

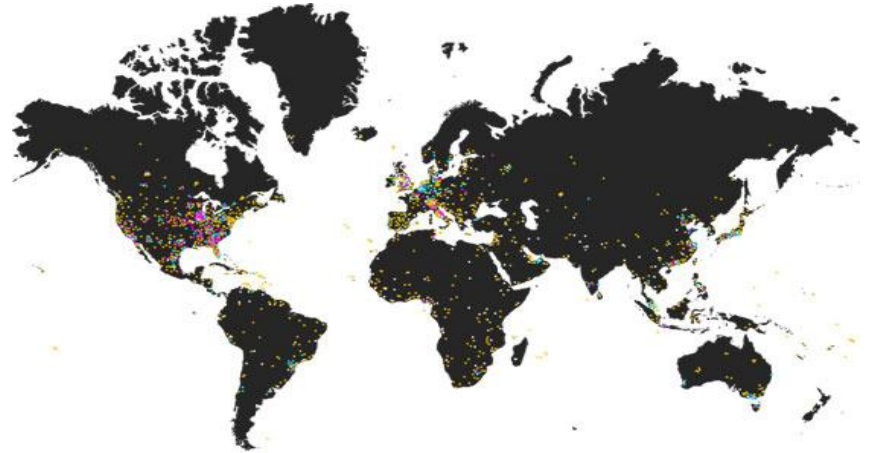
Enabling Connected Worksites

Bhavin Vyas

Program Manager, Caterpillar

Caterpillar A Global Leader

- Nearly 500 locations in 50 countries
- 90,000+ Employees
- 2009 sales of \$32B (69%) outside of US
- 8200 Suppliers
- 181 Independent dealers worldwide



Yellow Iron, Clean Power, Integrated Services



MAK

Solar Turbines



Perkins



A Changing Market Place

Product Competition

Increase our competitive advantage

Customer Support

Reduce machine operating costs and increase uptime

Dealer Support

Minimize and share customer business risk

Technician Shortage

Address global shortage of technicians

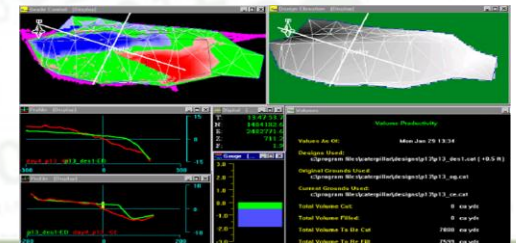
Data Availability

Turn reams of data into proactive recommendations

Delivering Customer Value

Combining customer-centric capabilities...

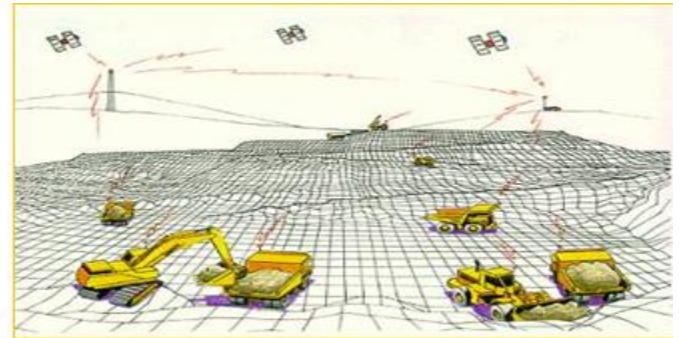
- Asset management
- Job-site management
- Project/Process management



