

Case Study

GE Digital

**INDUSTRY:** Computer Software**TYPE:** Public**HEADQUARTERS:** San Ramon, CA**FOUNDED:** 2011**COMPANY SIZE:** 10,001+ employees**WEBSITE:** ge.com/digital

COMPANY OVERVIEW

GE Digital (“GE”) connects streams of machine data to powerful analytics and people, providing industrial companies with valuable insights to manage assets and operations more efficiently. World-class talent and software capabilities drive digital

industrial transformation for big gains in productivity, availability and longevity. GE Digital does this by leveraging Predix, their industrial cloud platform purpose built for the demanding safety and security needs of industrials.

CLIENT SITUATION

GE works with more than 10,000 software engineers across several business divisions to ensure that their customers in all sectors tap into the power of the Industrial Internet. To support their technical audience, GE hoped to extend their Predix website to include an online community where software developers could ask questions, access answers, and contribute ideas. They required a user forum and ideation platform for the community and knew they wanted to purchase a commercial solution rather than building and configuring a solution in house.

IMPLEMENTATION

DZone Software worked very closely with GE Digital throughout the implantation process to quickly launch the Predix forum. “When evaluating solutions, time to market was a top priority,” explained Zucker. “We had a very aggressive time frame and AnswerHub was able to deliver a fast and efficient implementation.” GE’s community was launched 45 days after implementation.

DESIRED SOLUTION

GE began the search for a robust solution that would enable them to:

- Build a robust community where users could engage in Q&A and regularly contribute ideas.
- Meet an aggressive timeline for implementation.
- Choose between on-premise or in the cloud deployment.
- Encourage active participation through gamification.
- Customize the community to meet visual requirements.
- Easily integrate with the existing Predix website.

After a full evaluation of various commercial solutions, AnswerHub was determined as best suited to launch, manage and support GE’s developer community. According to Jonathan Zucker, Product Marketing Manager, Developer Relations, “AnswerHub was the incumbent – we were already using the software for our internal forum.” Zucker continued, “Not only were we familiar with the technology, but AnswerHub offered the capabilities we needed to have in place fairly quickly. “

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BENEFITS

GE Digital has realized the following benefits with AnswerHub:

EFFICIENT PROCESSES GE worked with DZone Software to build an authentication solution for the community's onboarding process. As a result, developers can easily and quickly join the forum, ask questions, and receive answers. The automated process drives adoption and creates a positive first impression for new community members.

USER ADOPTION The community has experienced healthy adoption since its launch in 2015. When the Predix forum went into beta in September, the community had 230 users comprised of internal GE employee. In February 2016, GE celebrated 1,000 users and in a month's time, membership had doubled. Today, GE's Predix forum has 2,300 community members.

BRAND CONSISTENCY Because AnswerHub is fully customizable, GE was able build a community that met their branding requirements. This created a consistent flow from the main website to the forum. Further, AnswerHub required very little integration with the Predix website, enabling users to easily find and access the community.

COMMUNITY ENGAGEMENT Engagement is key to a community's success. Zucker stated, “It's not just about an increase in membership – the end goal is to have an engaged community and ours is very active.” GE closely monitors community health metrics on a weekly basis, including the total number of visitors, new visitors, questions asked, and average time to first answer. GE also monitors metrics that are more product related, such as popular topic discussions, ideas and feedback.

As an effort to maintain high levels of engagement, GE plans on taking advantage of AnswerHub's gamification capabilities. According to Zucker, GE is in the beginning steps of launching a VIP and Ambassador Program. They plan to heavily leverage badging to identify top contributors and encourage active community participation.

A party celebrating Predix's 1,000th user!



ABOUT DZONE SOFTWARE

DZone Software is committed to providing outstanding software and unparalleled customer service. Our goal is to be the world leader in enterprise collaboration and knowledge sharing. DZone Software's product, AnswerHub, enables organizations to create their own online communities for private and public use. Every day, sites powered by AnswerHub help thousands of users manage big content, big knowledge, and big communities.

For more information, please contact 919-238-7100 or info@dzonesoftware.com.