

GE Capital

*2014

\$499B
in assets

\$7B
net income

250K+
customers

40+
countries

11
Petabytes

Geospatial Impact

12 months to build
& deliver results

Uncovered
\$800M
market potential

Impacted
1000+
Dealers

Supporting
3
Customer Apps

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Supporting
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Customer Apps

Shifting Mindsets

Gustavo Netto, GE Capital





Shifting Mindsets





Location has the power
to shift mindsets



Social Listening

Google Glass

3D Printer

CAUTION

Commercial Distribution Finance



30K

Dealers

17

Industries

\$36B

Annual Financing

60+

Years of Inventory
Financing experience

A dimly lit exhibition booth with people and digital displays. The background shows a crowd of people in business attire, some looking at large digital screens. One screen displays a social media dashboard with the text "Social Listening" and "Google Plus". Another screen shows a network diagram. A "CAUTION" sign is visible on the right. The overall atmosphere is professional and focused on technology.

AS WE LISTEN TO OUR

CUSTOMERS

WE TRANSFORM

OURSELVES.



Sales & Marketing



Account Information:

- Company: [Name]
- Address: 1234 Main Street, This City, ST 12345
- Market Area: [Area]
- Avg Distance: [Value]

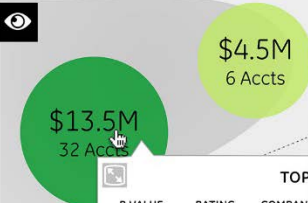
Utility Information:

- Annual Revenue: \$500,000
- Rep Tier: 1 OR 02
- SGP: AA
- Overall vs Potential: 76%

Filters

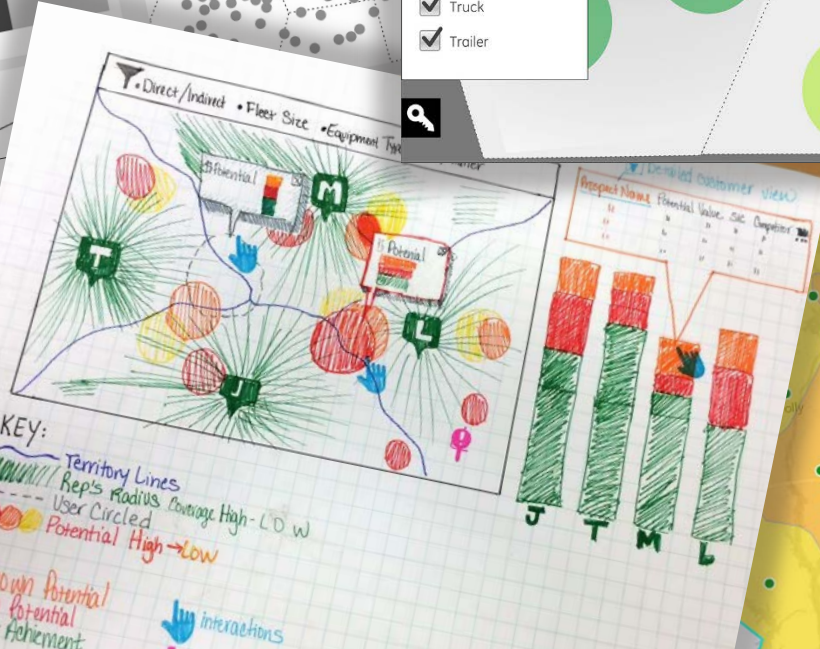
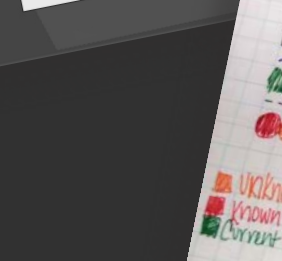
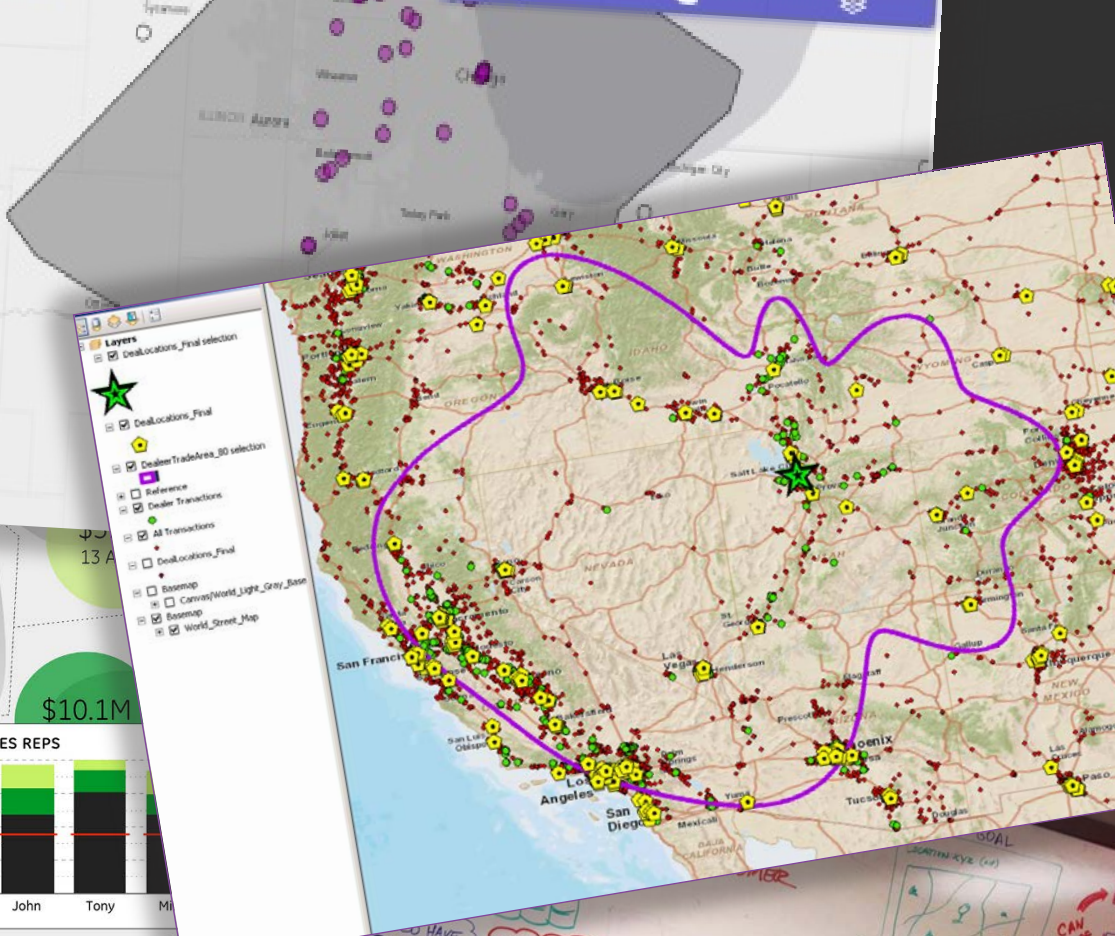
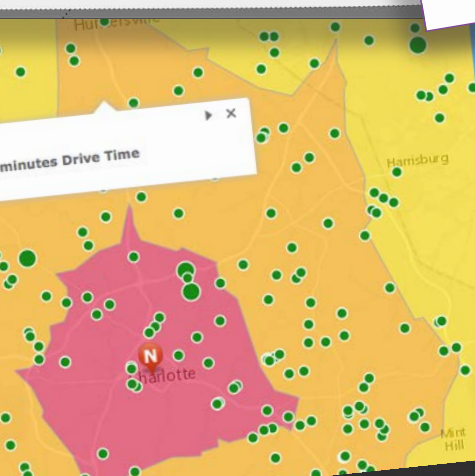
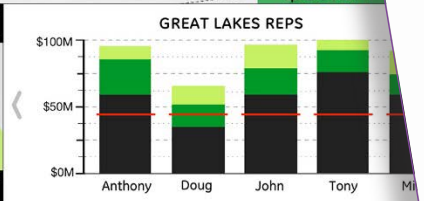
- Account: Current, Potential, Direct, Indirect, Tier 1, Tier 2
- Potential: \$2,130-50,000
- Fleet Size: 1,200-6,300
- Equipment: Truck, Trailer

