

INFORM Partner Program Guide

About Informatica

Informatica Corporation (NASDAQ: INFA) is the world's number one independent leader in data integration software. The Informatica Platform provides corporations with a comprehensive, unified, open and economical approach to lower IT costs and gain competitive advantage from their information assets. More than 3,850 enterprises worldwide rely on Informatica to access, integrate and trust their information assets held in the traditional enterprise and in the internet cloud.

INFORM Informatica Partner Program

The INFORM Informatica Partner Program enables leading consulting, integration, platform, and software companies to engage with Informatica to offer customers solutions that complement the Informatica product suite. The program consists of a comprehensive set of sales and enablement resources and financial benefits to help partners develop and promote their solutions in conjunction with Informatica including:



- Access to the full range of Informatica's industry leading products
- Collaborative sales teaming with Informatica's sales force
- Access and exposure to Informatica's customer base
- Referral fees for sourcing or influencing Informatica software sales
- Extensive enablement and technical resources
- Free and discounted partner training programs
- beINFORMed, the Informatica partner portal gateway and one-stop resource for empowering your organization

INFORM offers four distinct partnership categories with corresponding levels of commitment – Foundation Standard, Foundation Premier, Elite, and Global. Companies interested in joining INFORM and partnering with Informatica, enter the program at the Foundation Standard partner level. Upon meeting program requirements, partners can advance to the benefits of the Foundation Premier level within the same calendar year.

INFORM Partner Program Requirement

Partner Annual Activity	FOUNDATION		ELITE	GLOBAL
	Standard	Premier		
	→ → → → → MOVE TO PREMIER			
Informatica License Revenue				
Total Partner Sourced or Influenced licenses contracted by Informatica or resold	\$250,000	\$500,000	\$1,000,000	\$5,000,000
Partner Value-Add	Satisfy Revenue + any Partner Value-Add			
Registered & approved ¹ Informatica software leads	4	8	16	40
Sourced ² Informatica license transactions	2	4	8	20
Sourced new Informatica customer (Zones ³ transactions)	1	2	4	10
Sourced new Informatica products Above and Beyond ⁴ data integration	1	2	3	10
Influenced ⁵ Informatica license transactions	2	4	8	20
Sales Teaming and References				
Joint account targeting and collaboration with Informatica direct sales	✓	✓	✓	✓
Informatica business development for regional, industry and/or named accounts	✓	✓	✓	✓
Informatica customer references	2	5	10	25
Informatica Certification				
Individual consultants trained and certified on Informatica products	2	5	10	50
Annual Contract Requirements				
Execute INFORM Partner Program agreement	✓	✓	✓	✓
Complete and maintain partner profile	✓	✓	✓	✓
INFORM Program Fee USD	\$5,000	\$5,000	\$7,500	By invitation
INFORM Program Fee EUR (subject to current USD conversion rate)	€3,400	€3,400	€5,000	By invitation
INFORM Program Fee GBP (subject to current USD conversion rate)	£3,000	£3,000	£4,600	By invitation
Multi-area supplement for including additional geographic region(s)	\$2,500	\$2,500	\$2,500	By invitation
INFORM Channel Program* supplement	\$5,000	\$5,000	\$5,000	\$5,000

*See INFORM Channel Program supplement for details.

INFORM Partner Program Benefits

Financial Benefits	FOUNDATION		ELITE	GLOBAL
	Standard	Premier		
Referral fees are compensation neutral to the Informatica Sales Force				
Referral Fees				
Sourced Referral Fees				
Partner Sourced Informatica license transaction	5% (\$5,000 cap)	5%	5%	5%
Above and Beyond data integration – new Informatica product/solutions	5% (\$5,000 cap)	5%	5%	5%
Zones – new Informatica customer license transaction	5% (\$5,000 cap)	5%	5%	5%
Value-Add Referral Fees				
Partner Influenced – value-add during sales cycle that results in Informatica license sale	5% (\$5,000 cap)	5% (\$7,500 cap)	5% (\$10,000 cap)	5% (\$15,000 cap)
Resale				
INFORM Standard discount	25%	25%	25%	25%

