

40
Landing Pages

27%
Avg Email CTO

\$10M
New Pipeline Growth

+25%
Conversion YoY

LANDING PAGES

GE Renewable Energy Contact Us 1.855.VORLGE

Transforming Renewable Energy. Together.

Harness the power of digital solutions to transform your operations.

Join Our Webinar to Get Started on Your Digital Industrial Transformation in Renewable Energy

Enhancing digital industrial transformation is key to staying competitive. Renewable energy is new, uncharted, and with that growth comes the expectation of competing in a global free market in order to sustain a competitive edge, achieving the lowest cost of electricity, while delivering a high availability response. Collecting, visualizing, and analyzing unit and site-level data—with only 1% of it being utilized for operations and then operation to optimize maintenance strategies and increase annual energy production in an industry where up to 10% of potential costs are attributed to equipment downtime, the need for predictive and proactive maintenance is crucial.

Join our webinar, "Improving Productivity with Digital Solutions" to learn how you can accelerate digital industrial transformation by leveraging machine assets, automating environmental activities, optimizing operations, and implementing digital industrial business models—all our efforts to unlock new revenue streams.

[REGISTER NOW](#)

Your Path to Transformation

When it comes to digital industrial transformation, you may be wondering where to start. At GE, we've created a clear path to help you along your journey. These three steps will help your renewable energy organization realize all the benefits of digital industrial transformation.

STEP 1 Connect and Digitize Assets for Improved Productivity

STEP 2 Optimize Operations to Increase Revenue

STEP 3 Scale New Business Models

"When you partner with a company like GE, you can influence how you want the product to function and, below, that's the only way you can stay on top of it and remain on the leading edge of the industry."

S. KRISHNASWAMY, SENIOR MANAGER, TECHNOLOGY INNOVATION STRATEGY AT EXCEL

Where Are You on Your Journey?

Does your company collect data from your wind or hydro assets electronically?

Yes, we already do. [LEARN MORE](#) | We partially do. [LEARN MORE](#) | No, we don't yet. [LEARN MORE](#)

Take the Digital Industrial Transformation Assessment

Want to learn more? Talk with a Renewable Energy industry expert today.

[CONTACT US](#)

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GE Renewable Energy

Hydropower Catches the Digital Wave

GE's Digital Wind Farm

Hear From Our Customers

S. Krishnaswamy

"When you partner with a company like GE, you can influence how you want the product to function and, below, that's the only way you can stay on top of it and get to the leading edge of the industry."

[LEARN MORE](#)

Let us help you make your operations digital.

Digital Solutions in Renewable Energy

Digital Wind Farm
Effect a year of O&M expenditures in less than a month. Reduce the total cost of ownership (TCO) and extend the life of your assets. Optimize operations and energy forecasting, reducing your TCO, capital expenditure, and reducing your risk of downtime, both in the field and in the office. And, you'll have more time to spend on other projects.

[LEARN MORE](#)

Digital Hydro Plant
Our digital solutions, including plant performance management, operations plan and maintenance management, help you optimize maintenance scheduling and energy forecasting, reducing your TCO, capital expenditure, and reducing your risk of downtime, both in the field and in the office. And, you'll have more time to spend on other projects.

[LEARN MORE](#)

Profit
Profit, by opening space for the industrial sector to generate additional revenue. Our digital solutions, including plant performance management, operations plan and maintenance management, help you optimize maintenance scheduling and energy forecasting, reducing your TCO, capital expenditure, and reducing your risk of downtime, both in the field and in the office. And, you'll have more time to spend on other projects.

[LEARN MORE](#)

Digital Wind Farm Optimization = Real Outcomes

\$75 MM REVENUE CAPTURED

13,500+ HOURS OF OPERATION

1.3+ TWh OF ENERGY GENERATED

\$20+ MM ANNUAL O&M COSTS REDUCED

2,000+ ANNUAL O&M HOURS SAVED

Want help implementing a digital solution?

Related Products

Asset Performance Management
Asset's software solutions designed to increase asset availability and availability while reducing maintenance expenses. Asset's software solutions help you optimize maintenance scheduling and energy forecasting, reducing your TCO, capital expenditure, and reducing your risk of downtime, both in the field and in the office. And, you'll have more time to spend on other projects.

Efficient Manufacturing
Our Efficient Manufacturing software is the solution for the design of working with the world's most complex manufacturing and we can help you plan.

Cyber Security
Cyber threats are on the rise. Industries have been impacted, but you can be the first to take action. Being a digital-first, led solution by GE Cyber security experts will help you secure your assets from the world's most complex manufacturing and we can help you plan.

