



# GE Opens Predix Software Platform to SoftBank Telecom in First Licensing Deal

*Global partnership will tap \$12B data analytics market in Japan; creates revenue stream for GE across new industries*

## POTENTIAL REVENUE

# \$200M+

across major industries in Japan over the next five years

## JAPAN OPPORTUNITY

# \$12B+

data analytics market in Japan across all industries

## GLOBAL OPPORTUNITY

# \$200B+

global data analytics market across all industries

“The future of industry is software that connects machines to massive amounts of data quickly and intelligently. GE is taking the first step toward reaching new industries across the world by opening its Predix software platform to SoftBank,” said **Bill Ruh, vice president, GE Software**. “Together, GE and SoftBank see the enormous potential of the predictive analytics market in Asia and globally. This partnership will enable SoftBank to develop and deliver revenue-generating apps for big data analytics, asset management and field services.”



## PARTNERSHIP DETAILS:

- SoftBank, the Japanese telecommunications and Internet giant, is the **first to license GE's Predix™ platform for the Industrial Internet** and is expected to bring custom Predix industry apps to market in early 2015.
- This partnership **expands the reach of Predix to new markets and industries, and builds on the \$1B+ Predictivity™ services revenue** GE expects this year from its own software solutions.
- **SoftBank will gain access to GE's software platform** in the partnership, and will develop targeted apps for industries such as shipping and manufacturing. SoftBank will **leverage GE's Predix App Factory expertise and methodology** to scale production.
- GE and SoftBank forecast a potential **\$200M+ revenue opportunity over the next five years in Japan alone**; the companies will operate with a revenue-share model.
- Looking across all industries, the convergence of software and hardware represents a **\$12B opportunity in Japan** and a **\$200B+ opportunity globally** for organizations seeking business improvement and cost reduction based on data analysis.
- New apps created through the partnership have the potential to improve service value by predicting failures before they happen and by optimizing supply chains, distribution inventory and product development.

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