



## STEVE RULLO, CHIEF INFORMATION OFFICER

Senior executive and CIO with proven track-record of leading technology-driven business transformations. Passionate about leveraging disruptive technologies to drive growth, innovation and productivity. Recognized for ability to build high performing teams that deliver business aligned results with increased speed, agility and quality. Hands-on global leader with a wide range of responsibilities including: strategy development and execution, organizational design, digital transformation, program management, business operations and people leadership. Experience across the financial services industry working in multi-national corporations, consulting and startups including several international assignments.



Every year, the infrastructure that powers our homes, transports our products, heals our loved ones, and keeps our societies moving forward needs a trillion dollars more investment than it gets. GE Capital wants to change that. We believe industry and finance have to speak the same language if you're going to drive the kind of progress the world needs now. We believe our people understand exactly what it takes to make the world work better every day, everywhere, for everyone. And we believe GE's vision is best served by a business that knows the complexity, risk and potential of everything we offer customers – because we don't only build it, we finance it, too. It's more important than ever that the industries sustaining our lives get the support they deserve.

## DEPARTMENT BREAKDOWN

### WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Transformation to simpler portfolio Simplification and cost out Digital productivity

### WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Vendor platforms (Oracle ERP, Banking packages) Oracle, Hadoop Java, HTML5, AngularJS AWS/Azure

### HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

1000

### WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

\$150 TO \$300 MILLION

## PROJECT INSIGHTS

### PROJECT OR INITIATIVE DESCRIPTION

Transformation: Radically simplify the technology footprint to fewer enterprise platforms - One CRM, One set of transactional systems by product line, single Big Data platform. Then leverage data, AI and robotics process automation to drive productivity in commercial, finance and operations processes. Transition organization to a horizontal structure that moves away of the silo'ed vertical aligned technology teams by business.

### WHAT NON-BUDGETARY CHALLENGES DO YOU ANTICIPATE?

Change management: process simplification / re-imagination prior to technology and organizational trust to give up responsibilities to horizontal teams.

### WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

Big data, Artificial intelligence, Blockchain solution providers

### WHAT IS THE PROJECT TIMELINE?

2019

### WHAT IS THE BUDGET FOR THIS PROJECT?

\$60 million

**What technology/services are of strategic importance to you in the next 12 months?**

**Please indicate level of need/importance:**

**A=High Priority B=Priority C=Interest D=Low Priority E=Not A Priority**

**We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.**

Creating Mobile And Web Apps To Reach Customers And Service Enterprise Needs	E
AI In IT Operations To Correlate, Visualize And Predict Business Impacting Issues Across Hybrid IT Stacks	A
Saas Cloud Automation-Provision, Run, And Manage Hybrid Clouds Fully Integrated Across Any Infrastructure Or Any Cloud Provider	C
The Critical Important Role Of Quality In Digital Transformation	B
Cloud Unified Communications In The Enterprise	E
Rapid Development Of Transformational Applications	B
Improving Ecommerce And Retail Brands Ability To Target Their Competitors And Their Customers Within 48 Hours Of Visiting A Retail Location With Contextual Ads On Facebook, Google And Programmatic	E
Developing Or Revising A Business Process While Building An Application With No-Code Technology And Methodologies	D
Conversational AI For Digital Banking	B
Using AI To Deliver Visually Perfect Financial Applications	B
Expanding Connectivity With Customers And Partners With API Management	E
Adapting To The Everchanging Digital Workspace Demands With Content Collaboration	C
Providing Business Operations Greater Operational Intelligence To Proactively Identify And Resolve Process Issues Prior To Impacting Customers	A
Robotic Process Automation (RPA) Software	A
Redefining Fintech With Conversational AI	C
Digital Transformation	A
Behavior Driven Developer Productivity	E
Interconnected Hybrid Cloud – Securely Connecting People, Locations, Data, And Clouds, On-Demand	E
Create Compelling User Experiences At Scale	C
Creating A 21st Century Agile FS Enterprise	D
Digital Transformation For Enhancing The Customer Experience - The Need To Automate, Streamline, And Transform Business Processes	B
Ultra High Performance Data Management To Handle The Concurrent Workloads Of Transaction Processing And Analytics At High Scale With Superior Reliability	A
Unleash Productivity With Document Workflow Efficiency & Esigning	C
Achieving Software Security And Compliance Objectives In A DevOps Environment	E
Digital Transformation For Secure, Frictionless Customer Experience	D
Private Cloud Services For Optimized Business Processes	C