Additional Resources

[Webinar: Digital Wind Farm Challenges: Renewable Energy Solutions](#)

[Webinar: Digital Wind Farm Challenges: Renewable Energy Solutions](#)

[Webinar: Digital Wind Farm Challenges: Renewable Energy Solutions](#)

[Webinar: Digital Wind Farm Challenges: Renewable Energy Solutions](#)

Your Path to Digital Industrial Transformation

Prolog.

The renewable energy industry has grown exponentially in recent years, making it harder for companies to compete in a commodity market. So, how can your organization remain competitive during these challenging times?

The answer: digital industrial transformation.

By transforming into a digital renewable energy company, you will be able to address industry challenges, streamline operations, improve reliability and availability, and increase annual energy production.

At GE, we've designed a proven three-step process for successful transformation.

Are you ready to get started?

[LEARN THE THREE STEPS](#)

Sanjeev Addala
Chief Digital Officer

"The pace and intensity of online threats shows no signs of slowing. Taking the right steps now to fortify your security posture and protect your windfarm assets isn't just an investment you make today, but a way to protect the future of your business."

Join our webinar, "Improving Productivity with Digital Solutions" to learn how you can accelerate digital industrial transformation.

[REGISTER NOW](#)

Uncover Hidden Revenue Streams in Your Data

All the data you need is there, you just have to know how to leverage it.

Foysé Andy (Andy)

To remain competitive, renewable energy companies have a choice: go digital or risk losing market share to those who do. Through digital transformation, companies like yours leverage advanced data and powerful analytics to improve production and efficiency while discovering sources of untapped value.

Learn more about the trends driving this change and how GE Digital's proven solutions can help you get up to speed.

[DOWNLOAD WHITE PAPER](#)

With digital reports
Jérôme Pécresse
President & CEO GE Renewable Energy

"Digital is the new currency for Renewable Energy and we believe your data enables you to transform our business model" - Jérôme Pécresse

Visit our website to learn how GE Digital can help you maximize operational performance at a lower sustainable cost.

[LEARN MORE](#)

Learn how GE's Digital Wind Farm can help generate deep business insights that deliver outcomes specific to your needs.

[LEARN MORE](#)

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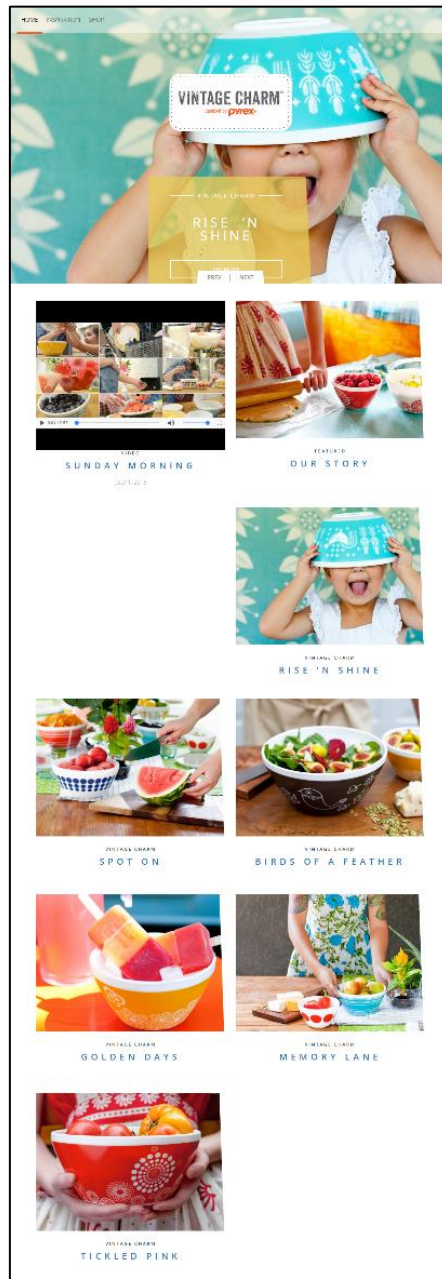
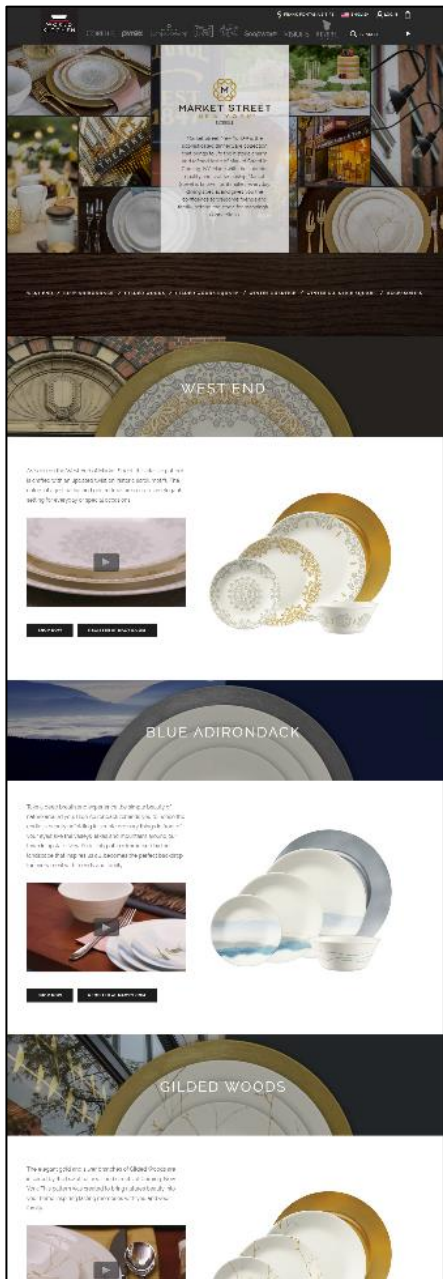
LANDING PAGES

