



# Join GE Digital's Customer Reference Program



# What is the Customer Reference Program?

## Your business story matters.

When your company drives innovation and achieves powerful outcomes using GE Digital solutions, we want to highlight your success. That's why we invite you to join our Customer Reference Program—a program that enables GE Digital to work closely with our valued customers to promote our Industrial Internet solutions, build brand awareness, and help you:

**Showcase your innovation and success** – both publicly and within your organization

**Demonstrate thought leadership within your Industry**

**Engage in a closer relationship with GE Digital subject matter experts and leadership through:**

- Networking and customer appreciation events
- Quarterly roadmap reviews
- Annual executive briefing sessions
- Leadership events at Crotonville, GE's global leadership institute

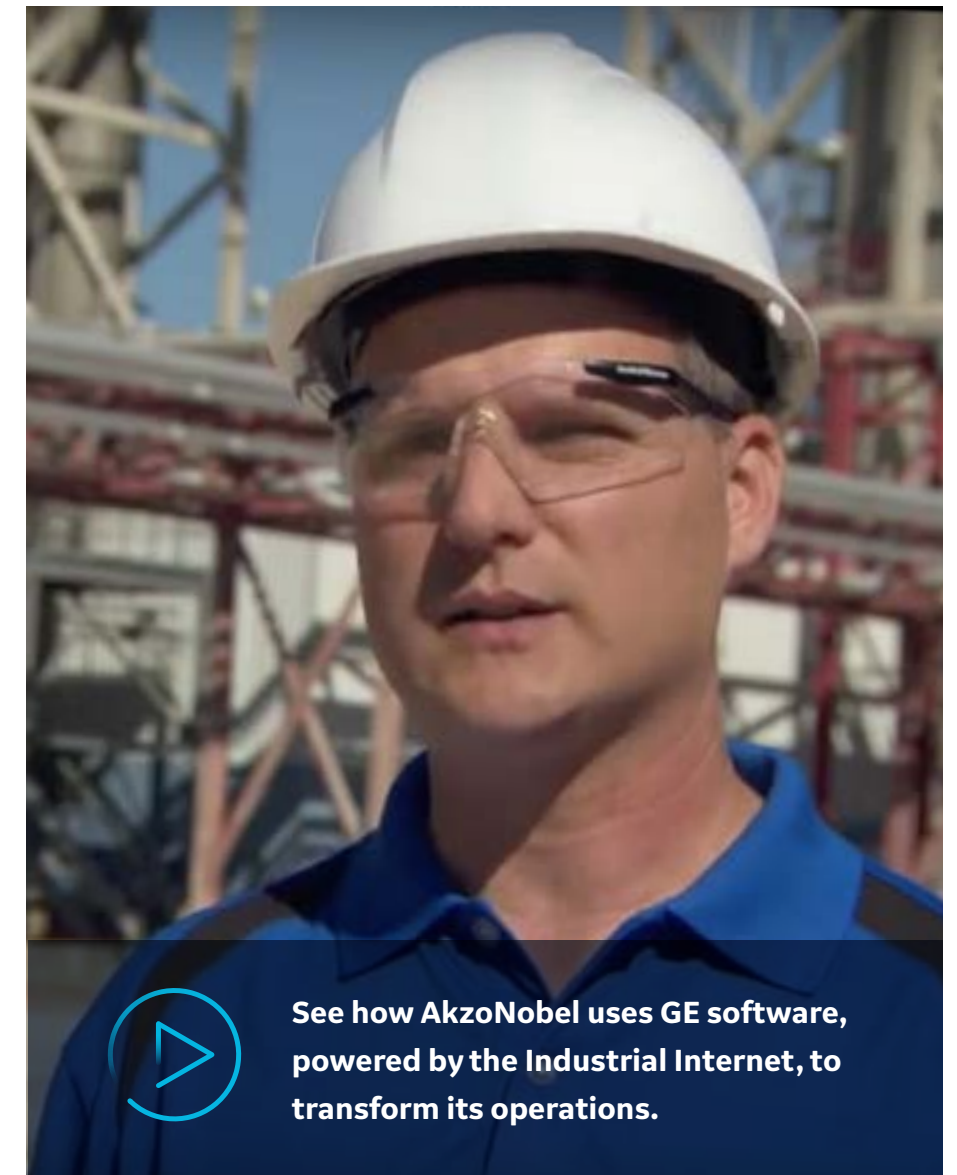
# What are the types of reference opportunities?

The GE Digital Customer Reference Program enables you to engage in the reference opportunities that you choose to best fit your business priorities and preferences.

It's flexible and customizable. We'll work with you to align with your company's marketing priorities and strategically map out a co-marketing plan to drive your messages further.

There are a variety of ways for customers to participate:

- [Video testimonials](#)
- [Case studies/success stories](#)
- Supporting quotes
- [Press releases](#)
- Peer-to-peer reference calls
- Social media activities
- Guest blogging
- [Media and industry analyst interviews](#)
- [Speaking opportunities at events and webinars](#)



See how AkzoNobel uses GE software, powered by the Industrial Internet, to transform its operations.

**GE Digital's Customer Reference Program is a win-win. Your success is our success.**

SHARE YOUR STORY TODAY



# What are the benefits?

When you join the GE Digital Customer Reference Program, you have the opportunity to strengthen your own marketing and branding initiatives.

**Marketing:** Enhance awareness of your business success and solidify your business value.

**Thought leadership:** Amplify your expertise, forward vision, and credibility in the marketplace.

**Brand building:** Gain exposure for you and your organization to be seen as best-in-class.

**Networking:** Expand your network and engage in valuable information exchange with other GE customers, GE subject matter experts, and industry analysts.

# What can I expect?

Joining the GE Digital Customer Reference Program is simple.

Here's what you can expect from us:

**An easy process:** we work around your availability in scheduling interviews and speaking engagements.

**A GE Digital customer reference manager:** a single point of contact to help answer any questions and ensure a smooth process.

**Flexibility:** you can choose to participate in the type of reference activity that's right for your business needs.

**Professional writers/videographers:** we work with you to develop professional, high-quality reference materials.

**Reviews and approvals:** you'll have the opportunity to review and approve all content before publication.

**Seamless content distribution:** we'll develop the content, manage design, and distribute the approved content via print, online, etc.





## About GE

GE (NYSE: GE) is the world's Digital Industrial Company, transforming industry with software-defined machines and solutions that are connected, responsive and predictive. GE is organized around a global exchange of knowledge, the "GE Store," through which each business shares and accesses the same technology, markets, structure and intellect. Each invention further fuels innovation and application across our industrial sectors. With people, services, technology and scale, GE delivers better outcomes for customers by speaking the language of industry.

## Contact Information

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