Layers



TOP FIVE

| P VALUE | RATING | COMPANY | Type | Count |
|-----------|--------|-------------------|----------|-------|
| \$520,000 | ★★★★ | ACME | Direct | 1 |
| \$500,000 | ★★★★ | Midtown Trucking | Indirect | 2 |
| \$480,000 | ★★★☆☆ | Hillside Movement | Direct | 2 |
| \$470,500 | ★★★☆☆ | Company | Direct | 1 |
| \$467,250 | ★★★☆☆ | Company | Direct | 1 |



Filters

Layers



Account

- Current
- Potential
- Direct
- Indirect

Fleet Size

- Small
- Medium
- Large

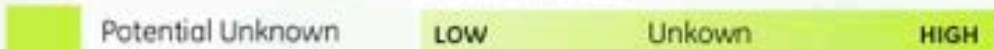
Equipment

- Tractor
- Trailer

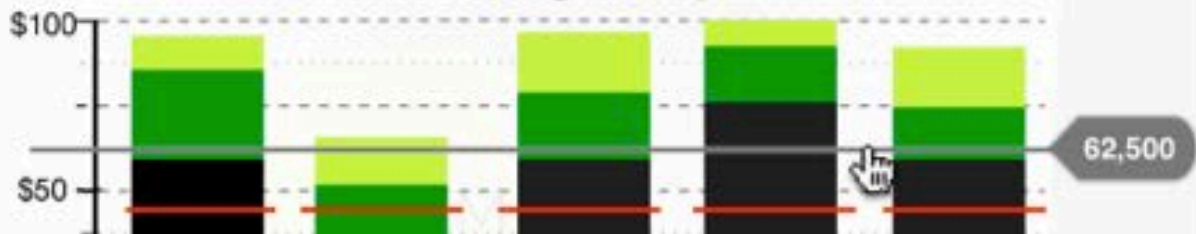


Title

Potential Value



Midwest Region Reps





**DATA IS THE
DNA**



**LOCATION BRINGS
CONTEXT**

A person wearing a headset is shown in profile, looking at several computer monitors. The monitors display various data visualizations, including a map of the United States and a line graph. The text is overlaid on the image in a bold, sans-serif font.

BE A
BUSINESS
PARTNER WHO
HAPPENS TO KNOW
TECHNOLOGY



WE have the power
to shift mindsets

Thank You