Sales Teaming with the Informatica Sales Force	FOUNDATION		ELITE	GLOBAL
	Standard	Premier		
Access to Informatica sales force via Regional Alliance Managers (RAMs)	✓	✓	✓	✓
Joint business planning with Informatica RAMs	✓	✓	✓	✓
Local sales support for account specific opportunities	✓	✓	✓	✓
Joint sales leads registration and reporting via beINFORMed	✓	✓	✓	✓
Opportunity to sponsor regional field sales meetings	✓	✓	✓	✓
Quarterly business review and tracking for Foundation Premier status with RAMs	✓	✓	✓	✓
Meetings with Informatica regional sales leadership	✓	✓	✓	✓
Named Alliance Manager			✓	✓
Invitation to attend the Informatica annual worldwide Sales Kickoff	✓	✓	✓	✓
Informatica executive sponsor			✓	✓

Enablement Access Informatica Products and Enable Your Resources	FOUNDATION		ELITE	GLOBAL
	Standard	Premier		
Informatica Product Access				
Access to Informatica product suite for training, demonstration and proof of concept	✓	✓	✓	✓
Download demo software (6 month term) via beINFORMed – 72 hour request SLA	✓	✓	✓	✓
Ability to administer demo licenses (renewals, upgrades, etc.) via beINFORMed	✓	✓	✓	✓
Role-Based Enablement				
Role-based enablement for Sales, Pre-Sales and Implementation resources	✓	✓	✓	✓
Sales, technical tools and collateral including presentations, customer case studies, whitepapers, data sheets, demo templates, and solution positioning	✓	✓	✓	✓
Comprehensive toolkits, eLearnings, and slide ware for horizontal use cases and industry solutions via beINFORMed	✓	✓	✓	✓
“Info Centers” for Informatica extended platform products and solutions	✓	✓	✓	✓
Access to the Informatica Technet Community, forums, templates and resources	✓	✓	✓	✓
Pre-Sales Support				
Access to pre-sales technical resources for opportunity development via RAMs	✓	✓	✓	✓
Access to technical resources for go to market solution development via RAMs	✓	✓	✓	✓

Training and Certification Informatica Global Education Services (GES) Partner Programs	FOUNDATION		ELITE	GLOBAL
	Standard	Premier		
Skills Assessment Program				
PowerCenter skills assessment program	No Cost	No Cost	No Cost	No Cost
Data Quality skills assessment program	No Cost	No Cost	No Cost	No Cost
Customized Training Plan				
Customized plan for all resource levels – core skills, expanded expertise, new product/solutions areas	No Cost	No Cost	No Cost	No Cost
Self-Paced eLearning				
Access to over 25 eLearning modules covering the Informatica product suite including PowerCenter, IDQ, IDE, B2B and more (\$160/module)	No Cost	No Cost	No Cost	No Cost
Instructor-Led Enablement		Savings for Informatica Partners		
Free and Discounted Last Minute Training Seats				
Last minute training seats at select GES training facilities – \$800/seat per day	No Cost	No Cost	No Cost	No Cost
Last minute “virtual” training seats for instructor-led training	\$55/day	\$55/day	\$55/day	\$55/day
Discounted “Preferred Seats” with Advance Registration				
Two “preferred seats” at GES training facilities** – \$800/seat per day	70%	70%	70%	70%
One preferred “virtual” training seat for instructor-led training**	70%	70%	70%	70%
Instructor-led training at Informatica facility or “virtual seat” – \$800/seat per day	30%	30%	30%	30%
Customized on-site training	30%	30%	30%	30%
Bootcamps for partners – PowerCenter, Data Quality, B2B	30%	30%	30%	30%
Certification Exams and Packages		Savings for Informatica Partners		
Access to over 25 individual certification exams – \$200 list per exam	\$100	\$100	\$75	\$75
Certification Packages				
Data Integration “Administrator” certification – 2 exams list \$400	50%	50%	50%+	50%+
Data Integration “Developer” certification – 3 exams list \$600	50%	50%	50%+	50%+
Data Integration “Master Consultant” certification – 5 exams list \$1,000	50%	50%	50%+	50%+
Data Quality “Professional” certification – 2 exams list \$400	50%	50%	50%+	50%+
Partner Training and Certification Metrics				
Training and certification progress reports and skill summaries for your organization	No Cost	No Cost	No Cost	No Cost

