

Gestão de Compliance: Evitando o Desvio de Ativos Intangíveis

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Many reasons we share what we know

We share internally to enhance productivity

e.g. engineering workspaces, product mgmt. tools, source code repositories

We share externally to get new perspectives or scale

e.g. technical details to customers, suppliers, and partners

We leverage data to gain insights

data analytics can help optimize a process, tells us when a machine needs to be fixed or help diagnose a medical condition

How confidential business information is lost

by mistake *document shared with an inappropriate audience or email forwarded to an unintended recipient*

by accident *data is stored where people accidentally see it, or a laptop, mobile device, or USB stick is lost*

by theft *hardware is stolen or data is accessed through public wifi connection, virus, or other means*

by neglect *information stored within public areas when access to such information should be more restricted*

developing best practices to keep you safe

1

have a policy

get buy-in from relevant functions and teams when designing the policy

2

make it easy

design to fit within existing processes and without significant training needs

3

share in a safer way

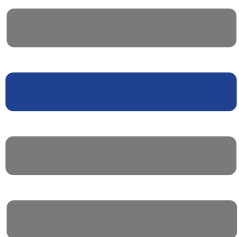
identify information crucial for collaboration and only share those details. Consider if less sensitive versions can be created automatically or with minimal effort

Collaborating within an organization

At GE, we have access to some of the world's leading



Within teams, we share securely. Use internal collaboration spaces when possible



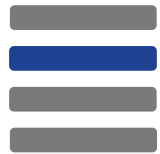
Even within the company, only share information that the team reasonably needs to know to collaborate.

Handling data when collaborating externally

External collaborations accelerate development, save money, and make deals. **But they can also put information at risk.**



when critical business information leaves a company, **it is harder to protect**



limit what internal data you share
share only what is necessary for success



have **agreements in place** for both maintaining confidentiality & keeping confidential data secure



clearly mark any confidential information that you provide externally

Leaning into The GE Store

- ✓ Ideas
- ✓ Expertise
- ✓ Speed
- ✓ Scale



Our unique advantage

Local R&D talent Delivering global impact

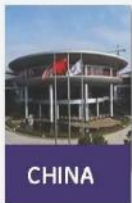


- Tradition of Innovation established in 1900
- 2,700 patents in both '14 and '15
- ~100,000+ visitors a year globally
- Learning culture - technical forums
- 3,000+ PhDs, engineers and scientists



INDIA

1999



CHINA

2000



GERMANY

2004



DETROIT

2009



BRAZIL

2010



SAN
RAMON

2011



ISRAEL

2012



OKLAHOMA

2013



SAUDI
ARABIA

2015

Positioned to lead and deliver for the future



We used Big Data to help make an Olympic sized splash

To prepare for the recent Rio Olympics, the same technology that helps GE monitor the engines that power airplanes and locomotives helped Brazil's Canoeing team to measure the performance of athletes and canoes during training sessions

Incentivizing Innovation: *Touchpoints to consider*

Do you have access to your organization's critical innovations?
If not, consider: organizational goals for idea submission and incentives beyond patent applications

Are inventors giving feedback throughout the process?
Inventors are critical to providing context, whether relating to it's application or competitive intelligence.

What's required by law?
Many countries have laws on inventor remuneration and they can vary considerably