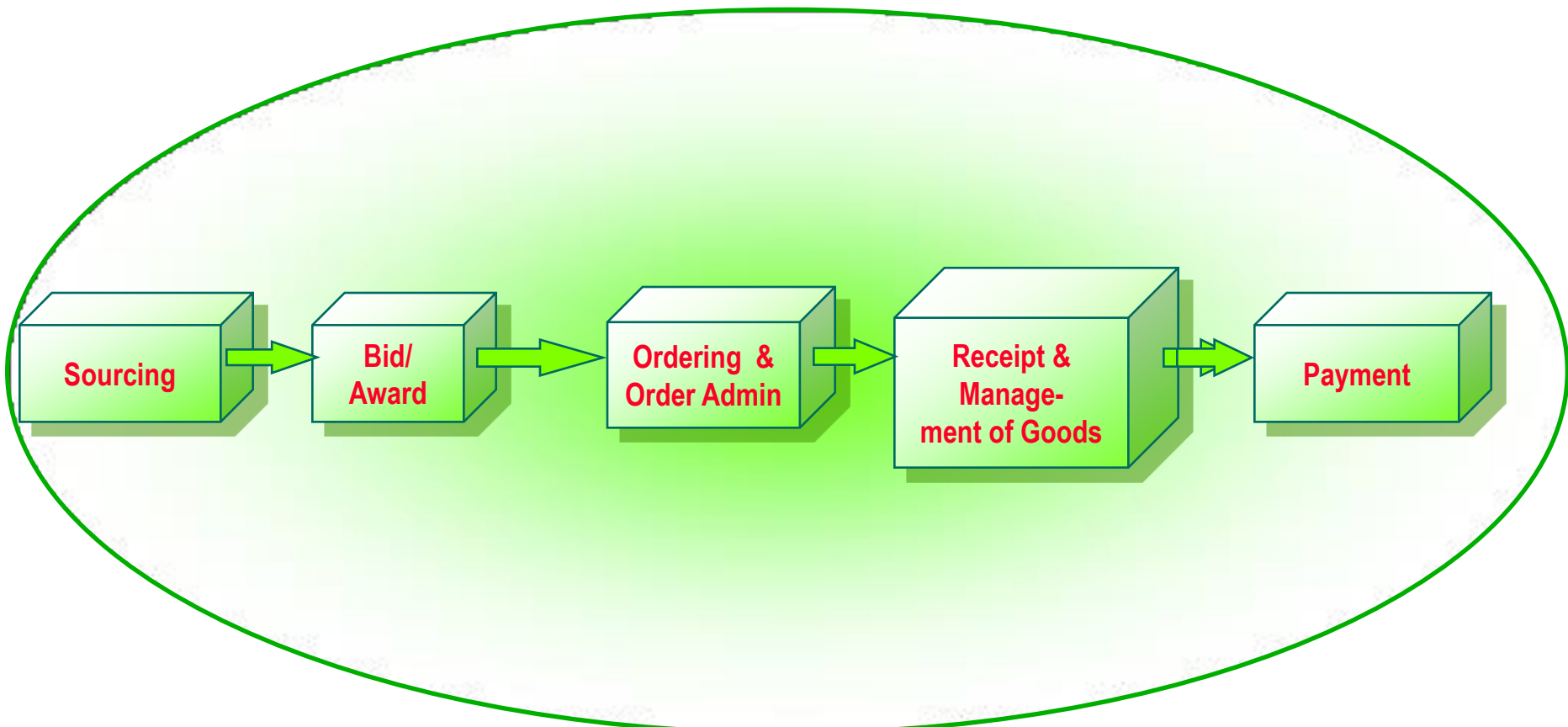
- **<u>The Delivery Cycle is dominated by Logistics</u>**

Receipt & Manage-ment of Goods

Delivery Cycle

Delivery Cycle
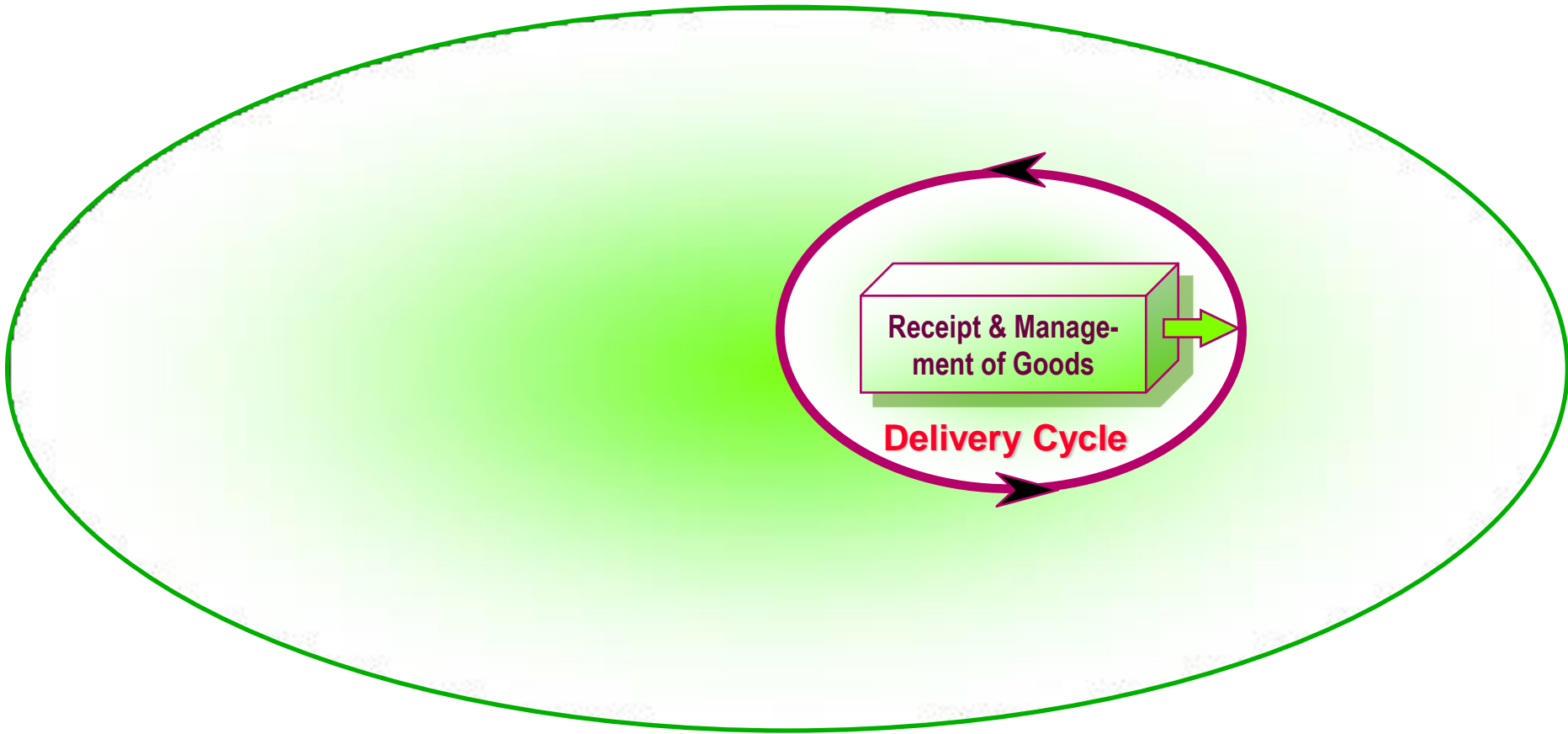
- **The Order Cycle is dominated by Orders and Payments**

