1. **How would you evaluate GE’s Industrial Internet initiative? On what evidence would you base this assessment?**

I would evaluate GE’s Industrial Internet initiativeby two metrics: the first one, a **simple ratio of software-analytics services revenue over total revenue for each industry segment**. We would expect that this ratio will increase as customers will prefer this “adds-on” solution on top of the commoditization of products; the second, **market share ratio over market growth** analysis would be an interesting metric to evaluate the Industrial Internet Initiative. GE’s bet is to have a first mover advantage in a new “analytics-based industry”. By giving customers a more integrated approach, that relies not only in the products characteristics, but in ancillary services as “analytics add-ons” for their products features, GE, could track how the industry is using these services, from intra-traditional competitors (like, Siemens or Philips) and what other inter-non-traditional competitors (like cloud solutions/analytics IBM, SAP, INTEL).

1. **Would you alter the Industrial Internet strategy and, if so, how? What are the next steps in the best strategy (yours or theirs)? Develop a specific action plan for Beth Comstock, GE Chief Marketing Officer, and William Ruh, GE VP and head of the new GE Software Unit, to work together to accelerate Industrial Internet efforts over the next 5 years.**

I think that GE’s Industrial Internet strategy could be suited with a more aggressive strategy by (1) **partnership with some of the Big cloud-analytics actors** as Google, Amazon, or EMC2. At the same time, (2) I will **specialize in the most profitable industries that can gain from software-analytics services**, not the ones that have current software-based services in their current development that are more prone to engage in these services.

For the first action, I will start conversations with non-traditional competitors that are starting to engage in cloud-analytics and software solutions to have a sense of the pros and cons of delimiting this king of partnerships. For the second action, I will apply a team of analytics to predict the industries that will have more gains in terms of cost reduction and revenue gain from data management, information services or remote monitoring, and I will assume that those industries are the most complex in terms of networks communications.

1. **Who will be GE’s most feared three competitors in five years?**

It is hard to say. GE’s have a comparative advantage for accessing information generated by its products, but this doesn’t limit the expertise of other non-traditional competitors (cloud analytics providers) to provide with this software-analytics services. Therefore, I will think that the most feared competitors would **be those that have the best cloud analytics power** such as IBM, AWS, Google or Intel.

1. **What do you think GE’s stock price will be in five years? Will it outperform the market?**

Depending on how traditional and non-traditional competitors will overturn market cloud-analytics services demands, GE stock prices could maintain their sustain growth that has being seen since 2008 if they could market themselves as a more suited analytics-software service provider. We must understand the initiatives of other competitors to see if it will outperform the market.