

# GE Digital Energy



imagination at work

Dave Allcock  
Product Engineering Mgr

# Managing technical & business visions – Sustainability factors:-

## Sustainability driven by 3 x P's

1. Great People
2. Differentiated Product
3. Efficient development Processes

# 1. Great **P**eople

Build a team with a mix of skills / experience:-

- Diverse education
- Application experience
- Ability to apply knowledge
- Global mindset
- Driven to succeed
- Wants to learn
- Desire to collaborate

# Innovation engine. . . Collaboration



Utility Collaboration



Standards Development



GE Digital Energy



Industrial Collaboration



Cross-Business Synergies



GE Global Research



Supplier Collaboration



Research Contracts

*Leverage relationships to generate ideas...*

# 2. Differentiated Product

## 1. Requirements (VOC/ Market / New Tech / Regulations) e.g.

- Easy to setup
- Performance
- Interoperability
- Support for emerging standards

## 2. Dependability e.g.

- Availability                      Operate when needed
- Reliability                        Operate over life  
    ..including device monitoring
- Security                              During operation

# Product requirements...Filter

## Idea Sources

### Customers

- Needs analysis
- Customer visits
- CRC process
- Key account needs

### Competitors

- Competitive analysis
- Strengths/weaknesses
- Market share

### Company

- Portfolio analysis
- Strategic plan

### Context

- Technology trends
- Economic indicators
- Political factors
- Regional needs

### Collaborators

- Customers
- Suppliers
- Strategic alliances
- Joint ventures

## Product Management

Strategic

Market Size

Market Growth

Market Trends

Profitability

Prioritize

Sustainability

## Technology Analysis

Technical Study

Build vs. Buy

High Level Design

Manpower Est.

Scheduling Est.

## Decision

Go  
No Go

No

File for  
Future

Source

Yes

Create

Product  
Launch

Sales  
Team

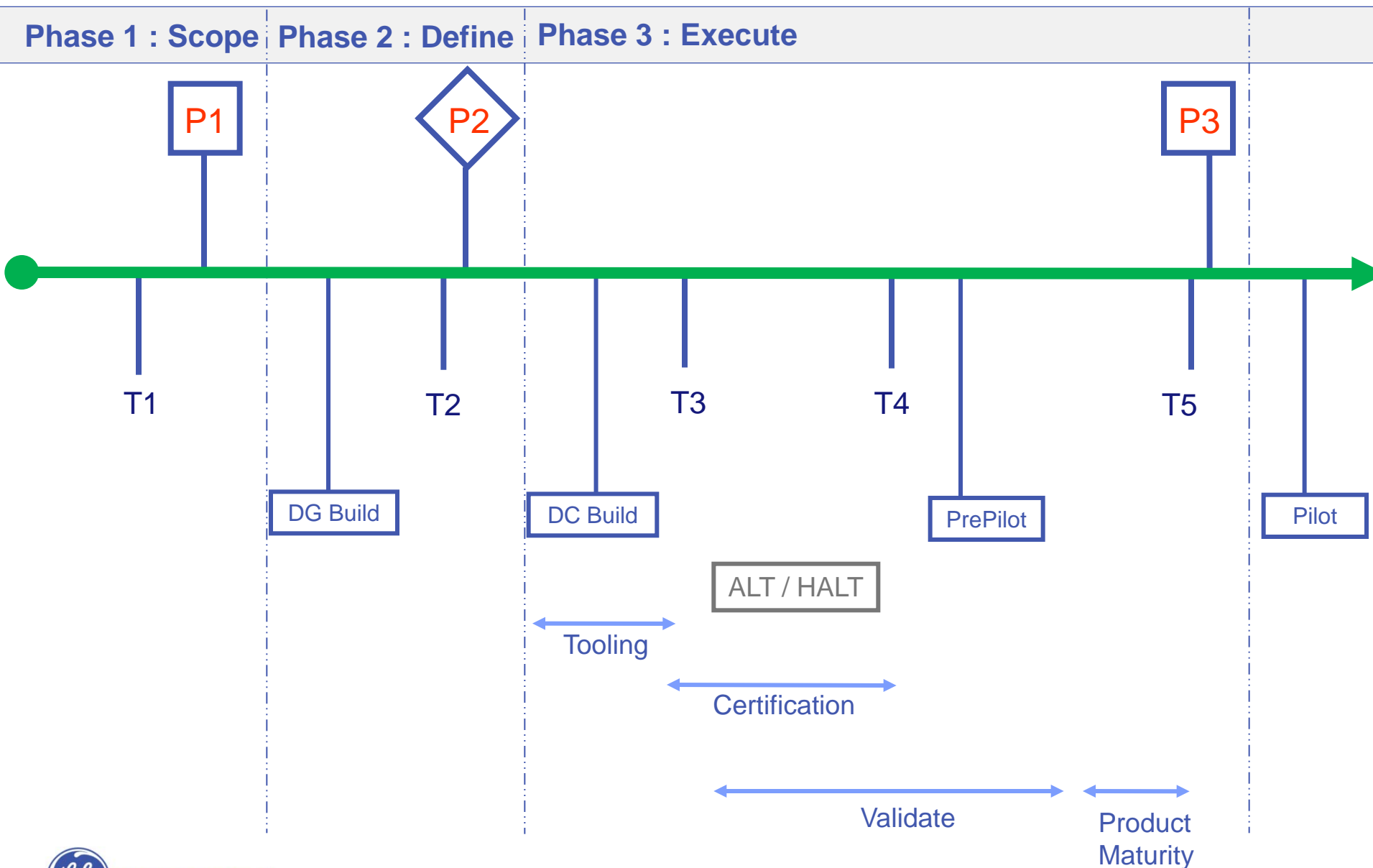
Idea generation is vital !!!

But ... *abandon bad ones quickly*

# 3. Efficient **P**rocess

- Keep it simple, empower the team
- Be formal, measure progress
- Match the process to the product type
- Build SW/HW components, reuse = speed
- Build platform based solutions
- Share lessons learned

# Waterfall engineering process example... simple





# Sustainability Factors : Summary

- Employ and motivate great people
- Seek collaboration opportunities
- Be active in industry
- Foster Idea generation
- Leverage technology trends
- Use platforms where possible to simplify development
- Use simple process and tools to execute