



CONNECTING
THE WORLD

TRIDIUM EMEA STRATEGY



PAUL ROGERS

Managing Director

Tridium Europe, Middle
East & Africa

NIAGARA POWER OF PARTNERSHIP



Strong,
dedicated and
knowledgeable
community



Unwavering
devotion to
innovation



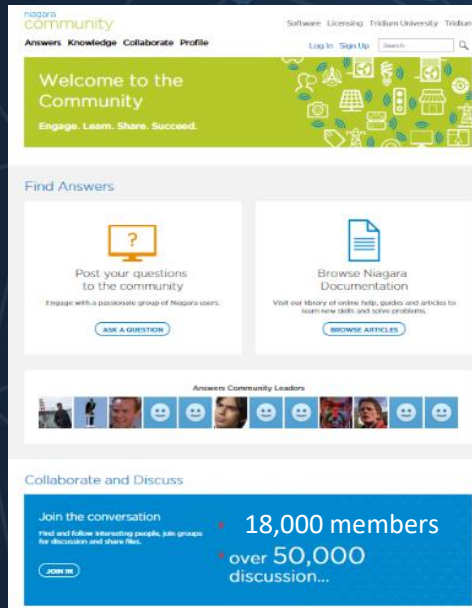
Wonderful
and passionate
team



Committed to
enabling your
growth and success

A THRIVING, WORLD-CLASS COMMUNITY

niagara
community



- 50,000+ conversations
- 18,000+ members
- 6,000+ articles



niagara
marketplace



- 12,500 views/month
- 150 Products and services

WHAT WE'VE SEEN SINCE 2023

Big push for historical data

LPWAN is growing

A smarter Edge