4
Landing Pages

3+
Avg Pages
Session

21%
Avg Email CTO

200%
Increase in Conversion



12
Landing Pages

15
Product Launches

Under 30%
Avg Bounce Rate

4+
Avg Pages
Session

LANDING PAGES

11

Owned Sites

8

Core Brands

130+M

Pageviews

3+

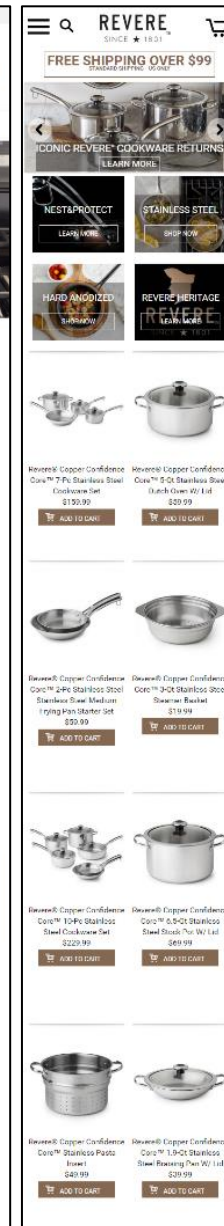
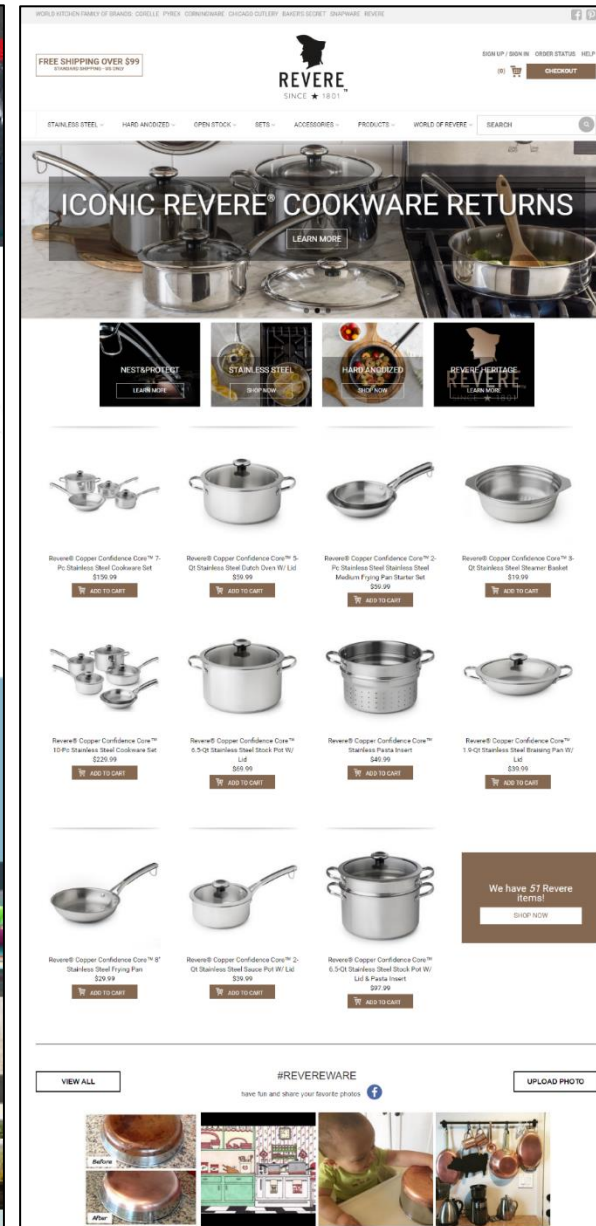
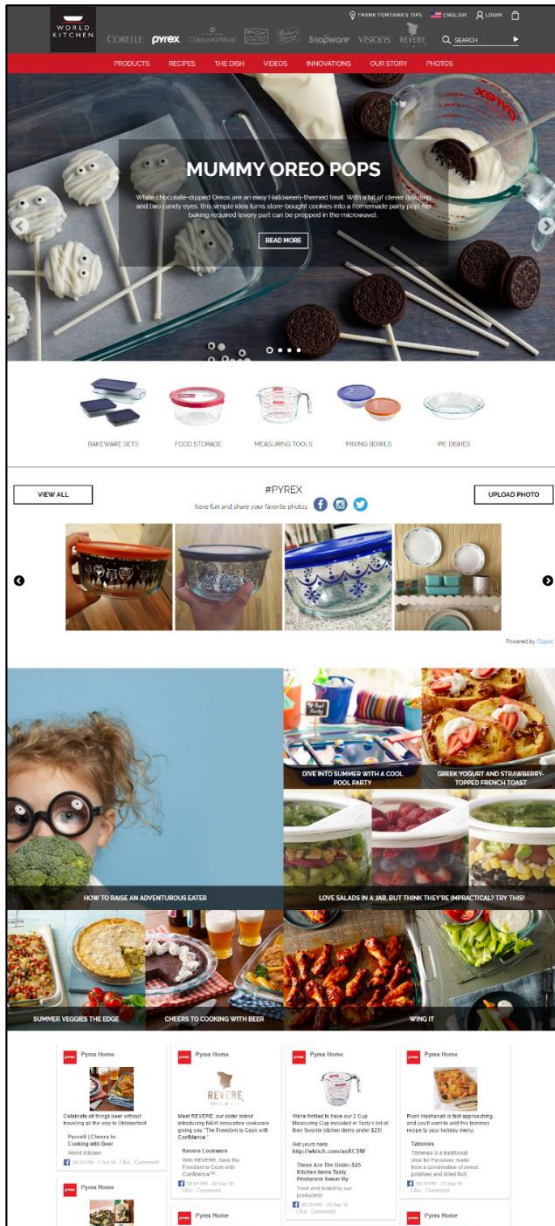
Avg Pages
Session