Delivering Customer Value

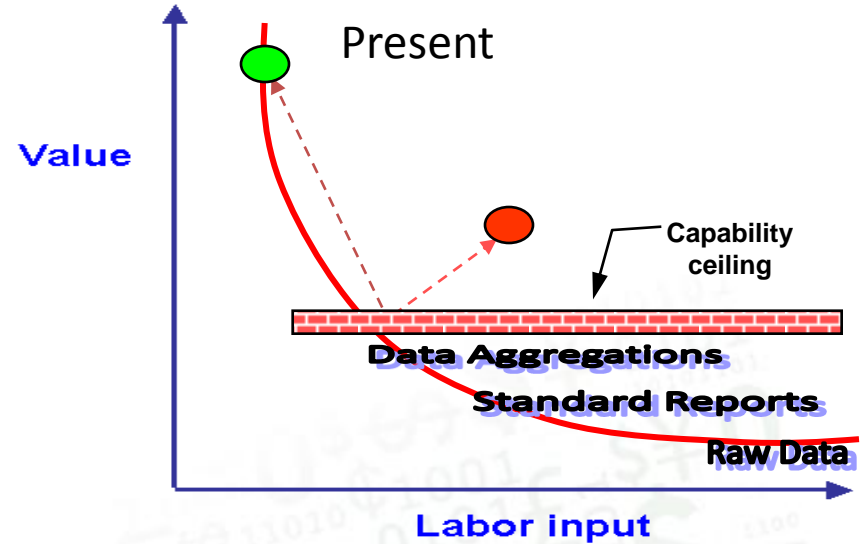
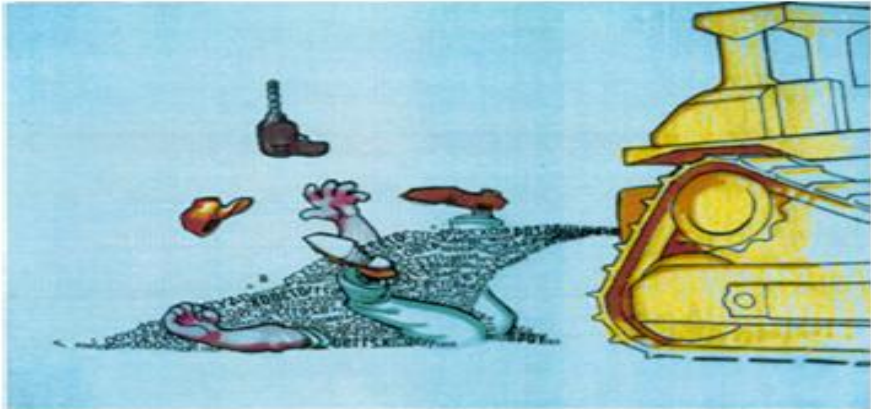
.....by leveraging technologies

- Wireless communications
- Information management
- Condition Monitoring
- Positioning and augmentation
- Site visualization



Condition Monitoring

Past



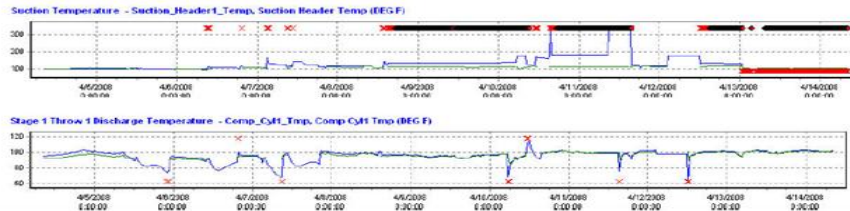
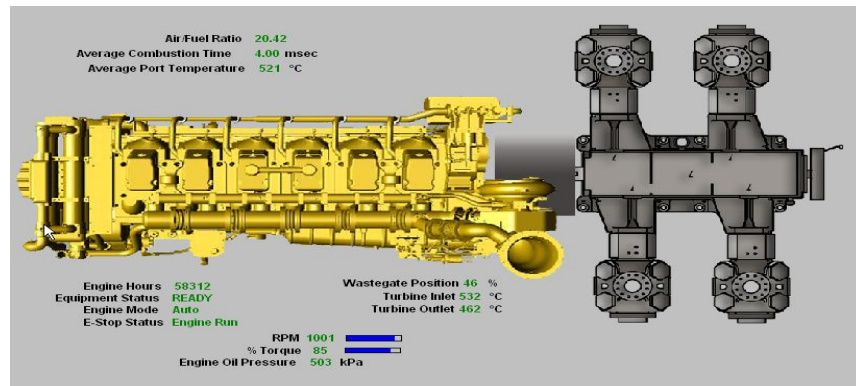
From information overload.....

.....To actionable intelligence

The Connected Worksite

Benefits for customers....

- Information vs. data
- Less labor to identify repair recommendations
- Better equipment utilization
- Reduced unit operating costs



The Connected Worksite

Benefits for Caterpillar...

- Differentiation in the marketplace
- Long-term partnerships with our customers
- Improved understanding of equipment applications



A Winning Partnership

Technology



**Caterpillar
Product
Knowledge**



**Cat Dealer
Service
Excellence**

**The Right Tools to Manage Data and
Rapidly Turn It Into Action**



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Thank you

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