

INFORM Partner Program Guide

About Informatica

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. Organizations around the world turn to Informatica to gain a competitive advantage in today's global information economy with timely, relevant and trustworthy data for their top business imperatives. Worldwide, over 4,350 enterprises rely on Informatica for data integration and data quality solutions to access, integrate and trust their information assets held in the traditional enterprise, off premise and in the 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 and Alliance Development Fund for Sourcing or Assisting Informatica software sales
- Extensive enablement and technical resources
- Free and discounted partner training programs
- beINFORMed, the Informatica partner portal 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 Requirements

Partner Annual Activity	FOUNDATION		ELITE	GLOBAL
	Standard	Premier		
	→→→ →→ →→→ MOVE TO PREMIER →→→			
Informatica License Revenue				
Total License Revenue Assisted or Sourced by Partner	\$250,000	\$500,000	\$1,000,000	\$10,000,000
Partner Sourced & Assisted Informatica Business	→→→ SATISFY REVENUE & REQUIREMENTS →→→			
Partner Sourced ¹ – Partner Driven New Informatica License Opportunities	1	2	8	25
Partner Assisted ³ – Teaming with Informatica Field to Assist Informatica License Business	2	4	16	50
Sales Teaming and References				
Informatica Prospect Engagement Mapping	✓	✓	✓	✓
Teaming and Co-Selling with Informatica Field Sales on Qualified Opportunities	✓	✓	✓	✓
Informatica Customer References	2	4	8	20
Informatica Certification				
Individual Consultants Annually Trained and Certified on Informatica Products	2	5	25	75
Annual Contract Requirements				
Execute INFORM Partner Program Legal Agreement	✓	✓	✓	✓
Informatica Marketplace Services or Solution Listing	✓	✓	✓	✓
INFORM Program Fee USD	\$5,000	\$5,000	\$7,500	\$15,000
INFORM Program Fee EUR (subject to current USD conversion rate)	€3,700	€3,700	€5,500	€11,000
INFORM Program Fee GBP (subject to current USD conversion rate)	£3,000	£3,000	£4,700	£9,000
Multi-area Supplement for Including Additional Geographic Region(s)	\$2,500	\$2,500	\$2,500	\$2,500

INFORM Partner Benefits Program

Partner Benefits Program – Referral Fees		FOUNDATION		ELITE	GLOBAL
		Standard	Premier		
<ul style="list-style-type: none"> Referral Fees are Compensation Neutral to the Informatica Field Sales Force Partners May Elect to Receive Referral Fees or Alliance Development Fund (ADF) Credit per Qualified Opportunity 					
Referral Fee Levels - Level 1 +2 + (3W or 3R) May be Combined Per Eligible Transaction for an Increased Benefit					
Level 1:	Teaming & Partner Value-Add Assistance	5% (\$5,000 cap)	5% (\$7,500 cap)	5% (\$10,000 cap)	5% (\$15,000 cap)
Level 2:	Partner Sourced Opportunity	5% (\$5,000 cap)	5% (\$7,500 cap)	5% (\$10,000 cap)	5% (\$15,000 cap)
Level 3W:	Partner Sourced White Zone \$1B+ New Enterprise Win	5% (\$5,000 cap)	5% (\$7,500 cap)	5% (\$10,000 cap)	5% (\$15,000 cap)
Level 3R:	Partner Sourced Red Zone Global 500 New Enterprise Win	10% (\$10,000 cap)	10% (\$15,000 cap)	10% (\$20,000 cap)	10% (\$30,000 cap)

*Federal transactions not eligible
* Informatica Cloud first year subscriptions eligible only

