



CONNECTING
THE WORLD



Simon Liu

General Manger Tridium APAC

Simon Liu joined Honeywell in May-2002 and Tridium in 2011, ever took several positions in his career in Honeywell, including new product Research and Development (R&D), Product Marketing, Sales and Business General Management etc. Prior Honeywell and Tridium, Simon Liu ever worked for Applied Materials and P&G.

Simon Liu graduated from Shenyang Polytechnic University and Tianjin University with bachelor and Master degree in Mechanical Engineering. Simon received his EMBA from CEIBS (China Europe International Business School).

TRIDIUM APAC GROWTH



Growth Drivers

- **Powerful Partners and Niagara Community**
- **New Product Introduction (NPI) and Localization**
- **Channel Excellence and Enablement**
- **Niagara FW Promotion**

POWERFUL PARTNERS & NIAGARA COMMUNITY



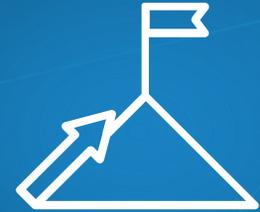
**DIVERSE
KNOWLEDGE**



**INNOVATIVE
TECHNOLOGY**

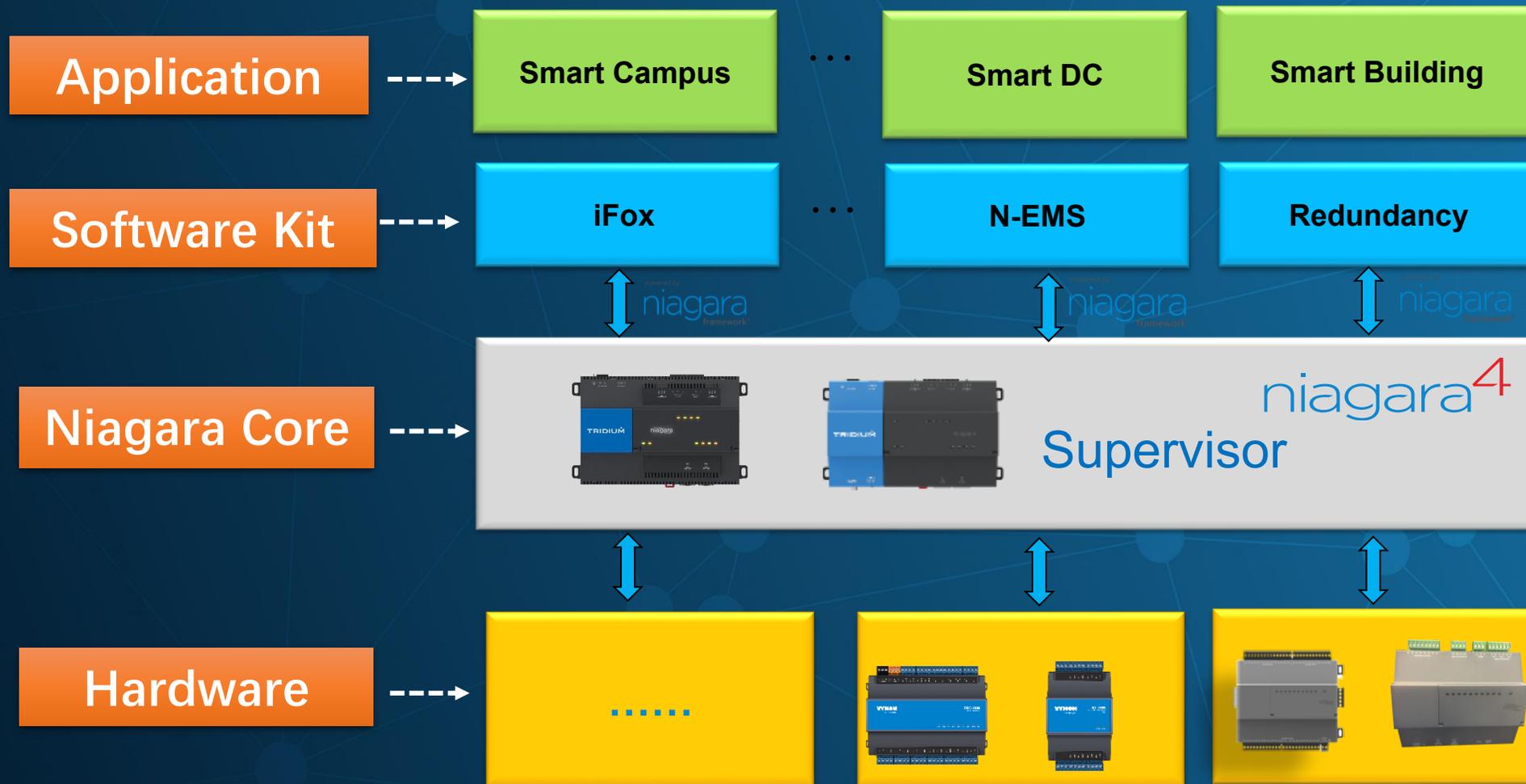


**CHAMPIONS
OF OPEN**



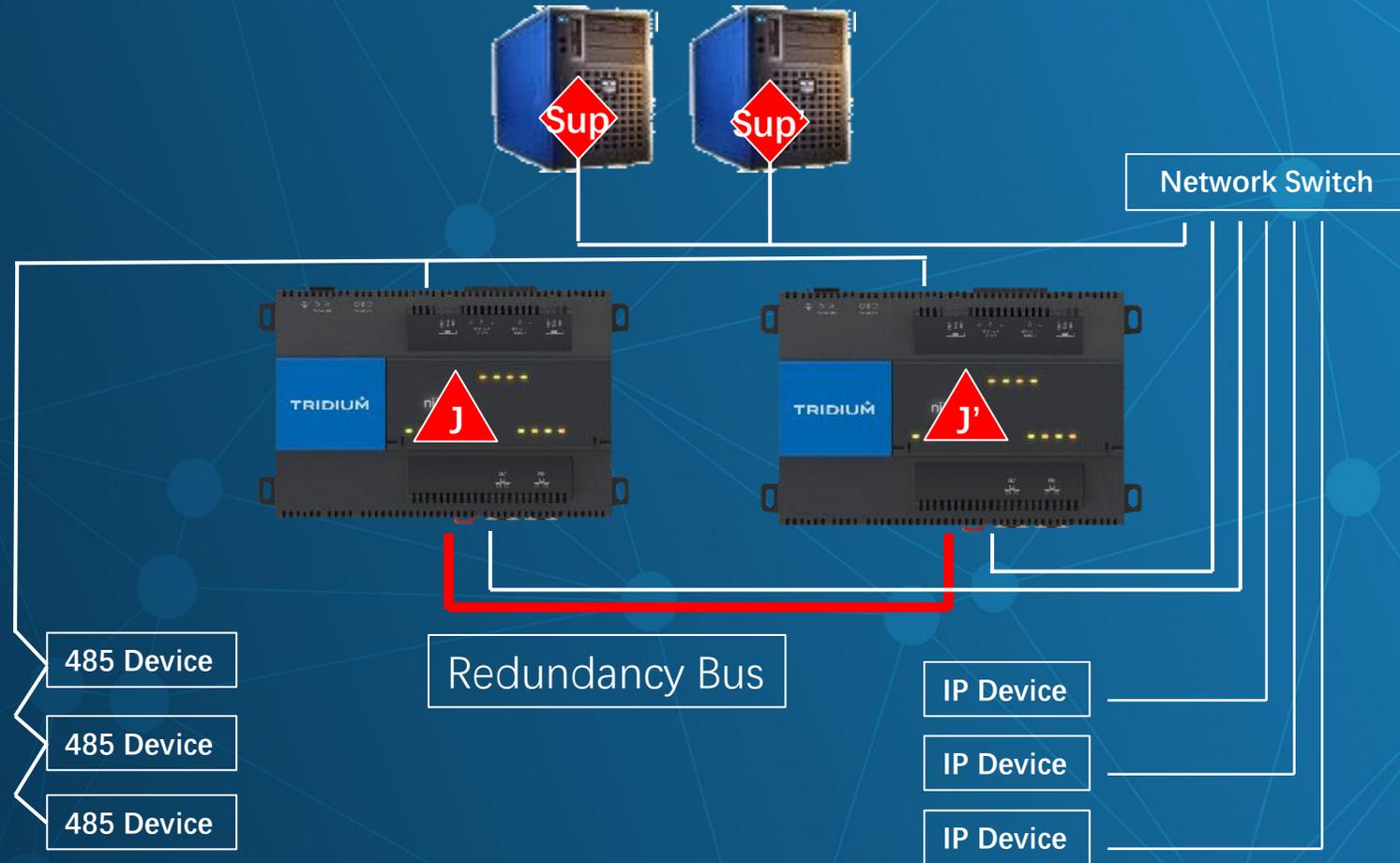
**PASSION FOR
SUCCESS**

LOCALIZATION - MAKE NIAGARA ADOPTION EASY



LOCALIZATION - APAC SOFTWARE

- Redundancy Service
- iFox
- Niagara EMS
- Easy Dashboard
- Smart Search
- Excel Report



Niagara Redundancy

CHANNEL EXCELLENCE & ENABLEMENT

- **Global OEM landing in APAC**
- **Reseller & System Integrator expansion**

- **GPP (Growth Partner Program)**
- **MDF (Market Development Funds)**
- **PAC (Partner Advisory Council)**
- **Developer Program**
- **MAP**



MARKETING COMMUNICATION



GROWTH FOCUSES

Localization

+

niagara
framework®

+

niagara
community

01

- Fully take advantage of Niagara FW
- Niagara Edge and Lite products launch
- Generate new business growth

02

- Niagara Edge to Cloud implementation
- Vertical market: DC, Multi-site and HVAC etc.
- Growth from retrofit market in Buildings
- Penetration of I-IOT market

03

- Partner enablement program execution
- Partnership with associations
- Marcom investment
- Marketplace go-live

BUILD-UP A TEAM – YOU ALWAYS CAN TRUST

PROFESSIONAL – ENERGETIC - PASSIONATE



“Behind every great company is a great team”

THANK YOU