Order/Payment Cycle
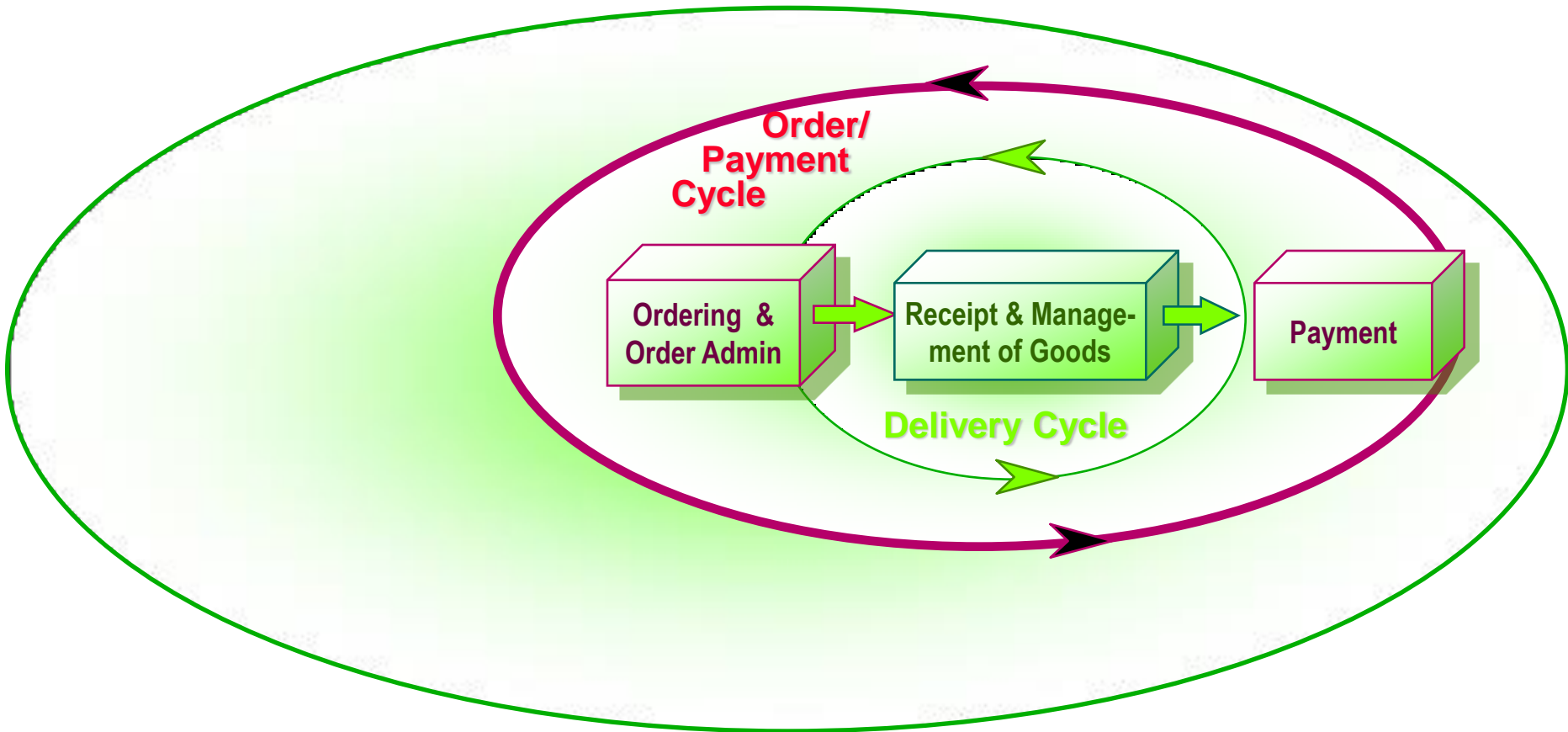
- **The Contract Cycle is Dominated by Requests, Bids, Award**

Contract Cycle

Contract Cycle · Order/Payment Cycle · Delivery Cycle

Bid/Award → Ordering & Order Admin → Receipt & Management of Goods → Payment
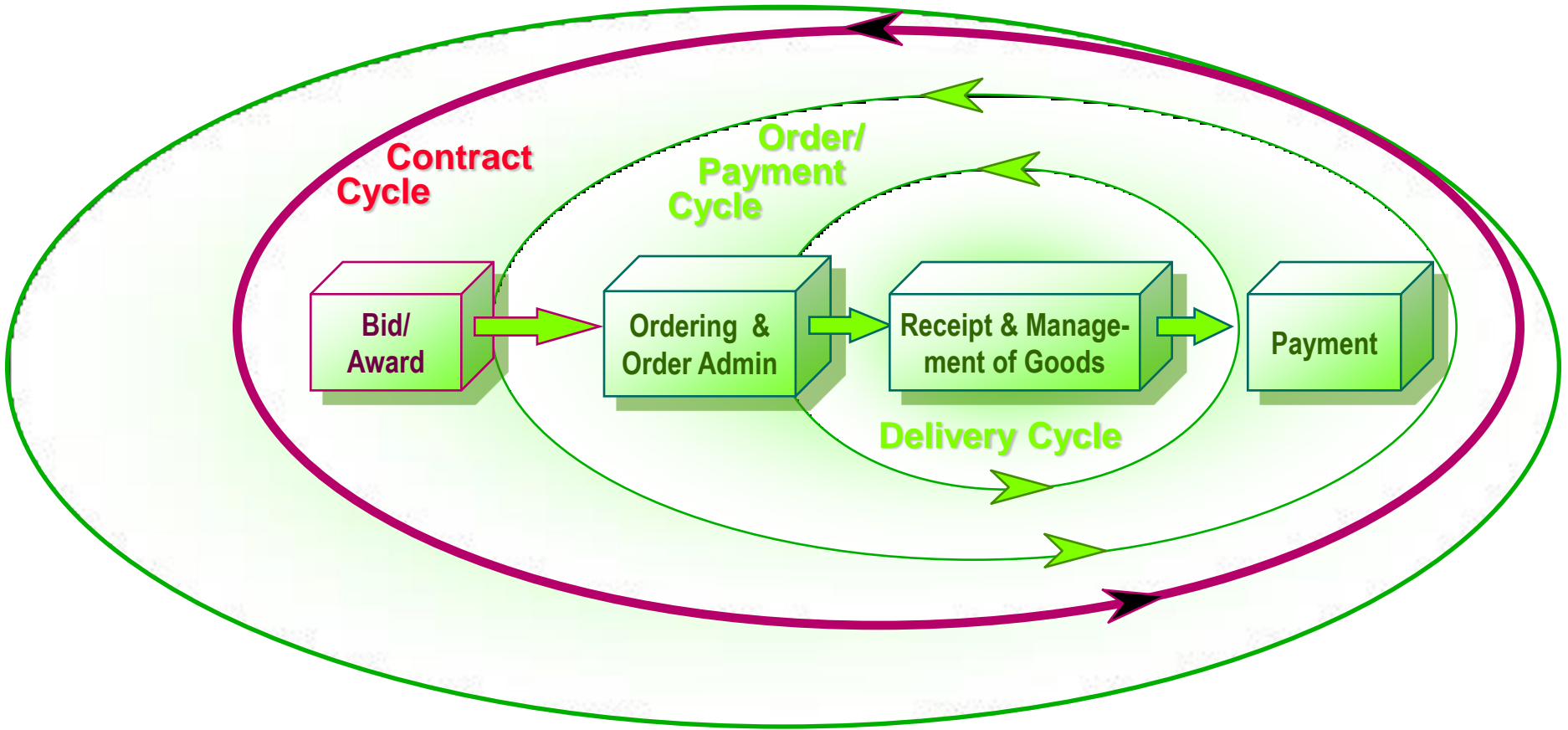
Contract Cycle

- **The Product Cycle is dominated by Specification, Quality, Pricing**

Product Cycle **Contract Cycle** **Order/ Payment Cycle**

| Sourcing | Bid/ Award | Ordering & Order Admin | Receipt & Manage- ment of Goods | Payment |

