

NI Alliance Partner Network

Benefits of Membership

Marketing

NI and Alliance Partner Network Brand

- Access approved NI logos, product imagery, and other creative assets and market your company as an NI Alliance Partner. Available at ni.com/partnerportal.

NI Partner Co-Marketing Style Guide

- Follow best practices and guidelines for leveraging the NI brand in communications, social media, web, and events. [View the guide online](#).

Digital Profile in the Alliance Partner Directory

- Feature your company brand, expertise, add-on products, services, and turn-key system solutions in your customizable directory profile or solution page at ni.com/findapartner.

NI Events

- Receive business and technical training at exclusive Alliance Day events in Austin, Texas, or in select regional locations. Attend, present, and exhibit during NIWeek or regional NIDays to showcase your expertise, engage with customers, and network with NI sales and industry experts.

Partner Program Updates

- Get our monthly eNewsletter featuring the latest partner program details, NI product updates, training, and business tips.

Joint and Co-Marketing Activities:

- Participate in NI events or co-market through digital and print media, public relations, and other select marketing activities.

Technical

Product and Technical Training

- Access technical training content and other proficiency development resources exclusively available on demand through the [Alliance Partner Portal](#).

Proficiency Development Consulting

- Work with the [Partner Technical Development](#) team to receive guidance and recommendations for proficiency development and training on NI products and platforms.

Enhanced Technical Support

- Access technical support resources online and by telephone to provide the best possible customer service. The Alliance Partner Software lease includes Standard Service from all technical levels of NI applications engineering support. Contact ni.com/support.

Product Updates and Roadmaps

- Receive advanced information on new products and roadmaps through regular updates.

Discounts

97% Discount on Alliance Partner Software Lease

- Receive a 97 percent discount on Alliance Partner Software (Annual Lease), which includes over 60 NI software tools. Get more information on this package and how to purchase it [here](#).

40% Discount on NI Hardware Products

- Receive a 40 percent discount on all NI hardware purchased for demonstration/development purposes only and not for resale. By offering substantial discounts on hardware for demonstration purposes, NI reduces your cost of ownership which, in turn, results in greater customer exposure to NI products. [Contact your NI sales representative to request a quote](#). (Excludes LabVIEW Tools Network products.)

40% Discount on NI Software Products

- Receive a 40 percent discount on all software purchased for your own business use. This discount is not applicable to software that you intend to transfer to a customer. [Contact your NI sales representative to request a quote.](#)

65% Discount on Training

- Receive a 65 percent discount on Virtual and Classroom training courses, as well as materials purchased for your own business use. Online courses are available free with your current Alliance Partner Software lease. The courses help you quickly learn and understand NI hardware and software products. Visit ni.com/training for more information. **Discounts subject to availability and additional terms.*

65% Discount on Certification and Recertification

- Receive a 65 percent discount on all NI certification and recertification programs. Visit ni.com/training for more information.

25% Discount on Hardware Services

- Receive a 25 percent discount on service programs for hardware and systems for internal use or resale. This discount is not applicable for instance repair, calibration, or custom service agreements. [Contact your NI sales representative to request a quote.](#)