



ALLIANCE PARTNER NETWORK

ALLIANCE DAY 2018

JANUARY 31, 2018 - NETWORKING AFTERNOON

FEBRUARY 1, 2018 - ALLIANCE DAY

PLACE: VERANSTALTUNGSFORUM FÜRSTENFELD, FÜRSTENFELDBRUCK, GERMANY

WELCOME

Dear Alliance Partner,

We would like to welcome you at our CER Alliance Day 2018 held in Fürstfeldbruck near Munich, Germany. Some of you might know this location as the place of our VIP conference.

Take the opportunity to network with other Partners and learn firsthand about National Instruments plans and roadmaps for 2018. In July 2017, we restructured our sales teams. At the Partner conference you will have the possibility to personally meet with relevant people. And we expect Robert Morton, VP EMEA, and Tony Vento, Vice President Systems Assurance and Partners.

We have created a diverse agenda with technical, sales, and marketing related topics, all tailored to your needs as a NI Partner. Have a look – we are convinced that there is something in for you.

If you have not done so already, please book your seat today.



Michael Dams
Regional Partner Manager CER



Georg Plasswilm
Regional Sales Director CER

AGENDA

NETWORKING AFTERNOON, JANUARY 31, 2018

14:00-16:00	Networking / Meetings		
16:00-18:00	Networking / Meetings	Closed Workshop	LabVIEW Consultant Networking
30 min free			
18:30	Dinner		

ALLIANCE DAY, FEBRUARY 1, 2018

08:30-09:30	Registration		
09:30-09:45	Welcome Michael Dams, Regional Partner Manager CER Georg Plasswilm, Regional Sales Director CER		
09:45-10:45	Keynote Tony Vento, VP of Partner Program Robert Morton, VP Sales & Marketing EMEA		
10:45 - 11:00	Alliance Partner Updates & Regional Aspects Michael Dams, Regional Partner Manager CER Günther Stefan, Partner Account Manager		
11:00-11:30	Coffee Break – Networking		
	TECHNOLOGY	SALES & BUSINESS	MARKETING
11:30-12:00	Scale up! - With NI Server Based Technologies Andrea Perin, System Engineer	NI Badges a New Tool for Proficiency Using Gamification Lorenz Casper, Senior Field Marketing Engineer	Shaping our competitive Edge – NI's new focus on Industries and Applications Jan Wagner, Field Marketing Team Lead Manuel Hofmann, Field Marketing Team Lead
	5 Min. Room Change		
12:05-12:35	ASAM XiL 2.1 - Freedom to Choose Philipp Deppe, System Engineer	NI Partner & Sales Collaboration: Tools, Setup and Behaviours –The Role of the Partner Manager Christoph Landmann, Partner Account Manager	NI's Go To Market (GTM) Strategy – What it is and how it looks like for Automotive Christian Gindorf, Manager Business Development & Key Accounts
12:35-13:30	Lunch Break		
13:30-14:00	NI RF Software – What is the Right Software for my RF Application? Thomas Frank, System Engineer	Operations: Partners & NI Collaboration Monika Kellner, Operations Business Partner Central Europe	The World of Social Media Marketing Inge Wieland, Social Media & Paid Search Lead
	5 Min. Room Change		
14:05-14:35	New Hardware for NI Alliance Partners Christian Gindorf, Manager Business Development & Key Accounts	Your Questions in "Town-hall Style"	Migration Services and Software Updates Lorenz Casper, Senior Field Marketing Engineer
	10 Min. Room Change		
14:45-15:30	CPM Update - NI Strategy on Account Management Christian Gröbmüller, Regional Sales Manager		
15:30-16:00	Awards Presentation		
16:00-16:15	Conclusion and End of Conference		

SESSION ABSTRACTS

SCALE UP! - WITH NI SERVER BASED TECHNOLOGIES

The management of few systems or data sets does not represent a big challenge. But what if it is getting more and more? Discover how the new server-based technologies, SystemLink and TDM Server, can help you to scale up and efficiently manage, configure, and deploy distributed solutions and keep up with the increasing demands in data mining and processing to unleash the power of data-driven decisions.

ASAM XIL 2.1 - FREEDOM TO CHOOSE

Test engineers of “in-the-loop” systems such as model in the loop (MIL), software in the loop (SIL), and hardware in the loop (HIL) can choose the best tool for their application thanks to the ASAM XIL standard governed by the Association for Standardization of Automation and Measuring Systems (ASAM).

NI RF SOFTWARE – WHAT IS THE RIGHT SOFTWARE FOR MY RF APPLICATION?

RF signal streaming, semiconductor wireless test, or general-purpose RF spectrum analysis—RF testing is versatile. Depending on the RF application NI users can choose from different software instrument API's. This session will explain the functionality of each API and illustrate their purpose with real world application examples.

NEW HARDWARE FOR NI ALLIANCE PARTNERS

The session will recap recently released hardware products and will provide an outlook on what is coming next.

NI BADGES - A NEW TOOL FOR PROFICIENCY USING GAMIFICATION

In this session we will explain the NI Badge Program and how Alliance Partners are a critical part of providing learning content for customers to earn new badges. At the same time, the NI Badges Program can also be used to get your own personnel to the next proficiency and certification levels using a gamification approach.

SHAPING OUR COMPETITIVE EDGE – NI'S NEW FOCUS ON INDUSTRIES AND APPLICATIONS

To further drive growth and success NI is constantly reviewing its competitiveness and growth potential. After an extensive analysis in 2017, NI is making a company wide strategic shift towards a couple of focus industries and applications. Join this session to learn more about these areas and how you as an Alliance Partner need to be part of it.

NI'S GO TO MARKET (GTM) STRATEGY – WHAT IT IS AND HOW IT LOOKS LIKE FOR AUTOMOTIVE

„From Focus comes Growth“ - a mantra you can see and hear at NI quite often. In this session we will provide you with a more detailed overview of what a Go to Market Strategy is all about and use the example of Automotive to further explain how NI will be targeting this key industry.

THE WORLD OF SOCIAL MEDIA MARKETING

Learn about the ins and outs of social media content marketing for B2B companies. Discover best practices and tips & tricks for the leading social media networks and how you as an Alliance Partner can profit from it.

MIGRATION SERVICES AND SOFTWARE UPDATES

With all new software and functionality come also business opportunities. For example, migration assistance for LabVIEW NXG. But there are also other examples and completely new possibilities. In this session we will give you an update of current and future functionality of our software portfolio and talk about related business opportunities.

NETWORKING AFTERNOON ON JANUARY 31, 2018

Use the opportunity for relaxed networking with other Alliance Partners and NI experts on the day before the conference. Exchange of experience, your personal topics, meetings with designated representatives as well as establishing new contacts take center stage on this day. A joint dinner will round it off.

START: From 2.00 p.m.

PARTICIPATION REQUIREMENT:

Registration online

ALLIANCE DAY REGISTRATION

Please register online via germany.ni.com/allianceday

LOCATION PLAN

