

GE Smallworld 2000 for the Americas, held September 25th to 27th, exceeded the company's expectations. With the largest attendance ever - more than 600 - and a record 25 exhibitors, the conference was a resounding success. The purpose of the conference was to provide a venue for attendees to network with fellow GE Smallworld users and learn about the latest in GE Smallworld's network solutions. Attendees also were able to enjoy the surroundings. MGM Grand was an excellent location, offering sleek yet comfortable conference rooms and exhibit halls, with an excellent PA system. Once attendees left the conference, they were greeted with the whirring music of the slot machines and opulence that is Las Vegas.

GE Smallworld Network Solutions Are Paving the Way

Dick Newell, former Chairman and now Chief Technology Officer of GE Smallworld, and C. Warren Ferguson, CEO and President of GE Smallworld, opened the conference with a look to the past and the future. Dick stressed that "At no time in our history has the world changed at a more rapid rate. Certainly the last 12 months for GE Smallworld are a testament to that!" The company continues to expand its hold on the communications, utility, and public systems marketplace. "It is our vision to design and manage the world's networks," Dick said. "Now, with the power of General Electric behind us, we're better able than ever before to deliver on that vision."

Extensive Growth Across the Company

Warren noted that the future for GE Smallworld is extremely positive. GE Smallworld has experienced record growth over the past year, and will continue to experience extensive growth. The company is offering new products such as GE Smallworld Internet Application Server, and upgrading current product offerings. Warren expressed satisfaction in the acquisition of the Spatial Services group in July 2000 (formerly Navigant Consulting / GeoData). From a fiscal perspective, the company experienced impressive growth for the last two quarters of fiscal year 2000, with the Telco division growing at 50%, and the Utility and Public Systems (UPS) division growing at 25%.

Why GE / Why Smallworld?

As part of the opening presentation, Steve Bolze, President and General Manager of GE Energy Management Services, spoke about the soon-to-occur acquisition of Smallworldwide plc by GE (the acquisition was completed just a few days after the conference on Oct. 3, 2000). Steve described "Who is GE" and spelled out "Why acquire Smallworld?" -

GE Smallworld 2000



Conference Report



The GE Smallworld 2000 Conference for the Americas exceeded expectations, with record attendance, more exhibitors, and expanded education sessions. Coupled with the excitement offered by the Las Vegas location, attendees hit the jackpot with the latest in GE Smallworld technology and customer solutions.

because of Smallworld's innovative technology, talented team, and customer franchise. He sees the acquisition as an opportunity for customers to improve network management service, reliability, and productivity. There is a very strong synergy between Smallworld and GE Energy Management Services. Steve stated that GE intends to keep GE Smallworld running as is, with the same focus and management team. GE has received a wealth of awards such as "Most Respected Employer" and "Internet Company of the Year".

Global Architecture Team

To ensure that GE Smallworld technology stays on track and addresses the two vertical market areas of GE Smallworld (Utility and Public Systems [UPS] and Communications), the company announced it has created a global architect team, led by Peter Batty, Vice President of Technology. The team is dedicated to ensuring a consistent and high quality technical architecture across company products in all divisions.

Keynote Speech - Managing Customer Relationships in Utility Industries

Speaking on One-to-One relationships, Don Peppers was animated and knowledgeable.

He imparted that the best way to get and keep customers is to treat them as individuals. Don is a best-selling author and business visionary, and an expert at transforming Customer Relationship Management theory into practical, actionable programs. As a founding partner of the Peppers and Rogers Group, Don has years of providing management consulting to help companies leverage technology to increase customer loyalty.

Don suggested using technology to help track customer information, keeping in mind each customer's uniqueness. He stated it is essential to interact with and collect information from each customer. Once this information is obtained, an objective for each type of customer and a strategy can be developed, followed by a mass response. Don stated, "When you tailor your product, service, or elements associated with it, the customer is more likely to be loyal to you."