*Investment in
'smart enablement'*

Retrofit is growing

*Cloud is being accepted and
appreciated*

End users have detailed plans

2023 → 2025: WE'VE BEEN BUSY

STRATEGY PROGRESS



ORGANISATION CHANGES



Andrew D'Amelio

Tridium Global VP GM



Rob Bartmann

Leading 'Tridium' Brand Channel Team in EMEA



Paul Price

Managing MSI and Tech Partnerships



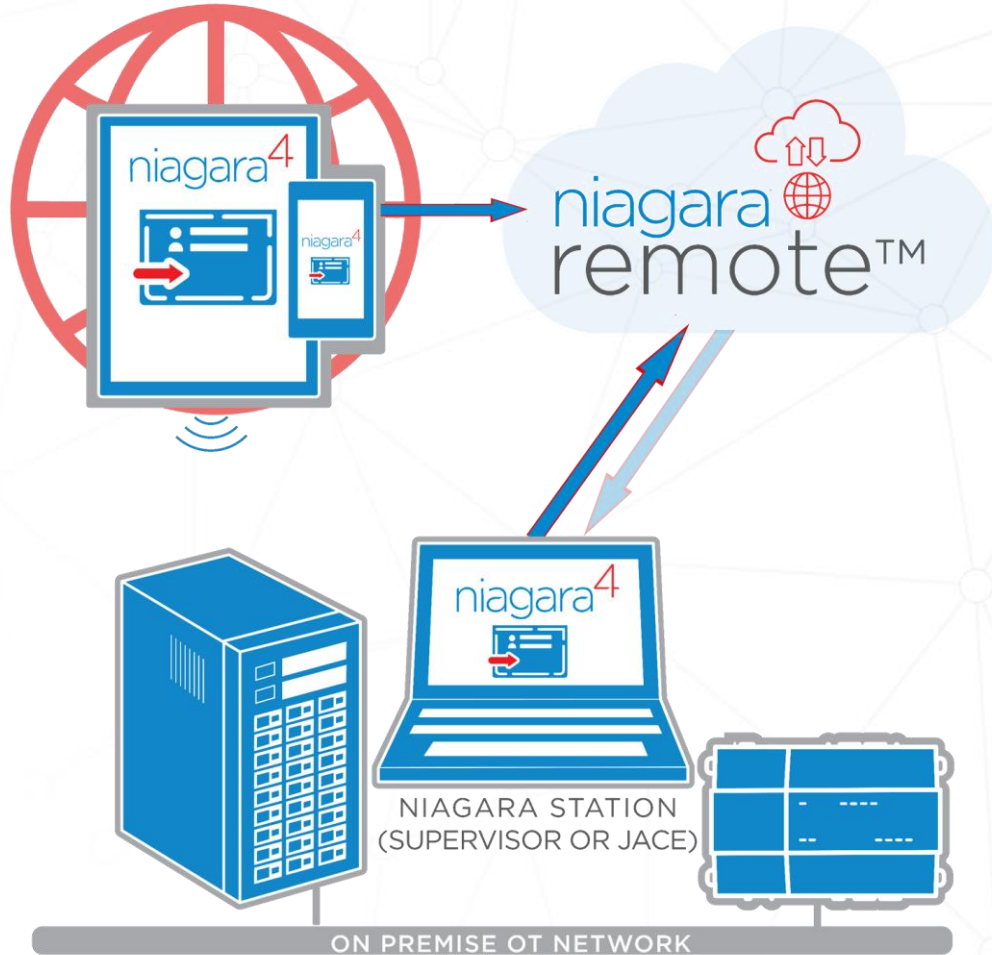
Michael Youngs

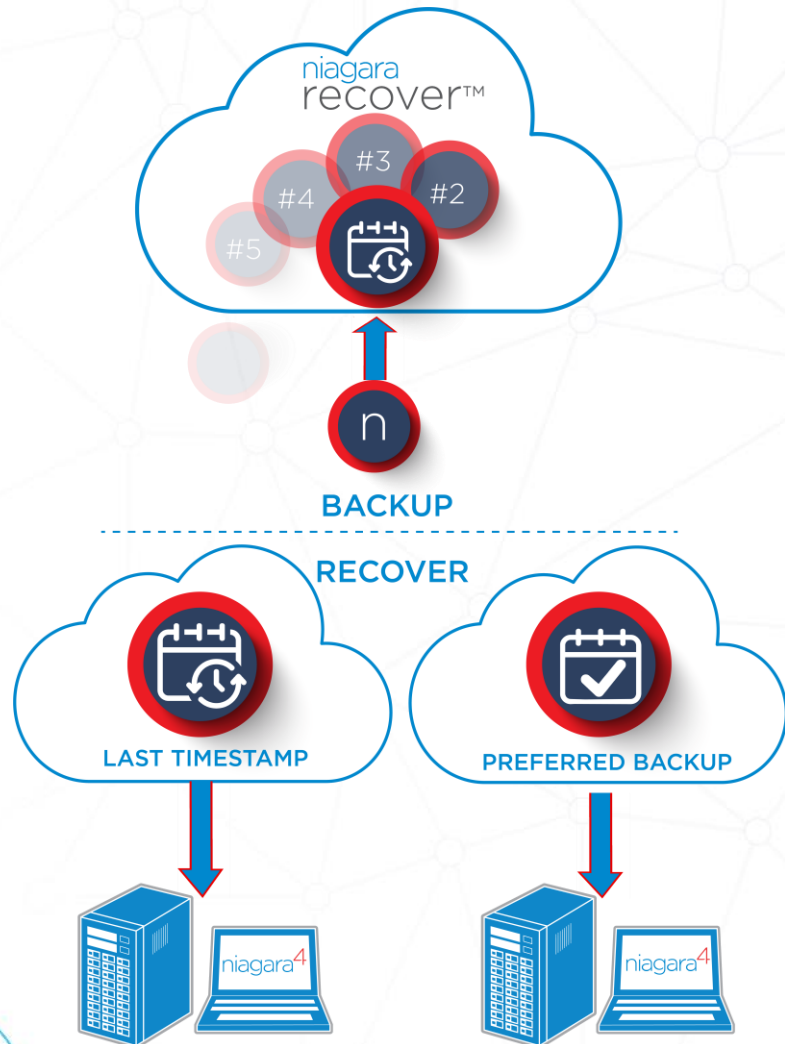
Global OEMs Leader

NEW PRODUCTS

Better Service Contracts & Support

- Cost Effective Service Contracts
- Remote deployment engineers
- A new level of SLA
- No more gateways
- IT-friendly solution

