



The National Instruments OEM Elite Program

National Instruments is a leading worldwide OEM supplier of data acquisition, GPIB, and other products for measurement and automation. NI recognizes that OEMs have different needs from end-user customers. You need products and support that you can trust to get you to market quickly with a high-quality product but are also cost-effective for a large deployment. NI has designed the OEM Elite Program with your needs in mind.

Elite Evaluation Process

Even before you become an NI OEM Elite Program member, you can still request a FREE evaluation kit of any NI products. You can use this kit to verify that the products are the ideal solution to build into your OEM product. After the 30-day evaluation period, you can return the evaluation kit or purchase it as part of your OEM agreement.



Elite Support

NI understands the pressure to deliver quality products to market on time. From the time you begin your evaluation period of NI products, you can call National Instruments for FREE to speak with a knowledgeable applications engineer who can help you get going quickly. NI pledges to make sure you speak with someone who can solve your problem.

As an OEM Elite Program member, you are also entitled to periodic design reviews to ensure you are getting as much as possible from NI products. Your design review team examines your changing needs to determine if there is a more cost-effective or powerful solution available, or if there are ways you can get more from the products you are already using.

Elite Product Customization

Sometimes there may not be a National Instruments product that is a perfect fit for your product. The product may be for the wrong bus or platform, or it may contain expensive functionality that you do not need. In some cases, NI can modify products to better meet your needs. More than



10 percent of NI product designs are based on customer requests. Examples of how NI has customized products for OEM customers include the following:

- Removing case and power supply from USB and FireWire DAQPad products
- Depopulating unneeded components such as analog-to-digital converters
- Modifying driver software for "silent" installs and ease of deployment
- Providing solutions for using a device with an unsupported operating system by means of driver development kits and/or third-party drivers

Elite Pricing

As a member of the OEM Elite Program, you can take advantage of aggressive OEM pricing on National Instruments products.

Elite Information Sharing

NI invites you to participate under a nondisclosure agreement in roadmap discussions. Learn early in your planning and design cycles what new technologies and features are available in upcoming NI products. NI continually delivers innovative new measurement and automation platforms, as well as new capabilities on existing platforms.

As an OEM Elite Program member, you receive notifications of product changes that may affect you. National Instruments has a history of supporting most NI products for 10 years or more. If, however, parts become unavailable or NI becomes unable for any other reason to continue to produce a product you have designed into your systems, NI notifies you and suggests alternative products. NI also has a long history of providing a hardware upgrade path that requires little or no software redesign.

Elite Relationship

National Instruments wants to be your OEM supplier. For more information about how NI can increase your quality and decrease your cost, visit ni.com/oem.



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