Alliances Development Fund (ADF)		FOUNDATION		ELITE	GLOBAL
		Standard	Premier		
Flexible Elections - Partners may Elect to Fund the Following with the Alliance Development Fund (ADF) Option					
Education and Enablement					
	Instructor Led Training - Informatica Classroom or Virtual	✓	✓	✓	✓
	Product Certification	✓	✓	✓	✓
	Training Passport	✓	✓	✓	✓
Informatica Professional Services (IPS)					
	Velocity Training	✓	✓	✓	✓
	Accreditation Program	✓	✓	✓	✓
	Subcontracting Resources	✓	✓	✓	✓
Marketing Programs					
	Informatica Sales Kickoff Sponsorship	✓	✓	✓	✓
	Informatica World Sponsorship Subsidy	✓	✓	✓	✓
	Joint Regional Marketing Events	✓	✓	✓	✓
	Reference Showcase Programs	✓	✓	✓	✓

*Global Level Partners may be subject to an annual cap

Resale		FOUNDATION		ELITE	GLOBAL
		Standard	Premier		
INFORM Alliances Program Standard Discount		25%	25%	25%	25%

Sales Teaming with the Informatica Direct Sales Force	FOUNDATION		ELITE	GLOBAL
	Standard	Premier		
Access to Informatica sales force via Regional Alliance Managers (RAMs)	✓	✓	✓	✓
Joint account planning with Informatica RAMs and Field Sales	✓	✓	✓	✓
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				✓

Partner 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	✓	✓	✓	✓

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	✓	✓	✓	✓

Education and Enablement Sales, Pre-sales, & Product Training by GES	FOUNDATION		ELITE	GLOBAL
	Standard	Premier		
Skills Assessment Program				
PowerCenter skills Data Quality assessment program	No Cost	No Cost	No Cost	No Cost
Customized Training Plans				
Customized plan for all resource levels – core skills, new product /solution areas	No Cost	No Cost	No Cost	No Cost
Self-Paced Product Training eLearning				
Access to over 20 eLearning modules covering the Informatica product suite including PowerCenter, IDQ, IDE, B2B and more (\$160/module)	No Cost	No Cost	No Cost	No Cost
Sales and Pre-Sales eLearning				
Access to Sales and Pre-Sales eLearning modules covering key Informatica solution areas (coming mid-2011)	No Cost	No Cost	No Cost	No Cost
Instructor-Led Enablement		Savings for Informatica Partners		
▪ Free “Last Minute Training Seats”				
Last minute training seat(s) at 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
▪ Advance Registration “Preferred Seats” – 30 days in advance				
“Preferred seat” at GES facilities** or “virtual” \$800/seat per day	50%	50%	50%	50%
▪ Anytime Standard Partner Discounted Instructor-Led training				
Discounted Training at Informatica facility or virtually \$800/seat per day	30%	30%	30%	30%
Customized On-site Training		Savings for Informatica Partners		
Training at your facility on Informatica products for a group	30%	30%	30%	30%
Boot Camps for Partners		Savings for Informatica Partners		
Intensive product training on Informatica PowerCenter, Data Quality, B2B, and MDM	30%	30%	30%	30%
Certification Exams and Packages		Savings for Informatica Partners		
Access to over 15 certification exams on Informatica products - \$200 list per exam (applies to all curriculum developed thru 2010)	30%	30%	30%	30%
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 and program options may vary by region/continent and all training enrollment is subject to availability

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	✓	✓	✓	✓
Opportunity to qualify for Accreditation Program	✓	✓	✓	✓

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 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 including 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	✓	✓	✓	✓
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	✓	✓	✓	✓
Sales leads and registration for referral fees – secure lead registration and sales referral tracking system	✓	✓	✓	✓

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/>.



¹Sourced – Partner introduces Informatica to new opportunity and transaction qualifies as Sourced after it closes resulting in Informatica license sale.

²Zone Account – Sourced new customer with no prior Informatica software licenses including parent companies or subsidiaries.

³Assisted – Transaction where Partner's assistance is critical to Informatica securing the transaction. Partner provides a positive recommendation of Informatica to the customer above the competition, supports joint sales activities, provides introductions to decision makers, openly shares information, and/or provides demo or POC.