10%

Reduction in
Bounce Rate

100%

Growth in
Mobile Views



ONLINE PRESENCE

15,000+
Photos

1,000+
Videos

800+ Million
Impressions

500+
Articles

2.5+ Million
Clicks



WORLD OF FRUIT CORNELL OWENS

MARKET STREET | PRODUCTS | NEWS | THE SHOP | IDEAS | INNOVATIONS | QUESTION | FRUITS

Host an Ice Cream Block Party

SHARE

RECOMMENDED PRODUCTS

- CORNELL'S BOUTIQUE™ Cherry 30-30™ Dishware Set \$50.00
- CORNELL'S BOUTIQUE™ Kyoto 30-30™ Dishware Set \$50.00
- CORNELL'S BOUTIQUE™ Sunrise 30-30™ Dishware Set \$50.00
- CORNELL'S LIVINGWARE™ Polo 30-30™ 16 Oz. Dishware Set \$50.00
- CORNELL'S LIVINGWARE™ Garden 30-30™ 16 Oz. Dishware Set \$50.00
- CORNELL'S VINTAGE™ Duet™ 30-30™ Dishware Set \$50.00

WHAT'S YOUR STYLE? | DIGITAL | BACKHOUSE | FOOD | PARTIES FOR THE PEOPLE OF JULY | BITTEN OF THE MONTH | QUALITIES

NEWSLETTER

CONNECT WITH US

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CONTENT MARKETING



16

Platforms

5

Social Channels

4+ Million

Engagements

1.5+ Million

Facebook Fans

300+ Million

Impressions

2+ Million

Video Views

500+

Avg Monthly Posts

350

Youtube Videos

250%

Increase in CTR

>90%

Completion Rate

SOCIAL MEDIA



IRCE | User
Generated Content
2015



Widen | The Content
Story
2016



SMSS Summit | GE
Renewable Energy
Digital
2017

8 Industry Speaking Engagements

3 Media Interviews

2014 | 2015 | 2016 | 2017 | 2018

Who's Who in Digital Marketing

2015 | 2016

Presidents Award

2014

HONORS