

END USER MEMBERSHIP

Shape, access and accelerate innovation that addresses real operational and strategic challenges

End User membership is designed for organisations that want to **shape innovation around real business needs, gain visibility of relevant solutions, learn from peers and build partnerships needed to support adoption and deployment.**

WHO IS IT FOR?

The End User tier is best suited to organisations looking to influence and adopt innovation that delivers operational and strategic value



Operators

Energy operators looking to shape innovation priorities and seeking technologies and solutions to address current and future business challenges.



Tier 1 Service Companies

Major service and delivery organisations looking to shape innovation around operational needs, access emerging technologies and strengthen their role in delivering future energy solutions.



Asset & Infrastructure Owners

Owners and operators of critical energy and industrial assets seeking practical routes to innovation adoption and deployment



JOIN TO:

Access all relevant "Integrator" tier benefits, plus:



Shape innovation priorities around real end-user needs



Influence future collaborations, joint industry projects and insights themes



Access relevant technologies and solution providers



Reduce the effort of navigating the innovation landscape



Participate in bespoke events and forums



Network and learn from peers



Discounted access to NZTCs Technology Testing Hub and Technology Services



WHY IT MATTERS

Many end users have clear operational and strategic challenges but do not always have the time and resource to identify, assess and engage with emerging solutions. They need help to:



Identify relevant and credible technologies



Reduce the risk of trialling and adopting new solutions



Drive innovation activity around business needs



Connect with trusted innovators and delivery partners



Understand what solutions are commercially and technically ready



Accelerate routes to trial, demonstration and deployment



HOW THE INNOVATION ALLIANCE HELPS

The Innovation Alliance helps end users connect real operational needs with credible technologies, trusted partners and collaborative routes to trial, demonstration and deployment – helping organisations shape innovation, reduce risk and achieve real world impact.