Delivery Cycle

Product Cycle

Product Cycle

Contract Cycle

Order/ Payment Cycle

Sourcing → **Bid/ Award** → Ordering & Order Admin → Receipt & Management of Goods → Payment
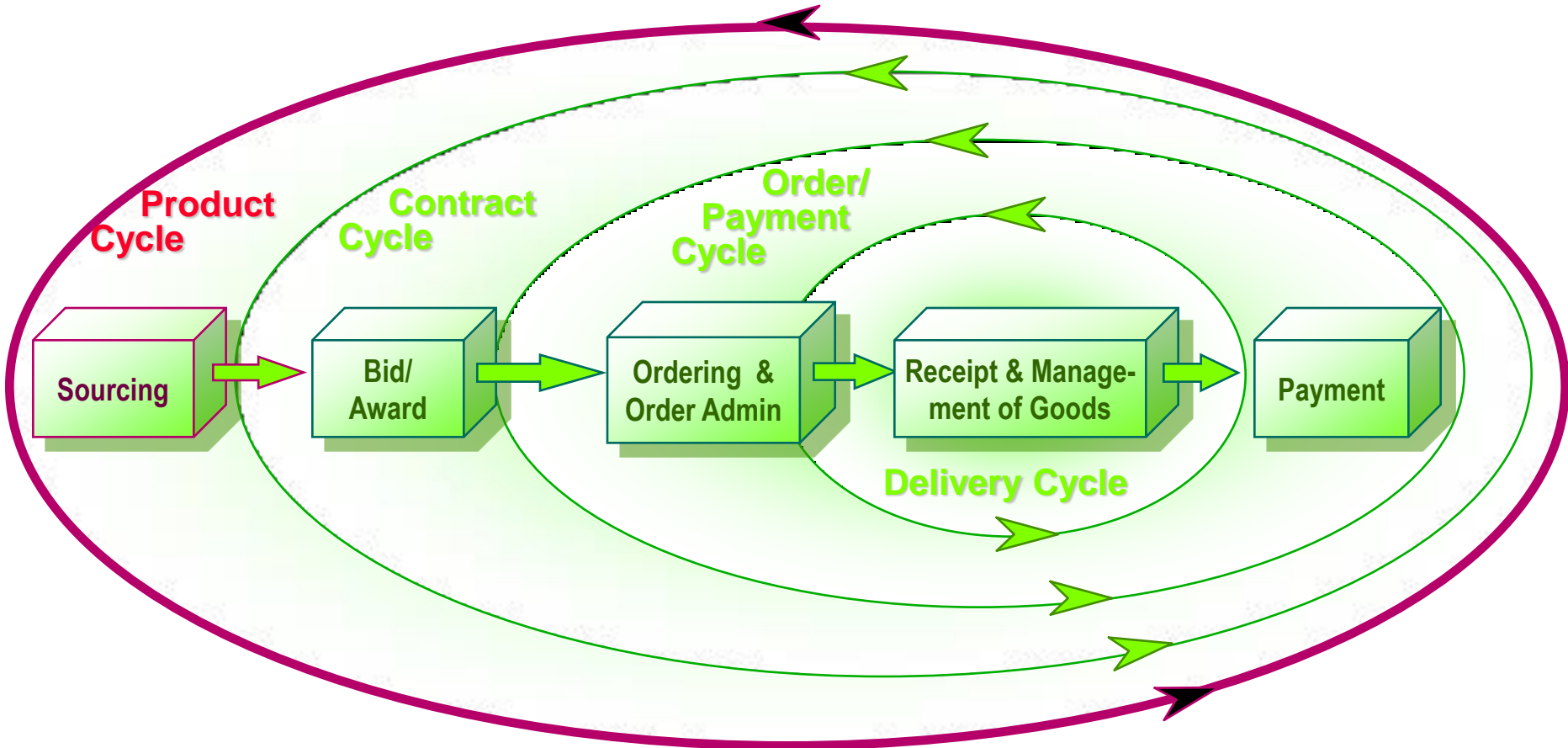
Delivery Cycle
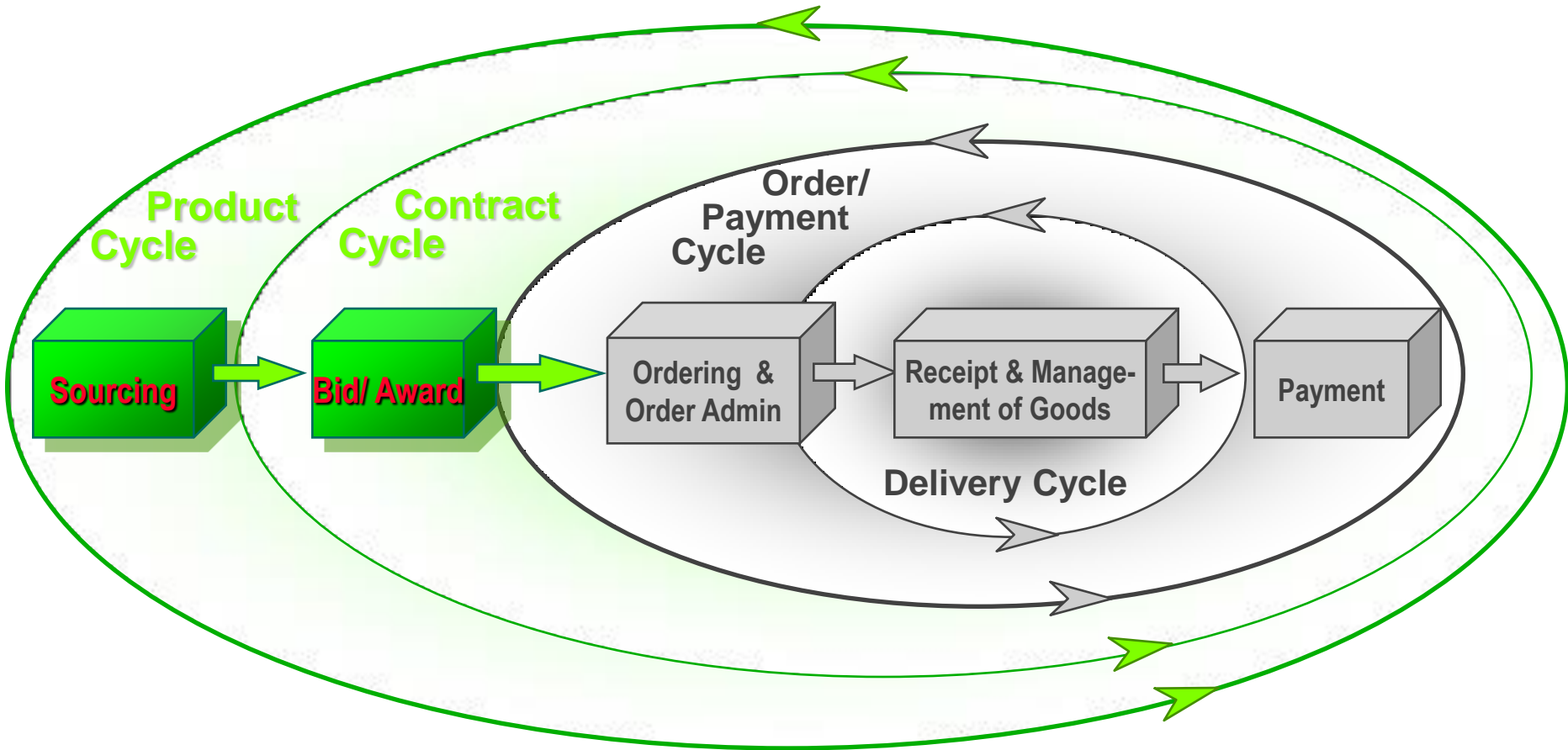
- *Purchasing/Supplier Productivity is concerned with the Sourcing and Bid/Award Processes*

Purchasing/Supplier Productivity

| Identify Require. & Potential Suppliers | Prepare & Dist. RFQs | Bid & Award | Order | Order Status Admin. | Ship & Receive | Manage Inventory | Payment |
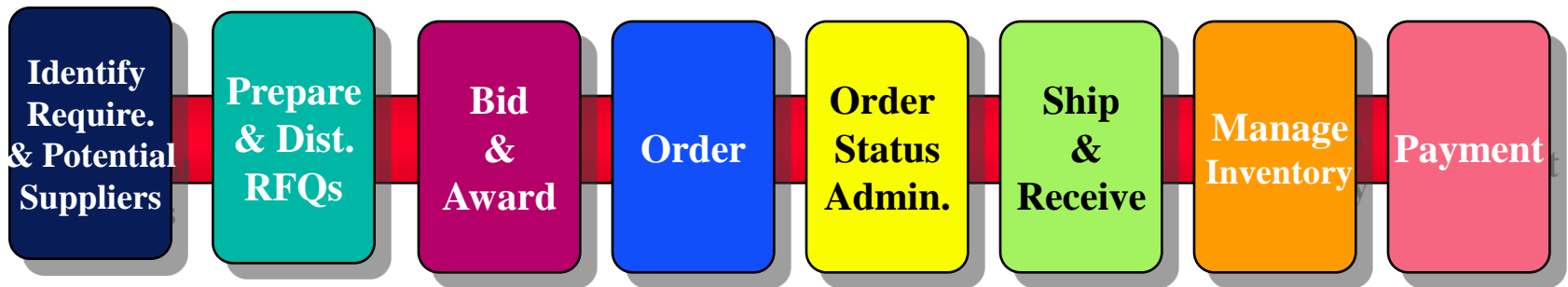
Pre-Ordering Process

