



Gartner Names GE Energy Management a Leader in 2015 “Magic Quadrant” Report for Advanced Distribution Management Systems

PowerOn™ Advantage Utilizes the Power of the Industrial Internet to Improve Grid Resiliency and Asset Utilization

ATLANTA—March 31, 2015—GE’s Digital Energy business (NYSE: GE) today announced that it has been named as one of the industry’s leading providers of advanced distribution management systems (ADMS) by Gartner, the world’s leading information technology research and advisory company. This position was stated in a recent report issued by Gartner* where it analyzed the capabilities of 10 vendors that offer ADMS solutions.

“Anticipating our customers’ grid optimization needs and delivering innovative, leading-edge solutions that increase reliability, productivity and efficiency are priorities for us at GE. Our PowerOn™ Advantage ADMS was built on more than 30 years of collaborative experience with our customers and seamlessly brings together the unique needs of distribution management systems and outage management systems into one singular, modular platform,” said Keith Grassi, global product line leader—asset control, GE’s Digital Energy business. “We believe receiving this recognition from Gartner for our ADMS solution is a great achievement and demonstrates our commitment to providing our customers with the tools they need to enhance their grid management systems.”

Gartner is recognized as the transmission and distribution industry’s expert, and its Magic Quadrant reports offer comprehensive insights about the sector, providing benchmark standards for the industry. In Gartner’s Magic Quadrant report, it identified the position of 10 technologies and assessed vendors on “Completeness of Vision” and “Ability to Execute” against their stated vision.

The report positioned GE Energy Management in the Leaders quadrant for its ADMS solution based on completeness of vision and ability to execute.

GE offers an advanced Industrial Internet solution capable of providing a streamlined, integrated product based on a single network model. The software’s innovative, modern user experience differentiates GE’s PowerOn Advantage solution from other offerings in the industry.

“We are investing significantly in device agnostic mobility capability, advanced optimization capabilities and big data integration to further improve grid resiliency and asset utilization and to drive operational efficiency for our customers,” said Keith Redfearn, GM, software solutions, GE’s Digital Energy business.

As an extension to its PowerOn portfolio, GE recently released its PowerOn Response software, a new solution designed to help utilities reduce downtime and restore power faster after severe storms. In accordance with GE’s strategy to drive real customer value from enterprise grid management solutions with full, seamless interoperability, PowerOn Response integrates field-collected data with operational workflows and existing grid management solutions to ensuring repair information is rapidly delivered to field crews.

GE's PowerOn Advantage ADMS uses GE's [Predix™](#) Industrial Internet software platform to provide a new paradigm in user experience, where the data finds the user. The company's PowerOn Response solution—part of GE's Mobile Enterprise Suite and built on its Predix platform—fully utilizes this strength to improve data collection, integration and management processes.

GE is uniquely positioned as the only vendor to be acknowledged as a leader in both the recent Gartner Magic Quadrant for Advanced Distribution Management Systems and the Gartner Magic Quadrant for Utilities Geographic Information Systems** published September 15, 2014.

"Our global presence, partner network and mature professional services network is referenced as the most extensive of all vendors in both reports," said Brian Boutte, GM, Global Channels and Strategic Partners, GE's Digital Energy business. "Our global partner ecosystem is a natural extension of the GE team and is one we are actively growing. It not only offers us extended reach, but more importantly a broad perspective on the global segment, customer needs and product feedback, something that is unmatched in the industry and that enables us to better deliver world-class software solutions."

GE will be featuring its full portfolio of advanced Industrial Internet software solutions for the modern grid at its International Software Summit, which is taking place June 8-11 in Frankfurt, Germany.

The full Gartner Magic Quadrant is available at www.gartner.com. A Gartner subscription is required.

GE's Digital Energy business is a global leader in transmission and distribution solutions that manage and move power from the power plant to the consumer. Its products and services increase the reliability of electrical power networks and critical equipment for utility, industrial and large commercial customers. From protecting and optimizing assets such as generators, transmission lines and motors, to delivering analytic tools to help manage the power grid, GE's Digital Energy business delivers industry-leading technologies to solve the unique challenges of each customer. For more information, visit <http://www.gedigitalenergy.com/>.

About GE

GE (NYSE: GE) imagines things others don't, builds things others can't and delivers outcomes that make the world work better. GE brings together the physical and digital worlds in ways no other company can. In its labs and factories and on the ground with customers, GE is inventing the next industrial era to move, power, build and cure the world. www.ge.com

Follow GE's Digital Energy business on Twitter [@GEModernGrid](#), [LinkedIn](#) and on [YouTube](#).

*Gartner, Magic Quadrant for Advanced Distribution Management Systems, Randy Rhodes, Zarko Sumic, March 17, 2015.

**Gartner, Magic Quadrant for Utilities Geographic Information Systems, [Randy Rhodes](#), September 15, 2014.

Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other

designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

###

For more information, contact:

Lisa Bushka
GE
Digital Energy
+1 860 463 0770
lisa.bushka@ge.com

Matt Falso or Howard Masto
Masto Public Relations
+1 518 786 6488
matt.falso@mastopr.com
howard.masto@mastopr.com

Kim Park
GE
Digital Energy
+44 1223 796425
kim.park@ge.com