



## PRESS RELEASE

### GE Fanuc Intelligent Platforms Releases Proficity® DataMart Empowering True Enterprise Manufacturing Intelligence (EMI)

#### **Enterprise Software Application Bolsters Core EMI Pillar of Production Management Software for Plant-to-Plant Performance Benchmarking and Analysis**

CHARLOTTESVILLE, VA, SEPTEMBER 17, 2008 GE Fanuc Intelligent Platforms, a unit of GE Enterprise Solutions, today announced the release of Proficity® DataMart, a new addition to the company's Proficity suite of integrated Production Management Software products. Proficity DataMart reaches deep within manufacturing operations across a business to provide a single, unifying view into operational performance. Its powerful data cubing technology layers on top of the Proficity Plant Applications suite of software modules, taking the already robust reporting and analysis capabilities of Proficity to new levels – in the plant and across the business.

"EMI is a strategic pillar and core capability in our Proficity Production Management Software portfolio," said Sheila Kester, General Manager of GE Fanuc's Proficity Production Management Software. "Proficity DataMart is a great solution for companies that consider themselves to be 'data-rich but information-poor' and are struggling to keep up with the speed of business with complex reporting or analyses within and across their businesses."

Proficity DataMart provides a platform for reducing the time, cost and complexity of developing sophisticated ad-hoc reports and analyses to complement the hundreds of existing reports, views and analysis tools within Proficity Plant Applications. The application supplies access to the accurate, timely product, process and production information vital to manufacturers' strategic and operational success. Its multi-server, multi-time zone, multi-language capabilities support operations around the clock by connecting to multiple Proficity sites locally, regionally and around the world. And, its high-performance, enterprise architecture leverages the robust Proficity Software and technologies proven throughout industry worldwide to deliver real-time, mission-critical information.

"Proficity DataMart provides a new architecture that really puts the 'E' in EMI - in an off-the-shelf, GE Fanuc-supported product," said Barry Lynch, Global Product Manager, Proficity DataMart. "Customers of Proficity Plant Applications know the value of making informed decision quickly in production. Now they have more tools to do so in the plant, and the business has enterprise intelligence to support their business overall."

Proficity DataMart's real-time analysis cube technology puts information in a form users can

understand by leveraging their own naming conventions, metrics and calculations. By removing the need to understand the production database schemas, it enhances the ad-hoc reporting and analysis capabilities of Proficy Plant Applications while exposing everything to Proficy Portal, Microsoft Excel and Microsoft SQL Reporting Services for extended visualization and reporting. Also, since Proficy DataMart is based on open OLAP standards, it leverages a user's existing Business Intelligence and Enterprise Performance Management infrastructure and supports their Data Warehouse strategies.

"GE Fanuc continues its commitment to helping our customers run their plants better to run their businesses better," concluded Kester. "With our release of Proficy DataMart added to the recent release of Proficy Plant Applications, we are providing powerful intelligence to give our customers a sustainable advantage in their businesses."

For more information: [www.gefanuc.com/productionmanagement](http://www.gefanuc.com/productionmanagement).

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#### About GE Fanuc Intelligent Platforms

GE Fanuc Intelligent Platforms, a joint venture between General Electric (NYSE: GE) and FANUC LTD of Japan, is a high-performance technology company and a global provider of hardware, software, services, expertise and experience in automation and embedded computing, with products employed in virtually every industry, including manufacturing automation, defense, automotive, telecommunications, healthcare and aerospace. GE Fanuc Intelligent Platforms is a worldwide company headquartered in Charlottesville, VA and is part of GE Enterprise Solutions. For more information, visit [www.gefanuc.com](http://www.gefanuc.com).

**Contact:**

Elli Holman, GE Fanuc Intelligent Platforms  
508-698-7456; [elli.holman@gefanuc.com](mailto:elli.holman@gefanuc.com)