



GE Power Management

Value Added Reseller Program



Your invitation to a profitable business opportunity!

Value Added Reseller Program

What is the VAR (Value Added Reseller) Program?

GE Power Management develops and manages a Global Utility/Industrial VAR network that provides our customers with qualified integration service providers for GE Power Management products.

By definition, VARs (Value Added Resellers) are financially and technically strong business partners who provide a variety of services to their customers. This may include services to implement a product solution, system design, system integration, etc.

VARs do not limit the scope of their services to technical implementation of a product solution. These players focus on providing significant value-added features for their customers, moving away from the transactional to the relationship-based type of service. These integrators, while technically savvy, are well known and respected in their market as solution providers; their high quality standards, commitment to customer satisfaction, market ingenuity, and efficiency in offering the greatest value separates them from their competitors and are key to their success. These are the types of partners that enable mutually profitable solutions for their customers.

What is the Market Projection?

The demand for Energy Management domestically is expected to increase as a result of deregulation and the phenomenal growth of the economy.

Key targets for system integration opportunities include North America, Europe, and the Middle East, while the new emerging economies in Latin America and Asia also present significant market potential.

Working together with our VAR network presents a great opportunity for the mutual development of these markets.

Why choose to be a VAR?

Utility and Industrial markets are faced with increasing growth without adequate resources as a result of consolidation, downsizing, and changes within the economy.

The main objective of the VAR program is to develop and maintain system integration partnerships to serve local markets at strategic locations around the world. As an experienced systems solution provider, a VAR can leverage technology through GEPM to complement its service offerings. GEPM is an ideal strategic partner for electrical protective relays, components and automation systems for industrial and utility applications.

Benefits to the VAR

Competitive products and services through partnerships with industry leaders provide the VAR with unique benefits such as:

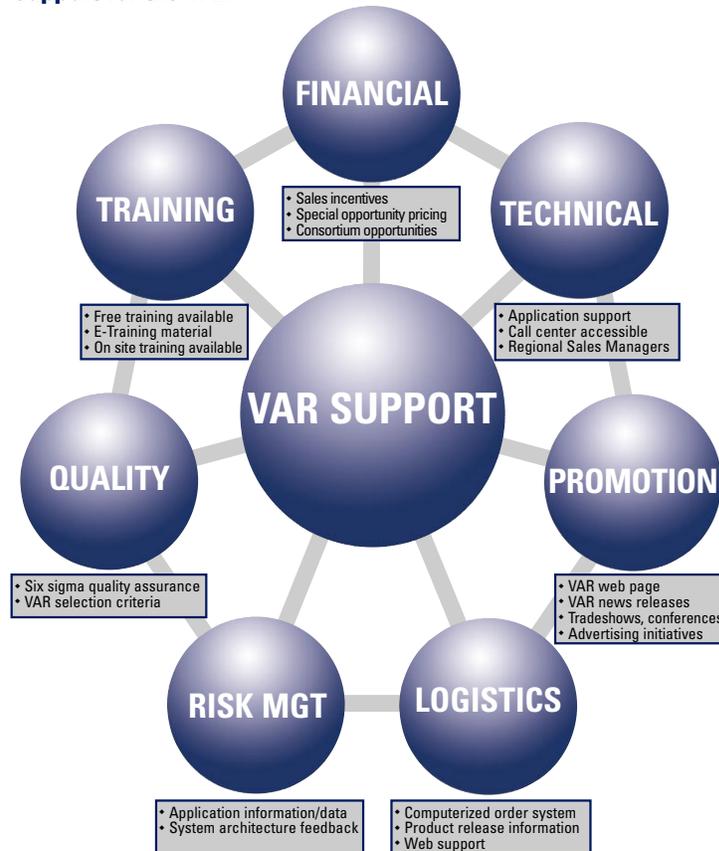
- A relationship with GE that provides more credibility to the business
- Timely access to technical expertise of a globally diversified company
- A vast array of global resources that can complement your existing ones
- Training services to ensure product competency and confidence

- Having access to a wide range of products on the forefront of technology that are designed for system integration
- Extensive support services for cost savings
- Competitive pricing
- Negotiable prices and contracts for win-win situations
- Industry recognition
- Brand recognition
- Quality products
- Reliable delivery

