

A background image showing a group of business professionals in a meeting. In the foreground, two men in suits are shaking hands. Other people are visible in the background, some looking towards the camera and others looking away. The scene is brightly lit, suggesting an indoor office or conference setting.

# **ENTERCOMS**

AT THE

# **2017 GE DIGITAL GLOBAL PARTNER SUMMIT**

GE Digital organized a Global Partner Summit on February 16, 2017. The event was spread over 2.5 days, receiving 281 attendees from 9 GE businesses (including 8 GE Officers) and 28 partner firms. Under the theme “Competing to Win”, the goal was for participants to share their plans and goals for 2017 while deep diving into GE Digital’s technology roadmaps, sales strategies and their go-to-market initiatives.

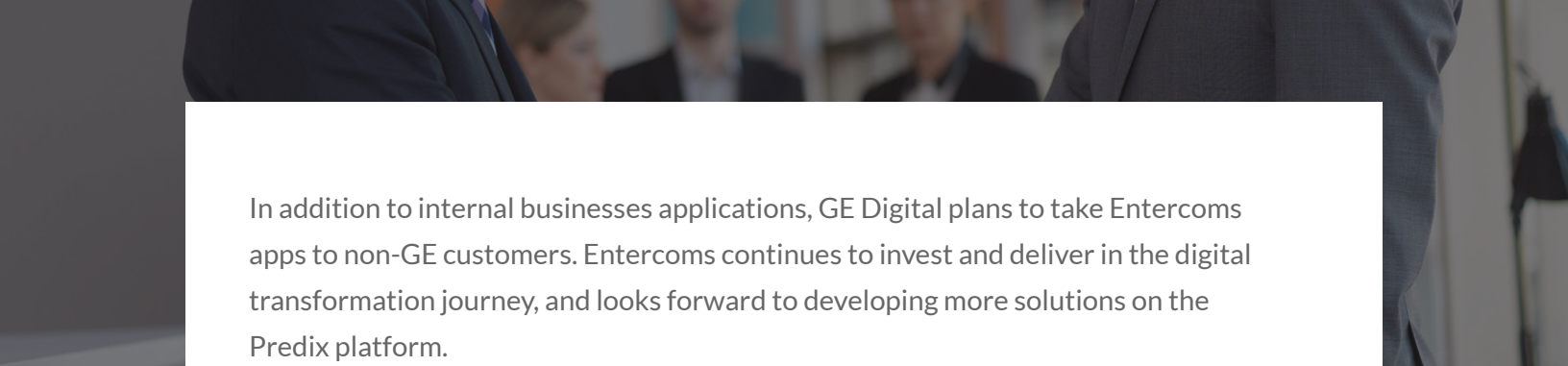
## **ENTERCOMS APPLICATIONS ON PREDIX**

As one of the sponsors, Entercoms was represented by **Nitin Ahuja (CEO)**, **Gavin Murphy (COO)**, **Mark Sakaniwa (EVP, Worldwide Sales & Marketing)** and **Phil Wahl (VP, Sales Enablement)**. Gavin took to the stage during a Partner Panel Discussion moderated by Karen Dougherty, VP of Go-to-Market, GE Digital, along with representatives from three other partner companies.

Asked about specific value-adding applications, Gavin shared the success story of Entercoms’ ongoing collaboration with GE Energy Connections. Working together, Entercoms has enabled Energy Connections to better serve customers and recognize revenue faster. Energy Connections was able to achieve outcomes in Q4 within 90 days from the time recommendations were made.

## **A GROWING APPLICATION SCOPE**

Gavin highlighted GE as being the best proving ground for this new product approach. He explained how Entercoms innovation path benefits from, and aligns with the conversations in the marketplace moving away from tools and towards outcomes.



In addition to internal businesses applications, GE Digital plans to take Entercoms apps to non-GE customers. Entercoms continues to invest and deliver in the digital transformation journey, and looks forward to developing more solutions on the Predix platform.

## **ABOUT THE ENTERCOMS - GE DIGITAL PARTNERSHIP**

GE Digital's Predix, the operating system for the Industrial Internet, is powering digital industrial businesses that drive the global economy. By connecting industrial equipment, analyzing data, and delivering real-time insights, Predix-based apps are unleashing new levels of performance of industrial assets and revolutionizing the way the world works.

Entercoms signed up with GE Digital as an Independent Software Vendor (ISV) in July 2016. An ISV is a Company that takes specific and complex problem statements and delivers solutions in the form of applied technical and domain expertise.

Our proven scalability and short time to value have differentiated Entercoms relative to other ISV's, leveraging and demonstrating the potential of the Predix platform.

For more information about Entercoms, please write to [jessica.flax@entercoms.com](mailto:jessica.flax@entercoms.com)