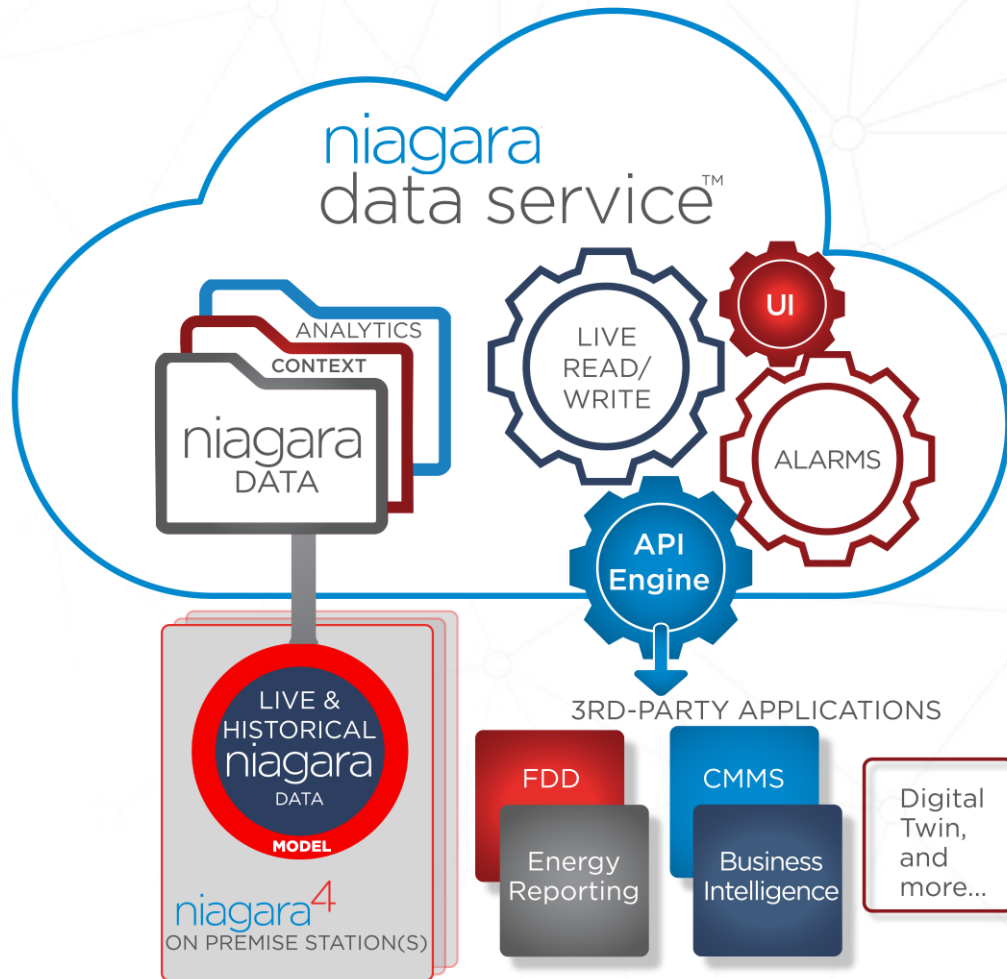




Protect Your Work and Investment

- No more lost backups
- Automatic backup to the cloud
- One master backup
- *OTA coming....*

niagara data service™



Be ready for ESG and Insights

- Secure data lake in the cloud
- Rich tagged data
- Live Read Write API's
- Insights can only be found from quality data
- A next gen SUP??

NEW PROGRAMS – PCP & PCI

PREMIUM CLOUD PARTNER (PCP)

- Trained resellers and OEM's
- Provided with demo stations, training and signed all new agreements
- Delivers PCI Events



PRO-CLOUD INTEGRATOR (PCI)

- Free installer training events for cloud
- Free demo JACE with cloud trail (1 year)
- Ask your partner for the next PCI event!

COMMUNICATING VALUE

WHAT IS NIAGARA?

Niagara Enables

- Enables digital transformation
- Enable the stage zero
- Enable big tech to deploy
- Enable change and evolution
- Enable a smarter edge

Through the Community

- Diverse & highly skilled installers
- Developers
- Hardware vendors
- Consulting services



niagara⁴



ENABLING SMARTER BUILDINGS

ENABLE integration
ENABLE choice
ENABLE the IoT
ENABLE change



Niagara Enables Buildings to Change

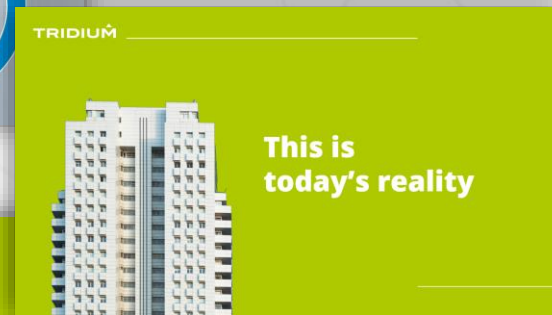
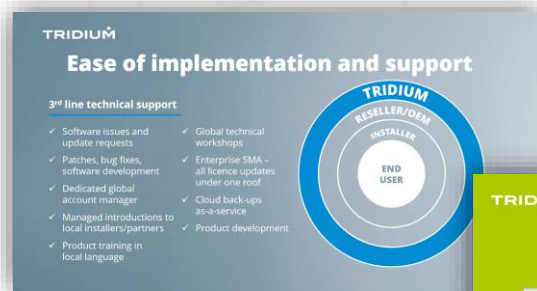
- New plans
- New technologies
- New occupiers
- New legislation



NEW IDENTITY

New Messaging to launch in Q2

- Niagara **enables** change
- Niagara **enables** transformation
- Niagara **enables** new technologies



THIS YEAR'S FOCUS

2025



LOCAL EVENTS
& VIDEO CASE
STUDIES

UNDERSTAND
THE **SYSTEMS**
INTEGRATOR

TRAINING
ON NEW
FEATURES

DRIVE **CLOUD**
ADOPTION



NF
25

CONNECTING
THE WORLD