Educational Sessions

There were nearly fifty presentations by GE Smallworld technology experts and customers. Topics ranged from XML to trouble call integration to Internet security to software implementation lessons learned. The well-attended sessions included educational tracks in the Internet, Communications, Management and Training, Utility, and Operations Management. Presentations were provided by a wealth of satisfied customers, including Florida Power & Light, Verizon, San Diego Water, BC Hydro, Vidéotron, BC Gas, Stadtwerke Munich, and many more. The annual "Birds of a Feather" sessions were a success, with the goal of encouraging customers to ask questions, help guide the future of products, and share their knowledge with one another.

GE Smallworld Showcase

Hands-on demonstrations were held at six GE Smallworld pavilions within the conference exhibition hall.

- Engineering Management Booth. Solutions were offered for helping utilities plan, design, build, and maintain their networks, and included GE Smallworld Design Manager, PTI Interface, and Transmission Grid Manager.
- Operations Management Booth. Demonstrations included the ever-popular GE Smallworld's PowerOn, with a sneak preview of version 2.0, PowerOn's new Customer Relationship Manager product, and the PowerOn Executive Information System.

- Internet Pavilion. Extreme interest was generated in the new GE Smallworld Internet Application Server, demonstrated in the Pavilion. The software provides a geo-spatial dimension to e-business applications, using industry standards.
- New Technology Booth. Highlighted were the next versions of GE Smallworld Spatial Intelligence, GE Smallworld Oracle Spatial, InSync for Spatial, and new developments in GE Smallworld core spatial technology.
- Spatial Technology Booth. GE Smallworld's new Spatial Services group demonstrated their implementation and integration services, as well as some of their software solutions.
- GE Smallworld Communications Booth. Featured were the latest releases of GE Smallworld's Model.It and Circ.It. Special features included GE Smallworld Spatial Intelligence software as applied to Model.It.

Exhibition Hall

Twenty-five vendors staffed booths at the main exhibition hall. A steady stream of current and potential customers explored the many complementary offerings these partners and vendors provide. GE Smallworld recognizes the importance of our partners and will continue to rely on their assistance in providing comprehensive customer solutions.

In Summary

GE Smallworld helps customers use technology to develop effective solutions in the age of mergers and acquisitions through software that designs and manages the world's networks. This vision was clearly illustrated by the wealth of interest and participation in GE Smallworld's largest Americas Conference. Considering that in 1994, when the first conference was held, only 100 people attended - it is clear that GE Smallworld is capturing the marketplace.

Moving forward, it is essential that interface within the GE Smallworld divisions continues. A good example of the synergy this creates is GE Smallworld's new Internet Application Server product, which was developed cross-team. This has resulted in a revolutionary new product that integrates with both UPS and Communications products.

Rapid growth has become the norm at GE Smallworld. As Warren mentioned in his opening speech, there are 750 customers on the UPS side. On the Communications side, five of the top 10 Telcos in the world are customers of GE Smallworld. All of the communications companies in New Zealand use Model.It and Circ.It. The technology presented at the conference, and the ever-expanding client list, are testament to the fact that GE Smallworld is leading the way to more innovative and effective network design and management.

Fast Tracker Awards

Annual Fast Tracker Awards were given to customers in recognition of unique GE Smallworld implementations. As included:

Enterprise GIS Award

BC Hydro - With the help of GE the Distribution Analysis and Design PowerGrid (transmission management) applications have been deployed.

Network Solutions Award

Bangor Hydro -

Through a successful team effort, Bangor Hydro has rolled out GE Smallworld

Core, a field design solution, and PowerOn.



PowerOn Fast Tracker Award

Central Hudson -

With the assistance of Convergent Group, Central Hudson implemented PowerOn in record time.



Innovation Award

Louisiana Gas & Electric - The utility has deployed an innovative mobile mapping solution developed on GE Smallworld View.

Fast Tracker Award

Central Services Association - CSA, a non-profit member firm, has implemented UtiliTrak, a geospatial utility information system developed with GE Smallworld technology to help its members keep track of utility infrastructure.

Communications Fast Tracker Award

Verizon - Verizon installed computer hardware, a telecommunications network, and GE Smallworld's Communications software, in less than 90 days after beginning the project.



Communications Fast Tracker Award

Vidéotron - There are two migration projects in progress at Vidéotron that incorporate GE Smallworld technology, both on a fast track schedule.