Purchasing Process

Covers part of the Purchasing process:

- **Sourcing**
- **Bid/Award**
- **Ordering and Order Administration**
- **Receipt and Management of Goods**
- **Payment**

Buyer

Supplier

1. **Company has need to source product/service**

2. **Buyer creates RFQ**

3. **Buyer Identifies Potential Suppliers**

4. **Buyer Distributes RFQs to Suppliers**

RFQ = "Request for Quotation"

Review of Pre-Ordering Process

Buyer

1 **Company has need to source product/service**

2 **Buyer creates RFQ**

3 **Buyer Identifies Potential Suppliers**

4 **Buyer Distributes RFQs to Suppliers**

Supplier

5 **Suppliers Review RFQs from Buyers**

6 **Suppliers Submit Quotes to Buyers**

`RFQ = "Request for Quotation"`

Review of Pre-Ordering Process

Buyer

Supplier

1 **Company has need to source product/service**

2 **Buyer creates RFQ**

3 **Buyer Identifies Potential Suppliers**

4 **Buyer Distributes RFQs to Suppliers**

5 **Suppliers Review RFQs from Buyers**

6 **Suppliers Submit Quotes to Buyers**

7 **Buyer Evaluates Quotes from Suppliers**

8 **Buyer Awards Business to Selected Suppliers**

`RFQ = "Request for Quotation"`

Review of Pre-Ordering Process

- **Manual RFQ Distribution to multiple suppliers**
- **Time crunch**
- **Finding new sources of suppliers**
- **Buyers time on non-value added activities**
- **Limited resources**
- **In past, sourcing process not viewed as strategic**

GE Information Services

- **GE TradingPOST**

- **The GEIS business productivity solution that supports the business-to-business buying and selling of industrial goods and services.**

- **A secure on-line commerce network linking buyers & suppliers**

- **A suite of tools for conducting interactive negotiations**

What Is GE TradingPOST?

- ## GE Marketplace 7/94-7/95
  - **$250 Million of GE Business available for bid**
  - **Worldwide implementation**
  - **BNET based, Mark III**
- ## GE TradingPOST 6/96
  - **GEIS commercial offering**
  - **Multiple round, private offer, Internet**
  - **GE Company first client of GE TradingPOST, $1Billion buy in 1996**

GE TradingPOST ... Past & Present

1

TradingPOST

2

Internet

3

1) **Suppliers register for TradingPOST by completing prequalification form on TradingPOST Home Page**

2) **Buyer searches in TradingPOST supplier database and selects suppliers (list of suppliers downloaded to CMT)**

3) **Buyer prepares and uploads RFQs and supplier list.**

GE TradingPOST Process

4

6

TradingPOST

5

Internet

> 4) **Based on buyer's selection, suppliers are notified of the upcoming project that they have been invited to bid on.**
>
> 5) **Suppliers search on database and download selected RFQs, fill in response and submit quote.**
>
> 6) **Buyer evaluates suppliers' responses, invite suppliers back for additional rounds and make final selection.**

GE TradingPOST Process

- **Register for TradingPOST Service**
- **Validation via Dunn and Bradstreet**
- **Look for buying organisations of interest**
- **Look for buying projects of interest**
- **Receive and consider relevant Requests for Quotation (RFQs)**
- **Bid for business as desired**

The Supplier Process

- *Action-consulting* study

- **Detail and sign service contract**

- **Consultancy, implementation and training**

- **Organise & load RFQ materials onto TradingPOST**

- **List, select and invite suitable suppliers**

- **Manage the bidding round(s)**

- **Select and notify successful suppliers**

- **Final qualification; sign contracts**

- # Three Major Procurement Challenges
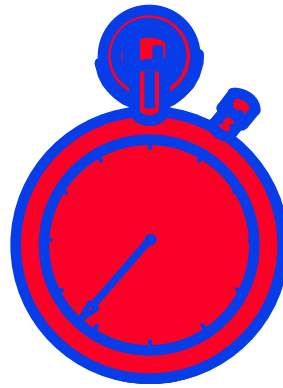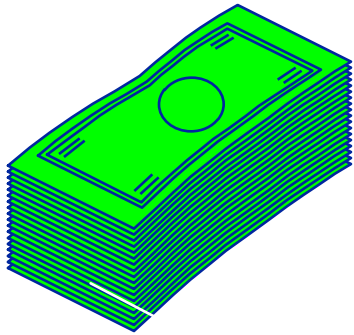
- ## **Three Major Procurement Challenges**

Length of Purchasing Cycle

Uncertainty

Poor Speed to Market

Challenges to a Buyer

- ## Three Major Procurement Challenges

Length of Purchasing Cycle

Uncertainty

Poor Speed to Market

COST

TIME

Cost of Buying Process

Cost of Goods bought

Cost to Extend Reach

Challenges to a Buyer

• **Three Major Procurement Challenges**

Length of Purchasing Cycle

Uncertainty

Poor Speed to Market

COST

TIME

DISTANCE
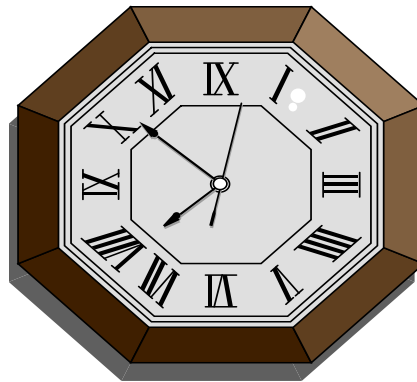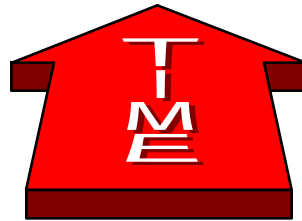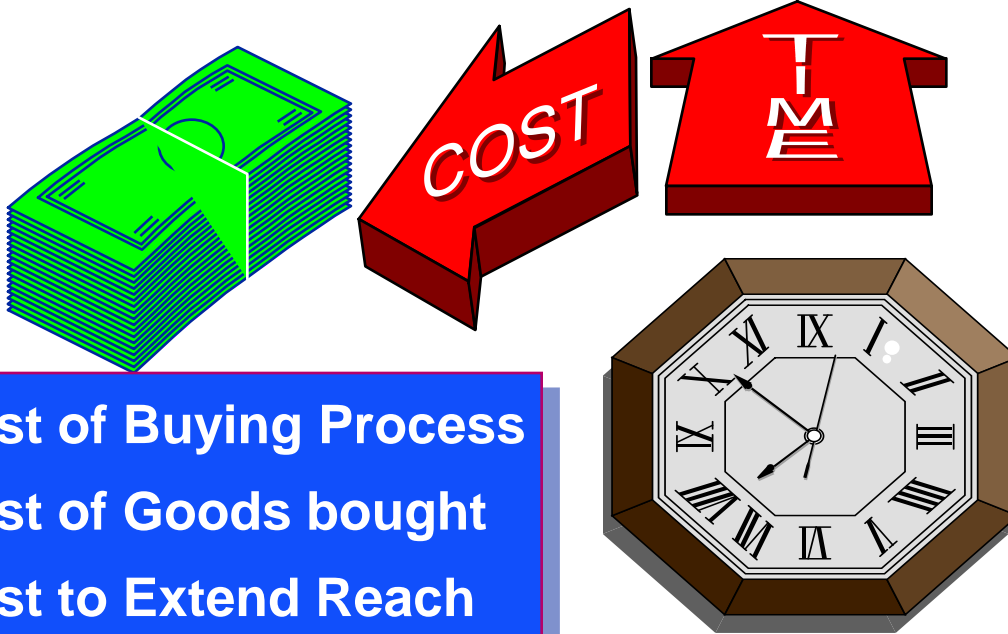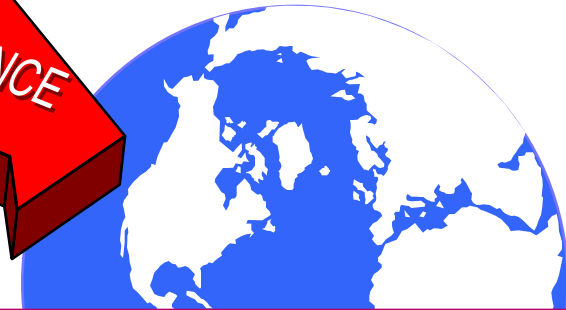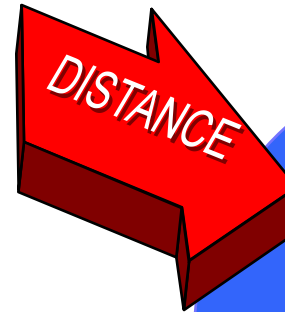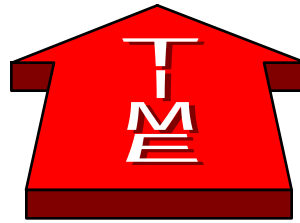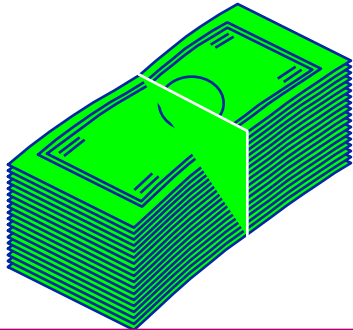
Cost of Buying Process

