



## Success Stories

Initial release date: 10/16/2007

### P7000 Stepper Drive Success

The P7000 combined with National Instruments' (NI) LabVIEW software results in an easy to use quality solution that is cost effective for their data acquisition and vision related offerings.



### Application Details

National Instruments utilizes Danaher Motion's product breadth to solve a variety of applications; primarily in data acquisition, test and measurement, university and laboratory settings. Danaher Motion products allow NI to sell a "system approach" which in turn allows NI to keep customers.

### Winning

The P7000 paired with CT motor won the business because it provided significant value over the competition:

- Danaher Motion's brands known as "Best-in-Class" by the customer
- Breadth of offering: Stepper and Servo options
- P7000 ModBus option allows customer to link up to LabVIEW
- P7000 DC drive variant available
- P7000Tools interface simplicity
- P7000 & CT price

This design win is a significant victory for Danaher Motion because it was tested against numerous competitors (E.g. Parker, Oriental, Applied Motion Products) and found to have the best performance.

### **Customer Information**

Industry: Data Acquisition and Vision

Type of Machine: Specifics are Confidential

Principle contact: Principle Hardware Engineer

### **Sales Process**

Doug Frater took advantage of an opportunity to leverage the reputation of Danaher Motion brands, which helped the P7000 displace the competition. The breadth of Danaher Motion's product offerings, helped support both the customer's short and long terms needs. For the P7000 specifically, the Modbus, AC, and DC options, as well as ease of use won the customer over.

### **Danaher Solution**

P7000 Stepper Drive (Danaher Motion-Radford)

CT motor (Danaher Motion-Rockford)

### **Additional information**

For the past 30 years, National Instruments has been a technology pioneer and leader in virtual instrumentation – a revolutionary concept that has changed the way engineers and scientists in industry, government, and academia approach measurement and automation. Headquartered in Austin, Texas, NI has more than 3,900 employees with direct operations in nearly 40 countries. In 2005, the company sold products to more than 25,000 companies in 90 countries.

### **Danaher System Support**

Doug Frater-Field Sales Engineer-Danaher Motion

Manny Diaz-Sales Applications Engineer-Danaher Motion

### **Customer Support**

Danaher Motion products are available world-wide through an extensive authorized distributor network. These distributors offer literature, technical assistance, and a wide range of models off the shelf for the fastest possible delivery. Danaher Motion sales engineers are conveniently located to provide prompt attention to customer needs. Call the nearest office for ordering and application information and assistance or for the address of the closest authorized distributor. If you do not know who your sales representative is, contact us at:

Danaher Motion

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Radford, VA 24141 USA

**Phone:** 1-540-633-3400

**Fax:** 1-540-639-4162

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