
Benefits of Being a National Instruments Alliance Partner

Business Empowerment

- **Showcase Your Company on the ni.com Website:** Take advantage of the powerful NI web presence and display your products, services, and systems on ni.com as well as feature your company in the Alliance Partner Directory.
- **Take Advantage of the Alliance Partner Brand:** You can use the Alliance Partner brand, which is recognized worldwide, in all facets of your marketing. Receive Alliance Partner Network, Compatible with LabVIEW, Powered by NI, and Powered by LabVIEW logos.
- **Work with the NI Sales and Marketing Organization:** Interact with worldwide NI direct sales representatives, customers, and prospects. Build relationships by engaging in joint sales visits and attending user group meetings and seminars.
- **Participate in Joint Marketing Opportunities:** Participate in NI direct mail, events, and PR efforts to augment your independent sales and marketing efforts.
- **Access the Marketing Handbook:** The Marketing Handbook has best practices and recommendations for every aspect of marketing including communications, social media, web, events, and trademarks.
- **Attend Alliance Day events:** Attend Alliance Day during NIWeek or a local Alliance Day at an NI branch for an opportunity to network with NI sales and industry experts and learn best practices to increase customer success.
- **Receive Timely Partner Information:** Subscribe to *Alliance Partner News*, a monthly e-newsletter with partner program updates and the latest NI product advantages, strategies, and business tips to help make you more competitive.

Technical Empowerment

- **Get Enhanced Technical Support:** Tap into easy-to-access online and telephone resources for technical support so you can provide the best customer service possible. Membership fees include access to all levels for Standard Service from NI applications engineers.
- **Receive Instrument Driver Technical Consulting Support:** Get instrument driver technical consulting support based on NI certified instrument driver templates.
- **Gain Access to Research and Development:** Be among the first to know! Get an advanced look at new products through NI beta programs and roadmaps.

Exclusive Alliance Partner Discounts

- **97% Discount on NI Developer Suite – Software Reference Library (Annual Lease):** Receive a 97 percent discount on NI Developer Suite – Software Reference Library (Annual Lease), which includes over 60 NI software tools. Partners who choose not to purchase NI DS-SRL (Annual Lease) receive NI DS-SRL (Evaluation Kit) for 30 days upon joining the program. For more information on this package and how to purchase it, go [here](#).
- **40% Discount on Hardware:** 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 receive this discount.
- **30% Discount on Hardware Services:** Receive a 30 percent discount on hardware services for internal use or resale. This discount includes the NI Assurance Program and Extended Warranty. However, it does not include repair, calibration, or customer service agreements. Contact your NI sales representative to receive this discount.
- **40% Discount on Training:** Receive a 40 percent discount on all training courses and materials purchased for your own business use. The courses help you to quickly learn and understand NI hardware and software products. Contact your NI sales representative to receive this discount.
- **40% Discount on Software:** 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 receive this discount.
- **50% discount on certification and recertification:** Receive a 50 percent discount on all NI certification and recertification programs. Contact your NI sales representative to receive this discount.