Cost of Goods bought

Cost to Extend Reach
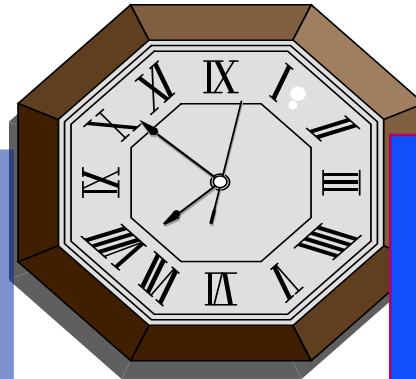
Short Horizons, Narrow View

Communications Problems

Lack of Know-how, Presence

Challenges to a Buyer

- # Higher buying costs=lower strategic gains
  - ## More planning/rationalising, less paperwork/donkeywork
- # Increase in cost of materials = decrease in earnings
  - ## By sourcing from a wider choice of suppliers, you can benefit from better prices

Costs affect bottom line

- **Speed-to-market = competitive edge**
  - **New product introduction is time-critical**
  - **Purchasing is on the critical path**
    - **Purchasing is as time-critical as design & development**
    - **Quicker, cleaner purchasing essential during rush to market**
    - **It only takes one component to hold up the new production**

- **Delays in purchasing = production bottlenecks**

- **Delays in selling = high inventory/excess capacity**
  - **Long purchasing cycle limits production flexibility**
    - **Search for new markets/suppliers/extra volume**
    - **Modifications/quality upgrades/opportunistic production**

Time affects competitive edge

- **Manual RFQ Distribution to multiple suppliers**

- **Time crunch**

- **Finding new sources of suppliers**

- **Buyers time on non-value added activities**

- **Limited resources**

- **In past, sourcing process not viewed as strategic**

Pre-Ordering Process Bottlenecks

Current / Traditional Practice

Ordering	Expediting	Strategic Initiatives

Purchasing Strategic Direction

Current / Traditional Practice

Ordering	Expediting	Strategic Initiatives

Strategic Direction

Ordering	Expediting

Purchasing Strategic Direction

Current / Traditional Practice

Ordering	Expediting	Strategic Initiatives

Strategic Direction

Value-added

Ordering	Expediting	Strategic Initiatives

- ## Focus on "VALUE ADDED ACTIVITIES"

Purchasing Strategic Direction

- **Speed**
  - **Reducing cycle time**
  - **Time pressure is in sourcing**
- **Piece Part Price Reduction**
- **People**
  - **Get them to focus on value added activities**
- **Materials**

Dfl *ƒ* FF
Lit P~ts~
DM £
$

Potential Savings from TradingPOST

- **Fortune 1000 and medium sized companies**
  - **>$250 million in purchasing volume**
- **Manufacturing Industry**
  - **Hard Goods, ie. Black & Decker**
  - **Heavy Machinery, i.e. McDonnell Douglas**
- **Key Drivers**
  - **Outsourcing   - Globalization**
    - **Not Vertically Integrated**
- **Strategy Sessions on Add'l Industries**

Initial Client Profile for TradingPOST

Consulting

Software

Supplier Database Access

Ongoing Transactions

Support

TradingPOST - What is the Service?

- **What Commodity**

- **With Whom**

- **When (timing)**

- **How to utilize GE TradingPOST**
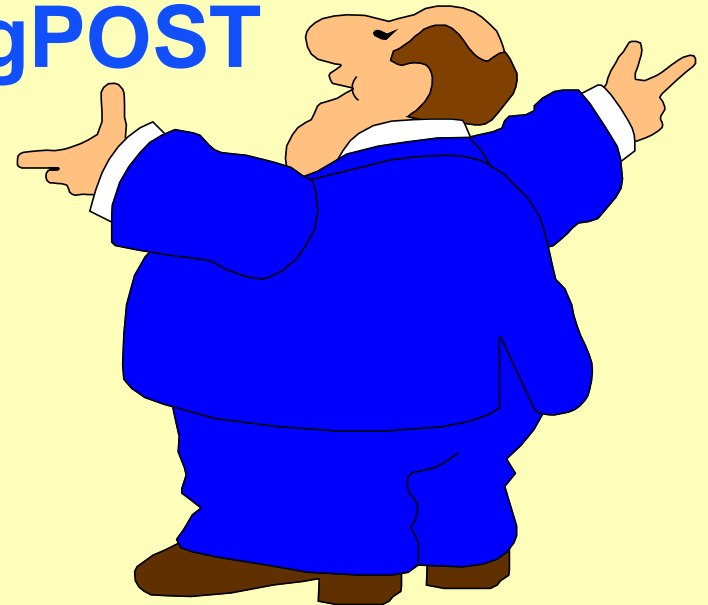
Buyer Software

- Netscape Browser
- TradingPOST Suite Manager
- TradeLINK
- TMS View Director
- Trade Management Tool

- Adobe Reader
- Adobe Exchange

Supplier Software

- Netscape Browser
- TrPOST Suite Manager
- TradeLINK
- TMS View Director

- Adobe Reader

TradingPOST Software Component

GE Information Services

- **GE TrPOST Web Site http://www.ge.com/tpn**

- **Opportunity Assessment**

- **Suppliers complete a self-assessment, pre-qualification form**

- **Buyers select suppliers by searching on SIC code, part, financials, etc.**

- **GEIS will distribute software to those suppliers selected**

- **Self-assessment on areas such as:**
  - **Quality System**
  - **Product Quality**
  - **Productivity**
  - **New Product Introduction**
  - **Financial**
- **D&B validation**

Suppliers per Commodity Type

Legend:
- Machine Parts
- Alu Casting & Moulding
- Electrical Parts
- Host Bearing
- Computer Parts
- Switches
- Chemicals
- Ceramics
- Metal Stamping
- Miscellaneous

