

PARTNER PROGRAM KICK-OFF: ONBOARDING OUR FIRST PREMIUM PARTNER TEXAS INSTRUMENTS



With the successful onboarding of our first Premium Partner, Texas Instruments, on September 25, 2025, at the Texas Instruments location in Freising, we officially launched our new Partner Program.

The event brought together around 50 participants from the TI Freising site and opened with a video message from our CTO, Alexander Gerfer, underlining the importance of partnership, innovation, and co-creation as the foundation for mutual growth. This was followed by an in-depth introduction into the Partner Program's structure, goals and value added:

The partner program is a value creation platform designed to connect and empower – bringing together expertise, resources and opportunities to enrich the experience of our customers.

It features a robust three-tiered architecture and is anchored by four service pillars: Technical Support, Products & Tools, Marketing Support, and Knowledge & Training. These pillars were brought to life at our interactive showroom, where teams experienced live demos, hands-on engineering tools, and direct engagement with experts.

The open, dynamic atmosphere alongside the networking lunch created the perfect environment for a fruitful dialogue around collaboration, innovation, and new project opportunities and made it a truly successful kick-off event.

We look forward to co-creating, collaborating and shaping a dynamic ecosystem together with Texas Instruments and many more partner to come!

