

NI Alliance Partners Meet Your Virtual Instrumentation Needs

The NI Alliance Program is a worldwide network of more than 600 consultants, integrators, channel partners, and product vendors who work with NI to extend its platform and offer complete, end-to-end, high-quality virtual instrumentation solutions to our customers. NI Alliance Partners are companies that provide the technical expertise and know-how to offer products, services, and systems complementary to NI. By working with these Alliance Partners, NI delivers a wide variety of solutions to meet your needs.

Need Consulting or Integration with Your Next Project?

NI products offer unprecedented power, flexibility, and productivity to help you develop your own measurement and automation systems. However, if you have time constraints, limited in-house technical resources, or other dilemmas, you may prefer to employ consulting or systems integration services. In these cases, you can rely on the expertise available through our worldwide network of Alliance Partners.

Looking for Third-Party Products or Complete Systems?

To complement our software and hardware products, third-party companies have created a wide range of complementary solutions including drivers for complementary hardware, toolkits that add functionality to NI application software, and complete systems that solve particular application needs. Many third-party solutions exist in specific application areas including automotive, telecom, semiconductor, biomedical, and more.

Select Partners

Select Partners have developed their business with NI over the years and have established an excellent working rapport with NI and mutual customers. By designating them as Select Partners, NI recognizes their broad product knowledge, extensive application experience, and their close working relationship with National Instruments.

NI Certification

NI certifies individuals with expertise in NI products and technologies. In determining what Alliance Partner fits your needs, you may consider the company's NI certification credential as a measure of skills and knowledge.

Find the Alliance Partner to Meet Your Needs

You can find the right NI Alliance Partner for you through our Web site at ni.com/alliance. In addition, the information included in the packet on the opposing page can help direct you to particular Alliance products, services, and systems.



Join the NI Alliance Partner Program and Grow Your Business

Throughout its history, NI has sought business relationships with consultants, systems integrators, developers, and instrument manufacturers. The NI Alliance Program formalizes these relationships to bring maximum benefit to Alliance Partners and mutual customers. NI Alliance Partners provide the critical link between NI and customers with complex projects or significant time constraints.

Because NI products serve such a variety of applications, opportunities exist for consultants and system integrators who have specific vertical market expertise. NI Alliance Partners add value by writing custom software applications, designing custom hardware, and providing turnkey systems. Similarly, opportunities exist for those wishing to develop and market complementary products, such as specialized add-on packages.

Benefits of Becoming an NI Alliance Partner

Membership in the Alliance Program can open doors for your organization. To support your growth and success and help you drive business, we have developed a variety of technical, sales, and marketing benefits designed to help you:

- Increase sales and expand your market
- Differentiate your company from competitors
- Grow your business
- Help you finish the job quickly and easily
- Deliver the focused expertise you need to reach your end goal
- Provide key technical resources
- Assist in any phase of solution development

Become an NI Partner

NI is looking to partner with companies who can provide the technical expertise and know-how to sell products, services, and systems complementary to NI products. NI values its partners and offers compelling benefits and programs to build solid relationships, including:

- Leveraging the NI brand
- Building relationships with NI Sales
- Attending online training programs
- Participating in joint marketing opportunities
- Showcasing your company on ni.com

Apply Now

Applying for the program is easy. Simply log onto ni.com/alliance to learn more about the NI Alliance Program and to complete your online application.

ni.com/alliance • (512) 683-0100 • Fax (512) 683-9300 • info@ni.com



Worldwide Offices: Australia 02 (612) 9672 8846 • Austria 43 (0) 662 / 45 79 90 0 • Belgium 32 02/757 00 20 • Brazil 55 11 3262 3599 • Canada (514) 694 8521
China 86 21 6555 7838 • Czech Republic 420 2 2423 5774 • Denmark 45 45 76 26 00 • Finland 358 0 9 725 725 11 • France 33 (0)1 48 14 24 24 • Germany 49 (0) 89 741 31 30
Greece 30 2 10 42 96 427 • Hong Kong 852 2645 3186 • India 91 80 51190000 • Israel 972 (0) 3-6393737 • Italy 39 02 413091 • Japan 81 3 5472 2970 • Korea 82 02 3451 3400
Malaysia 603 9131 0918 • Mexico 001 800 010 0793 • Netherlands 31 (0) 348 433 466 • New Zealand 64 09 914 0488 • Norway 47 (03) 32 27 73 00 • Poland 48 (0) 22 3390 150
Portugal 351 210 311 210 • Russia 7 095 238 7139 • Singapore 65 6226 5886 • Slovenia 386 3 425 4200 • South Africa 27 0 11 805-8197 • Spain 91 640 0085
Sweden (0) 8 587 895 00 • Switzerland 41 56 200 51 51 • Taiwan 886 2 2528 7227 • U.K. (0) 1635 523545 • Venezuela 0800 100 4466

This document represents a commitment from National Instruments to the environment.
© 2003 National Instruments Corporation. All rights reserved. NI, ni.com, National Instruments Alliance Partner, and National Instruments Select Partner are trademarks of National Instruments. Other product and company names listed are trademarks or trade names of their respective companies. National Instruments Alliance Partners are business entities independent from National Instruments and have no agency, partnership, or joint-venture relationship with National Instruments.