**Availability may vary by region.

Technical Support Access to Informatica Global Customer Support (GCS)	FOUNDATION		ELITE	GLOBAL
	Standard	Premier		
Access to Technical Support for the entire range of Informatica products	✓	✓	✓	✓
Toll-free phone access during standard business hours to strategic Support Centers located in North America, Europe and Asia and assistance in multiple languages	✓	✓	✓	✓
Read/write contacts with access to on-line support at my.informatica.com	✓	✓	✓	✓
Access to Support Forums via my.informatica.com	✓	✓	✓	✓
Email technical support requests via support@informatica.com	✓	✓	✓	✓
Access to the online Knowledge Base containing over 7,000 articles	✓	✓	✓	✓

Informatica Professional Services Expand Engagements with (IPS)	FOUNDATION		ELITE	GLOBAL
	Standard	Premier		
Priority consideration for sub-contracting engagements	✓	✓	✓	✓
Shadowing opportunities for enablement	✓	✓	✓	✓
Discounted rates for IPS support on customer engagements and/or joint solution development	✓	✓	✓	✓

Marketing Programs for Partners	FOUNDATION		ELITE	GLOBAL
	Standard	Premier		
Informatica corporate logo for use on partner website	✓	✓	✓	✓
Informatica partner logo by INFORM Program level	✓	✓	✓	✓
Ability to self-manage company selling profile on partner portal	✓	✓	✓	✓
Profile listing on www.informatica.com Partner Directory	✓	✓	✓	✓
Access to product data sheets, white papers etc. via beINFORMed	✓	✓	✓	✓
Ability to create co-branded collateral	✓	✓	✓	✓
Access to quarterly partner update webinars	✓	✓	✓	✓
Access to Informatica Marketing teams (field, campaign, BU)	✓	✓	✓	✓
Visibility to global marketing calendar and opportunities	✓	✓	✓	✓
Annual strategic meetings with Informatica regional sales leadership	✓	✓	✓	✓
Opportunity to sponsor Regional User Group Meetings	✓	✓	✓	✓
Opportunity to sponsor major customer events such as Informatica World and customer activities	✓	✓	✓	✓
Joint customer success stories	✓	✓	✓	✓
Access to customer reference program	✓	✓	✓	✓
Priority consideration for joint marketing activities		✓	✓	✓
Alignment with Informatica Inside Sales for joint activities			✓	✓
Participation on Regional Partner Advisory Council			✓	✓

beINFORMed Your Single Program Resource Gateway	FOUNDATION		ELITE	GLOBAL
	Standard	Premier		
Unlimited user access at http://partners.informatica.com	✓	✓	✓	✓
Product requests – automated request and fulfillment of Informatica software for demos and training, and the ability to self manage license key renewals	✓	✓	✓	✓
Sales leads and registration for referral fees – secure lead registration and sales referral tracking system	✓	✓	✓	✓
Enablement tracks for Sales, Pre-Sales, and Implementation personnel	✓	✓	✓	✓
Enablement resources including demos, whitepapers, use cases and presentations for the entire Informatica product suite	✓	✓	✓	✓
Training and certification – access to free eLearnings, free and discounted partner training courses, certification exams and links to Education Services resources	✓	✓	✓	✓
Technical Support – gateway access to Informatica product support at http://my.informatica.com	✓	✓	✓	✓

Join the INFORM Partner Program

Complete a partner application online today at beINFORMed <http://partners.informatica.com>.

After the application is submitted, an Informatica alliance manager will contact your organization to discuss partnering opportunities, program requirements, benefits and the contract process. For specific questions contact the Informatica Alliances team at <http://partners.informatica.com>.



¹Registered and approved – Sales leads must be registered on beINFORMed by Partner and approved by Informatica Regional Alliance Manager and Field Sales.

²Sourced – Partner introduces Informatica to new opportunity and transaction qualifies as Sourced after it is closed and results in Informatica license sale.

³Zone Account – Sourced new customer with no prior Informatica software licenses including parent companies or subsidiaries.

⁴Above and Beyond – Transaction includes Informatica Data Quality (IDQ), B2B, MDM, Informatica Identity Resolution (IIR), and/or Informatica Application Information Lifecycle Management (ILM) license revenue for new or existing Informatica customer.

⁵Influenced – Transaction where Partner provides a positive recommendation of Informatica to the customer above the competition; Partner supports joint sales activities, provides introductions to decision makers, openly shares information, provides demo or POC; or Partner's influence is critical to Informatica securing the transaction.



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