



Strengthening
University-Industry
Partnerships



Academic Partnership Strategy

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NI (Formerly National Instruments)

Who We Are

40+

YEARS DEVELOPING
T&M SYSTEMS

35,000+

CUSTOMERS WORLDWIDE

\$1.7B

REVENUE 2022

21%

REVENUE INVESTED
IN R&D

AT A GLANCE



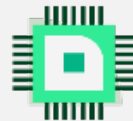
~7,000

GLOBAL EMPLOYEES



HEADQUARTERS
AUSTIN, TEXAS

KEY INDUSTRIES



Semiconductor & Electronics



Transportation



Aerospace, Defense & Government



Portfolio Business

Technology Innovation Areas



6G
MOBILE



WIFI

Wireless Infrastructure
Sub THZ/mmWave
MIMO/Electronic Warfare
Simulation



Vehicle Electrification &
Autonomous Driving
Battery Cell Manufacturing



Digital Transformation/
Hyper-Automation
AI/Models/Digital Twin

NI's Long-Term Innovation(LTI) Program



Launched in 2019, NI started the LTI program to ensure our historically-strong technology and innovation pipeline remained ahead of our peers.

Customer Centricity

- Work closely with thought leaders to design breakthrough innovations
- To solve their hardest challenges and to give them a competitive advantage

Strategy Acceleration

- Embrace the “art of possible” to accelerate our technology advantages in our core markets
- Purposefully connect the technology disruption to the growth strategy of the BU's

Technology Readiness

- Stay ahead of technology trends with partnerships with eminent external researchers and organizations

Innovation Mindset

- Create a culture of innovation internally and inspire employees to think big and outside the box



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Strategy/Innovation Vision

Influential Relationships

Aligned to Growth and Innovation Strategy to ensure NI does not miss key market or technology windows

Build network of collaborators who are willing to work and ideate with NI

Luminary Sponsorship of select key researchers

NI Directed Research

Research to drive forward existing Long Term Innovation Initiatives

Project Based Sponsorships

Specific topic-based innovation support

Government Research

Government funded projects in collaboration with researchers to accelerate innovation

Funding Collaborations

Technology based teaming

Strategy



Handful of partners

Can cover the breadth of strategic growth areas

Long term relationship

Fund projects

Collaborate to get government funding to accelerate innovation



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Challenges



Academia (and Industry) are multi-headed monsters

- Complex and hard to figure out right points of contact
- Very confusing for right places of engagement

Too many transactional engagements

- Can't scale

One way engagement

- Mostly sponsored projects
- Can't accelerate innovation

THANK YOU!



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