Supplier Database by Commodity
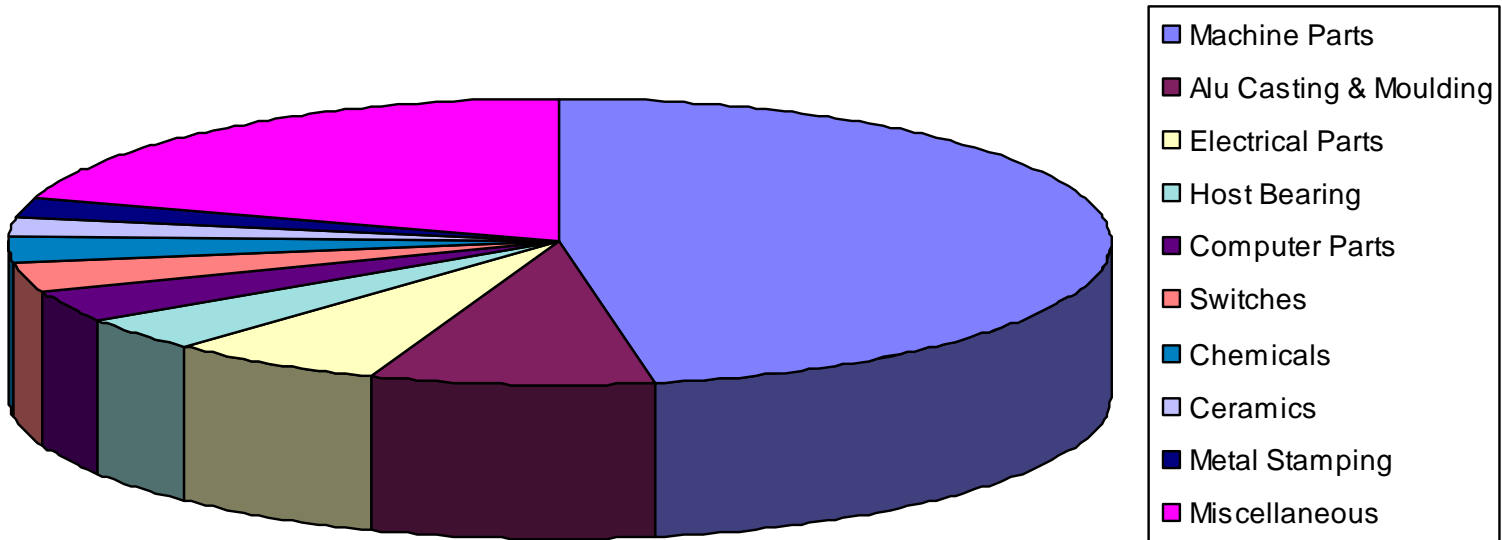
- **Dedicated 800 number for TradingPOST**
- **Advanced Technologies (IVR, Tracking...)**
- **Implementation & Support Services**
  - **Supplier Development Programs**
  - **Web Master Services**
  - **Customized Supplier Invitation Packages**
  - **Order Entitlement and Fulfillment**
  - **Installation and Training**
  - **Technical Implementation and System Administration**
  - **Technical Support**

- **TradingPOST Suite Manager**

- **Trade Management Tool**

- **TradeLINK**

Internet

Public Web

www.geis.com

www.ge.com

Netscape

TrPOST Homepage

Secure SQL

Oracle 7

TrPOST Database

GEIS LAN

GEIN Network

Suppliers

Commercial Buyer

GE Buyer

Admin

GE TradingPOST Topology
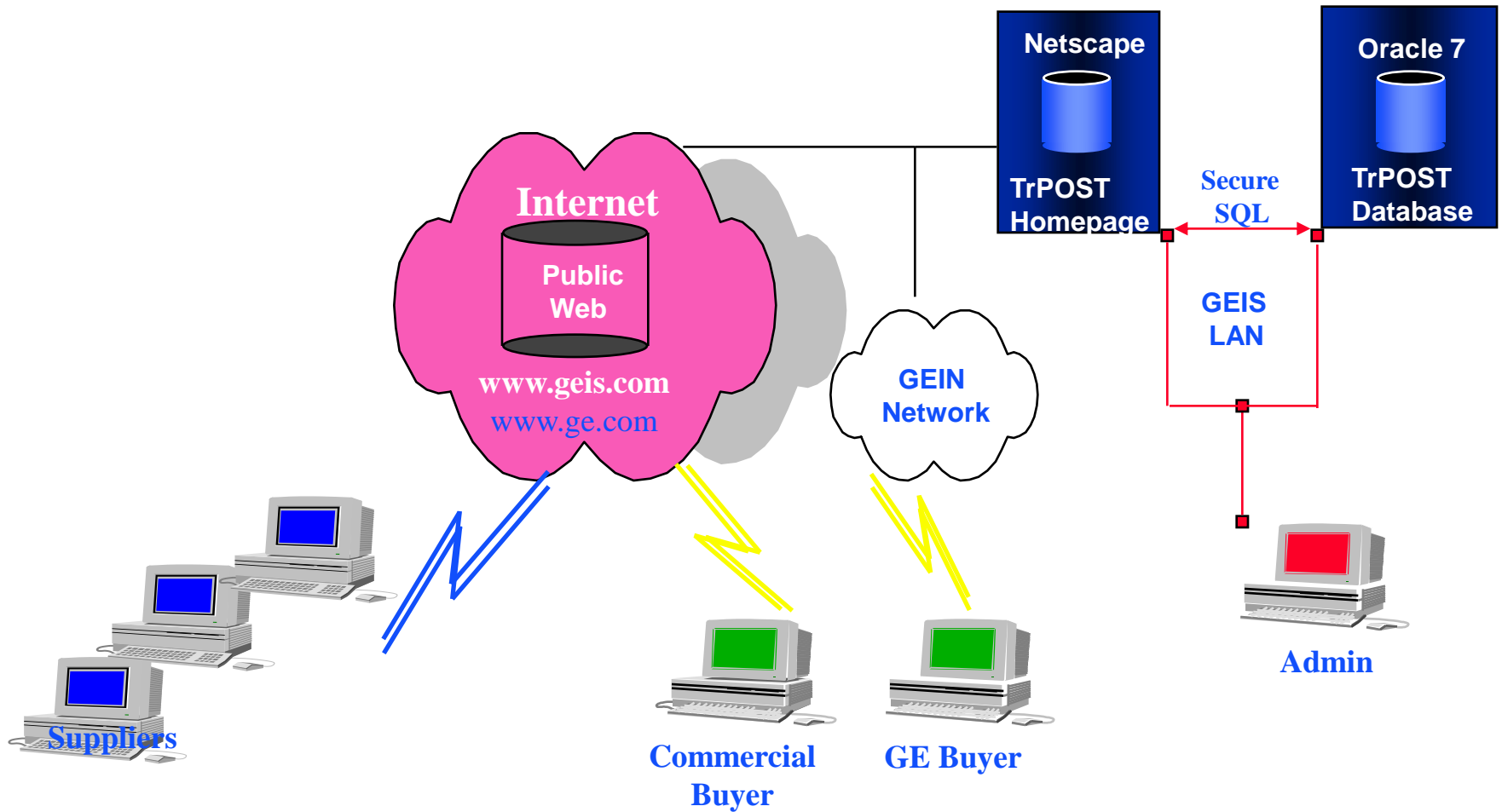
- **Tool to attract and qualify suppliers**
  - **Access to GE TradingPOST supplier database**

ID Requirement & Potential Suppliers

- **Selecting Qualified Suppliers**
  - **Once Buyer selects suppliers from database they are notified of upcoming RFQs for quoting**

Prepare & Dist. RFQs

- **Organizing and Distributing RFQ Packages**
  - **Prepare and upload RFQs- post only once**

- **Receiving Bids & Awarding Business**
  - **All bids come into database for evaluation**

Bid & Award

Functionality for Buyer

- **One source for multiple RFQs from multiple companies**

- **Low cost response vehicle for sending in quotes**

- **Built in spreadsheet for calculations**

- **Ability to receive and read engineering drawings at the desktop**

1/2" diameter

Part Number
125904-A
Drawing Size B
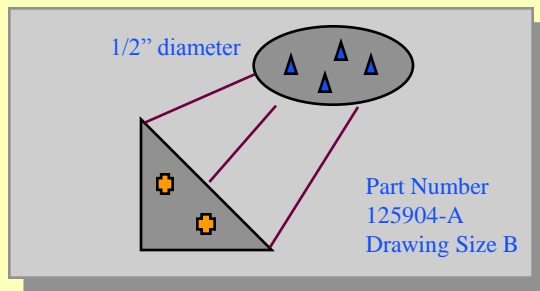
Part #	Qty	Target	Your Price	
34069	150	5.74		
450-769	10	25.75		

Functionality for Supplier

- **Initial Package -Tiers 1-4**
  - X number of Software Seats
  - Y number of Consulting/Training Days
  - Z number of Bid/Days
  - TradingPOST Client Support Team
- **Add'l software sold at volume discounts**
- **Subscription Packages of Bid Days**
  - X number of bid days for Y dollars
  - Larger the package, lower the price per bid day

Preliminary Pricing Model

- **Calculated by multiplying the number of line items in a RFQ by the number of days the item is active in the database**

Example:

    RFQ contains 10 line items

    Active in database for 14 days

= 140 bid days

What is a Bid Day?