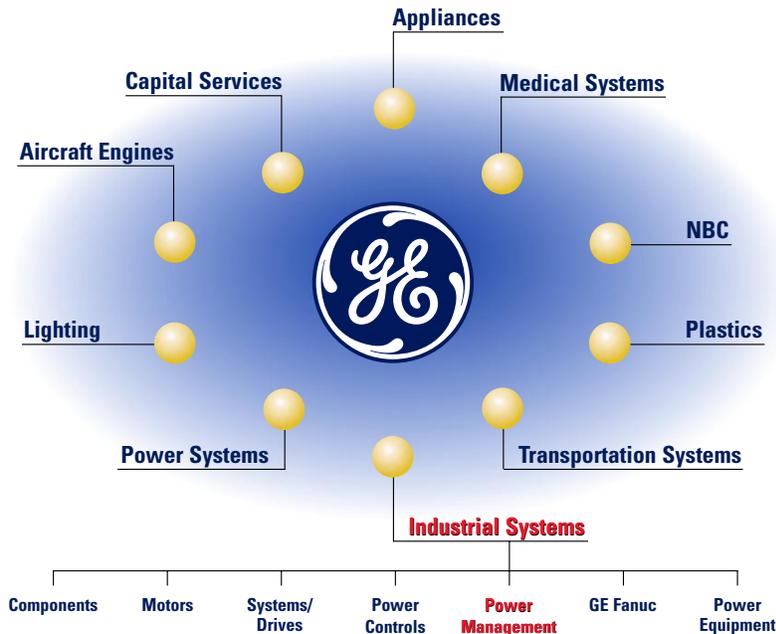
GE Power Management has a strong global presence with over 200 support offices.



Support for the VAR



GE Power Management is part of GE Industrial Systems, one of the 10 businesses in GE.



Why Partner With GE Power Management?

As part of GE Industrial Systems, GE Power Management offers a complete range of products and services for electrical system protection, control, monitoring, communications and automation. Leading edge technologies, such as GE Power Management's Universal Relay, are designed for system integration and make it easier for a VAR to complete a project successfully.

With consistent annual growth, GE Power Management has established itself as a world leader in the supply of protective relays and associated systems. By partnering with GE, our VARs can harness the power of the package.

What are GE Power Management's Expectations?

VARs will be required to commit their resources to a pre-specified level of training as determined by GE and to allocate resources capable of providing product pre and post-sales support to their customers. A successful VAR should also actively, independently, and aggressively develop and grow their Power Management System customer base. We are looking for VARs that possess the following characteristics:

- Commitment to doing business for the long term
- Experience in Utility and Industrial applications

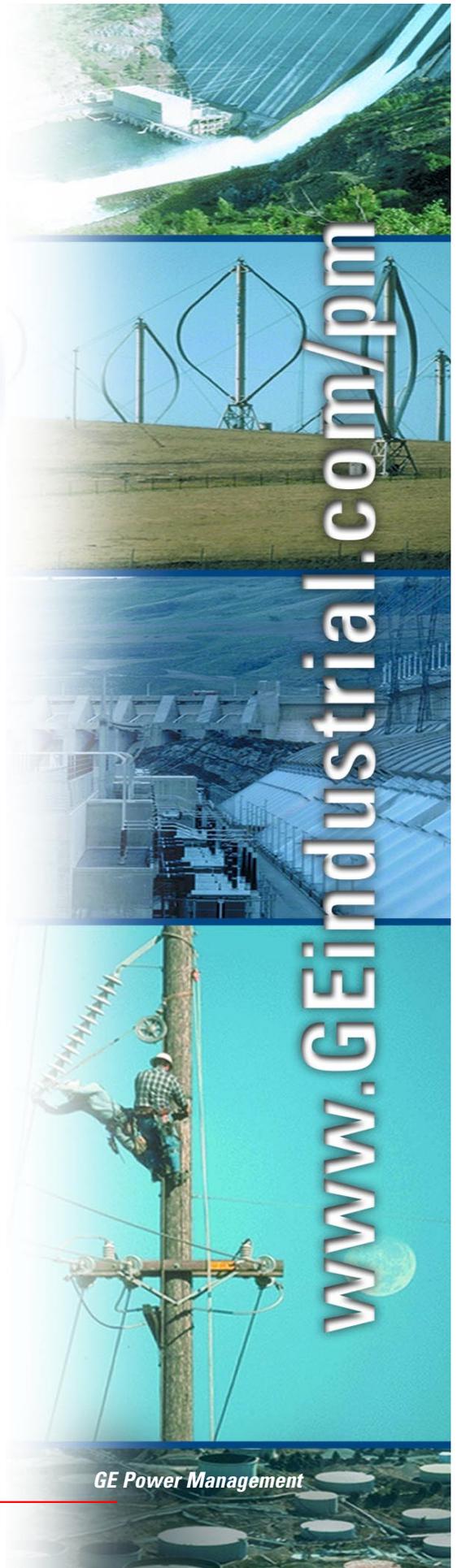
- Qualified resources
- Financial stability
- Substation/plant automation system products experience
- Integration capabilities
- Ability to distinguish customer wants and needs
- Satisfied customer references with a proven track record
- Understanding the value of a solution offering
- Risk management procedures
- Solid infrastructure
- Integrity
- Confidentiality - exposure to product design details
- Quality initiatives/procedures

GE VAR Advantage

If you are part of any GE VAR program, you are likely to be approved for other GE business VAR programs.

GE Power Management: Your Ideal Strategic Partner

By combining a solid product offering, a well respected brand name, and your strong added value, the partnership will allow us to mutually strengthen our market positions and capture the high returns resulting from these fast growing market opportunities. Let us be your strategic partner for your business. Please contact your local GE sales office or visit our website for further information.



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