Tier	Price	Wkstns	Pers-days	Bid-Days	Max Duration	Divns
1	$ 100,000	15	10	4,500	6 months	1
2	$ 175,000	50	20	15,000	6 months	2
3	$ 300,000	100	40	30,000	12 months	4
4	$ 450,000	200	60	60,000	12 months	6
Custom		>200				

US Retail Pricing

Tiered Pricing

(US Retail)

No. of Seats	Price Per Seat
0-15	$ 500
16-50	$ 450
51-100	$ 405
101-200	$ 365

US Retail Pricing

Buyer Software Licence Upgrades

Subscription Bid/Day Upgrades

- sold up front
- monthly statement sent with total bid/days used

Level	Bid Day	Bid Day Rate	Annual Fee
Bronze	25,000	$ 1.50	$ 37,500
Silver	50,000	$ .90	$ 45,000
Gold	150,000	$ .60	$ 90,000
Platinum	300,000	$ .45	$135,000

US Retail Pricing

All additional services outside scope of bundles are charged at standard GEIS service rates

Services include:

- *Additional Consulting*
- *Content Management*
- *Systems Integration*
- *Additional Training*
- *Additional Support Services*
- *Application Outsourcing*

Additional Services

- *TradingPOST Supplier Software*

  –

    $ 200 per licence

US Retail Pricing

Available on InfoTalk:

GEIS Products & Services

 BUSINESS PRODUCTIVITY SOLUTIONS (BPS)

  PURCHASING/SUPPLIER PROD. SOLUTION (PSP)

   PSP SALES TOOLS

    COST BENEFIT MODEL

- **GEIS Consulting /Client Meeting**
  - **within one week of contract signature**
  - **up to 10 days consulting if needed**
- **Software delivered to client**
  - **1 week of notifying TradingPOST support team**
- **20 domestic suppliers implemented**
  - **2-3 weeks after receipt of client supplier list**
- **Ready to receive quotes**
  - **immediately after posting RFQs**

Sample Client Implementation Timeline

- **Unique, comprehensive offering**
- **In the past, sourcing not viewed as strategic**
- **Companies now are much less vertically integrated**
- **Pendulum swing -from *squeezing* suppliers to *partnering* with suppliers: GE TradingPOST helps provide balance**

- **Unique, comprehensive offering**
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- **Pendulum swing -from *squeezing* suppliers to *partnering* with suppliers: GE TradingPOST helps provide balance**

TradingPOST - *please!*

- **Access to GE TradingPOST supplier database**

- **Aggressive recruitment of suppliers by GEIS to join database**

- **Experienced implementation & support team (implemented 40,000 companies)**

- **Internet based service, minimal cost of entry for suppliers**

- **Sourcing consulting expertise**

Why buy GE TradingPOST from GEIS?

Bottlenecks

Finding new sources of suppliers

Manual RFQ distribution to multiple suppliers

Buyers spending time on non-value added activities

Time Crunch

Benefits

Access to TradingPOST supplier database

One time posting of RFQ to database

TradingPOST allows buyers to focus on strategic negotiations

Reduces cycle time, goods are purchased more efficiently

Bottlenecks & Benefits

GE Information Services

- # Buyers
  - **Improved process efficiency**
  - **Ability to source from a larger supplier base**
  - **Buyers focus on value-added activities**
  - **Global Supplier communications**
  - **Reduced cost of goods**

- # Suppliers
  - **Increased access to RFQs from multiple divisions, companies**
  - **Decreased Marketing and Sales expense**
  - **Shorter selling cycle**
  - **New access to business**

GE TradingPOST Benefits

A Large Industrial Manufacturer
A Case Study in Productivity

Integrating a Parts Requisition System
with the
GE Trading Process Network

```
┌──────────────┐
│   Receive    │
│ Requisition  │
└──────┬───────┘
       │
       ▼
┌──────────────┐     ┌──────────────┐     ┌──────────────┐     ┌──────────────┐     ┌──────────────┐     ┌──────────────┐
│  Supplier &  │ ──▶ │   Gather &   │ ──▶ │    Select    │ ──▶ │ Communicate  │ ──▶ │  Prepare &   │ ──▶ │   Receive    │
│    Market    │     │    Review    │     │  Suppliers   │     │    with      │     │  Distribute  │     │  Responses   │
│  Evaluation  │     │   Prints &   │     │              │     │  Suppliers   │     │    RFQ       │     │ & Enter Data │
└──────┬───────┘     │ Requirements │     └──────────────┘     └──────────────┘     └──────────────┘     └──────┬───────┘
       │             └──────────────┘                                                                            │
       ▼                                                                                                          ▼
┌──────────────┐                                                                                          ┌──────────────┐
│   Release    │                                                                                          │ Analyze Bids │
│  Automatic   │                                                                                          │  & Select    │
│     PO       │                                                                                          │  Suppliers   │
└──────────────┘                                                                                          └──────┬───────┘
                                                                                                                 │
                                                                                                                 ▼
                                                                                                          ┌──────────────┐
                                                                                                          │    Award     │
                                                                                                          │  Business;   │
                                                                                                          │  Release PO  │
                                                                                                          └──────────────┘
```

Traditional Contracting Process

```
┌──────────────┐
│   Receive    │
│ Requisition  │
└──────┬───────┘
       │
       ▼
┌──────────────┐    ┌──────────────┐    ┌──────────────┐    ┌──────────────┐    ┌──────────────┐    ┌──────────────┐
│  Supplier &  │    │  Gather &    │    │              │    │ Communicate  │    │  Prepare &   │    │   Receive    │
│   Market     │───▶│   Review     │───▶│   Select     │───▶│    with      │───▶│ Distribute   │───▶│  Responses   │
│  Evaluation  │    │  Prints &    │    │  Suppliers   │    │  Suppliers   │    │    RFQ       │    │ & Enter Data │
└──────┬───────┘    │ Requirements │    └──────────────┘    └──────────────┘    └──────────────┘    └──────┬───────┘
       │            └──────────────┘                                                                        │
       ▼                                                                                                    ▼
┌──────────────┐                                                                                    ┌──────────────┐
│   Release    │                                                                                    │ Analyze Bids │
│  Automatic   │            ┌─────┐                                                                  │  & Select    │
│     PO       │            │     │ = Non Value Added Activities                                     │  Suppliers   │
└──────────────┘            └─────┘                                                                  └──────┬───────┘
                                                                                                            │
                                                                                                            ▼
                                                                                                    ┌──────────────┐
                                                                                                    │    Award     │
                                                                                                    │  Business;   │
                                                                                                    │  Release PO  │
                                                                                                    └──────────────┘
```

Industrial Manufacturer is Integrating Requisition System, Print Rasterization, and TPN to Drive Productivity

Traditional Contracting Process

```
┌──────────────┐
│   Receive    │
│ Requisition  │
└──────┬───────┘
       │
       ▼
┌──────────────┐    ┌──────────────┐    ┌──────────────┐    ┌──────────────┐    ┌──────────────┐    ┌──────────────┐
│  Supplier &  │───▶│   Gather &   │───▶│    Select    │───▶│ Communicate  │───▶│   Prepare &  │───▶│   Receive    │
│   Market     │    │   Review     │    │  Suppliers   │    │    with      │    │  Distribute  │    │  Responses   │
│  Evaluation  │    │  Prints &    │    │              │    │  Suppliers   │    │     RFQ      │    │ & Enter Data │
└──────┬───────┘    │ Requirements │    └──────────────┘    └──────────────┘    └──────────────┘    └──────┬───────┘
       │            └──────────────┘                                                                        │
       ▼                                                                                                    ▼
┌──────────────┐                                                                                    ┌──────────────┐
│   Release    │                                                                                    │ Analyze Bids │
│  Automatic   │                                                                                    │  & Select    │
│      PO      │                                                                                    │  Suppliers   │
└──────────────┘                                                                                    └──────┬───────┘
                                                                                                           │
                                                                                                           ▼
                          ┌──────┐                                                                  ┌──────────────┐
                          │      │   = Value Added Activities                                       │    Award     │
                          └──────┘                                                                  │  Business;   │
                                                                                                    │  Release PO  │
                                                                                                    └──────────────┘
```

Focus on Strategic Steps in the Process

Traditional Contracting Process

```
┌──────────────┐
│   Receive    │
│ Requisition  │
└──────┬───────┘
       │
       ▼
┌──────────────┐    ┌──────────────┐    ┌──────────────┐    ┌──────────────┐    ┌──────────────┐    ┌──────────────┐
│  Supplier &  │───▶│  Gather &    │───▶│   Select     │───▶│ Communicate  │───▶│  Prepare &   │───▶│   Receive    │
│   Market     │    │   Review     │    │  Suppliers   │    │    with      │    │  Distribute  │    │  Responses   │
│  Evaluation  │    │  Prints &    │    │              │    │  Suppliers   │    │     RFQ      │    │ & Enter Data │
└──────┬───────┘    │ Requirements │    └──────────────┘    └──────────────┘    └──────────────┘    └──────┬───────┘
       │            └──────────────┘                                                                        │
       ▼                                                                                                    ▼
┌──────────────┐                                                                                     ┌──────────────┐
│   Release    │                                                                                     │ Analyze Bids │
│  Automatic   │                                                                                     │  & Select    │
│      PO      │                                                                                     │  Suppliers   │
└──────────────┘                                                                                     └──────┬───────┘
                                                                                                            │
                                                                                                            ▼
                          ▨ = Value Added Activities                                                 ┌──────────────┐
                                                                                                     │    Award     │
                                                                                                     │  Business;   │
                                                                                                     │  Release PO  │
                                                                                                     └──────────────┘
```

Focus on Strategic Steps in the Process

Traditional Contracting Process

GE Information Services

Receive Requisition

GE Trading Post

Supplier & Market Evaluation

Gather & Review Prints & Requirements

Select Suppliers

Communicate with Suppliers

Prepare & Distribute RFQ

Receive Responses & Enter Data

Release Automatic PO

Analyze Bids & Select Suppliers

= Value Added Activities

Award Business; Release PO
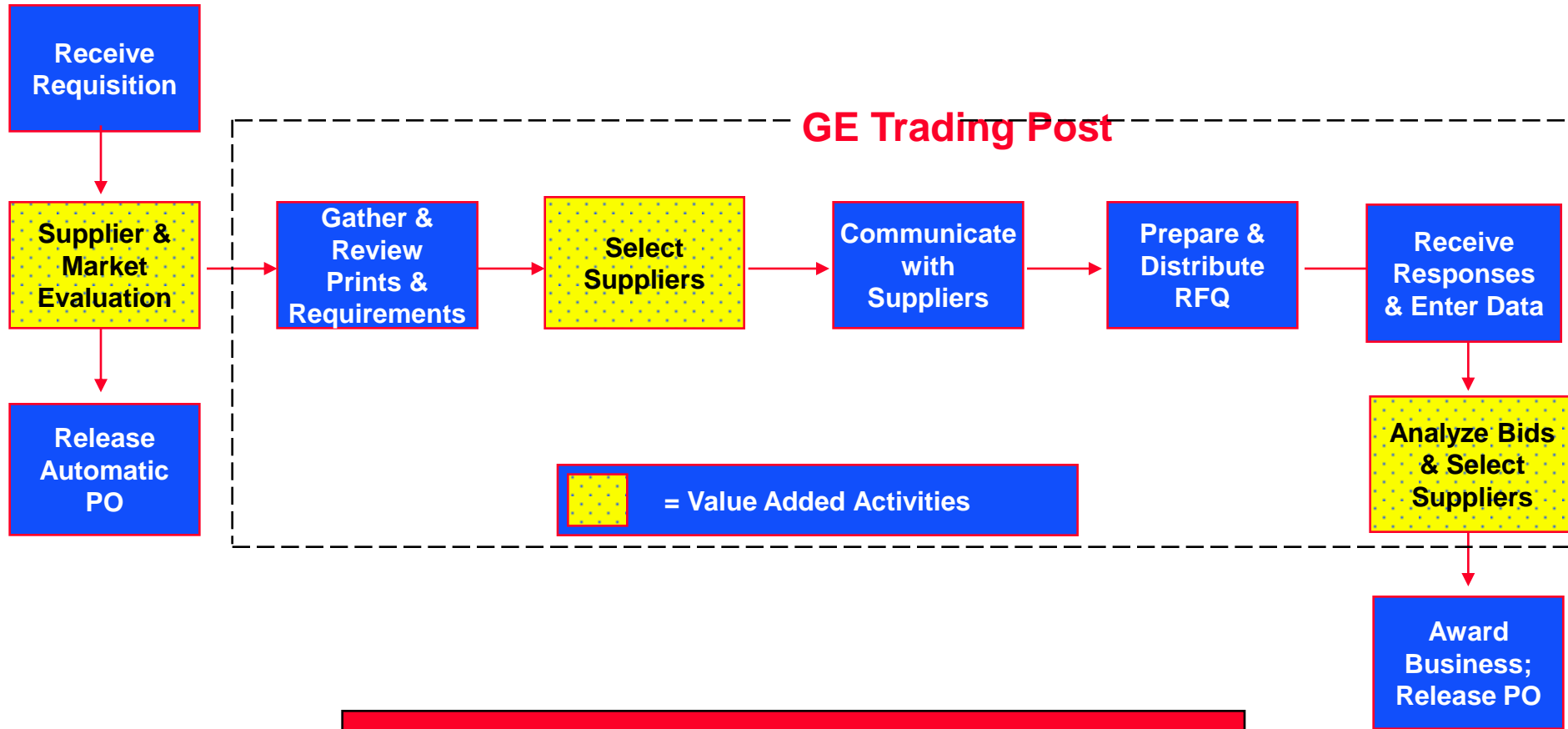
GE TPN Helps Drive Contracting Productivity

Proposed '96 Contracting Process

```
┌─────────┐     ┌────────┐     ┌───────────┐
│  Speed  │━━━━━│  Cost  │━━━━━│  Quality  │
└─────────┘     └────────┘     └───────────┘
```

- **Reduce order-to-remittance cycle time by 50%**

- **Allow Contracting Agents to be more strategic and less transactional**

    - *Qualifying new global and domestic suppliers*

    - *Working on projects in the plans*

    - *Strengthening relationships with existing suppliers*

- **Quote more parts to a larger pool of qualified suppliers**

Electronic Commerce Objectives

| Speed | — | Cost | — | Quality |

- **Reduce order-to-remittance cycle time by 50%**
- **Allow Contracting Agents to be more strategic and less transactional**
  - *Qualifying new global and domestic suppliers*
  - *Working on projects in the plans*
  - *Strengthening relationships with existing suppliers*
- **Quote more parts to a larger pool of qualified suppliers**

Year	# Agents	# Suppliers	Quote
1995	2	56	5,100
1996 (est.)	2	100	10,000

- **Increase transactional quality and efficiency through automation (projected $15,000-$20,000 cost take-out)**

Electronic Commerce Objectives

Nov 1994 to June 1995

- $250 million with 850 suppliers

- 10 broad commodity areas

- 10% of suppliers from Europe

Corporate does not want auction

marketed commercially

- **The cost & time required to realize paper savings were very high**

- **Auction style is not as applicable across GE**

- **GE focused on process efficiency Vs piece part reductions**

- **GE businesses moving from competitive bidding with many suppliers towards partnerships**

- **Large scale adoption by buying and selling communities requires; ease of use, low cost, high reliability**

- **July 1995**
  - **$20 million with 80 suppliers**
  - **Three commodity areas**
- **Broader acceptance across GE & supplier base**
- **Initial feedback:**

  Primary benefit   = process efficiency

  Secondary benefit   = price savings

- **Nine out of 13 businesses committed to ramping buyers and suppliers in 1996**

- **Tremendous system integration and add on services opportunity**

- **Up front supplier matching and pre-qualification critical to competitive bidding effectiveness-- focus on supplier database**
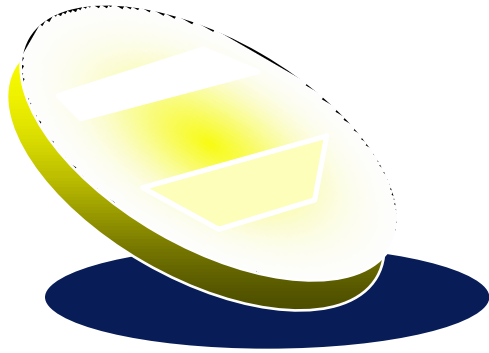
- **Leverage GE's volume to build a robust supplier database for supplier ID & development**

- **Develop in-depth case studies based on GE implementations of GE TPN**

- **Educate field on :**
  - **Solution Selling and Positioning**
  - **Industry Trends/Characteristics**

GE TradingPOST Commercial Strategy

- **Focus Marketing/Consultants on top 100 large industrial accounts for GE TradingPOST**

- **Regional account strategy sessions with Marketing, Consulting, PSP sales beginning March 15**

Go for the Gold!!!