

# Informatica Service Provider Partner Program (SP3)

## Leveraging Informatica Enterprise Data Integration Solutions for Outsourcing and Software Services

Informatica has created the Service Provider Partner Program (SP3) to provide outsourcing providers, Application Service Providers (ASP), and Software as a Service vendors (SaaS) access to Informatica's market leading data integration solutions on a subscription or royalty basis for delivery of services to their customers.

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### PROGRAM BENEFITS

- Leverage Informatica products for commercial use
- Avoid upfront capital costs
- Map your licensing costs to your business model
- Enable new revenue generating services
- Improve access to technical support and joint marketing opportunities
- Reduce Informatica education costs

### What Are the Benefits of Informatica SP3 Membership?

When you become an SP3 member, Informatica invests in the success of your business. By treating software as a pay-as-you go service, you can increase margins, accelerate profitability, and better manage your cash flow on each one of your customer contracts. Informatica operates the same way you do, charging fees for services.

With the SP3, Informatica makes it easier to deliver hosted solutions with seamless software license integration. The program makes your software costs transparent when it comes to your customers, allowing you to treat software as an operating cost rather than a capital cost. As an SP3 member, you pay as you deploy, and only for what you deploy. This sort of innovative, software on-demand solution allows you to provide flexible, cost-effective solutions to your customers.

In addition to a negotiated subscription or royalty based fee structure, when you become an SP3 member, you gain:

- More technical resources. You get access to a variety of services to help you succeed, including named technical account management, access to the Informatica Developer Network, a Web-based source for sharing knowledge, software, and resources, access to the Web-based Informatica Partner Portal, and access to product certification programs.
- Discounted training. You get a 30-percent discount on training courses and access to no-cost training according to policy restrictions.
- Deployment flexibility. You gain limited rights to access, use, or move Informatica software licenses that have already been purchased by your customer to support your outsourcing deployment efforts.
- New revenue opportunities. You'll expand your reach into new solutions which had previously been financially impractical.
- Joint marketing opportunities. You get access to co-marketing programs that present opportunities for joint sales and marketing activities leveraging the Informatica partner logo, discounts, and opportunities to sponsor Informatica's annual user conference, Informatica World.
- A global reach. You can deliver services to your customers around the world without licensing limitations.
- Free demos, tests, and evaluations. You can provide demos, tests, and evaluations to your customers free of charge.

## What Type of License Agreements Are Available?

Informatica provides two types of software license agreements:

1. End User licenses. These licenses are used internally by the contracting entity and are provided in three forms: standard licenses, Enterprise License Agreements (ELAs), and Original Equipment Manufacturer (OEM) licenses. Service Providers cannot acquire and use these types of licenses to provide software services to their customers.
2. Service Provider licenses. These licenses are granted within SP3, and are used to enable outsourcers, ASP, and SaaS vendors to provide commercial software services such as hosted integration solutions, migration services, and cross-enterprise integration services using Informatica software. These licenses are provisioned on a royalty or subscription basis.

## How Do I Join the Informatica SP3?

The Informatica SP3 is a worldwide program; however, it is limited to selected applicants. For complete program details and an application form to become an SP3 member, please visit: [www.informatica.com/partners/featured\\_alliances/default.htm#service\\_providers](http://www.informatica.com/partners/featured_alliances/default.htm#service_providers)

## ABOUT INFORMATICA

Informatica Corporation delivers data integration software and services to solve a problem facing most large organizations: the fragmentation of data across disparate systems. Informatica helps organizations gain greater business value from their information assets by integrating their enterprise data. Informatica's open, platform-neutral software reduces costs, speeds time to results, and scales to handle data integration projects of any size or complexity. With a proven track record of success that extends back to 1993, Informatica helps companies and government organizations of all sizes realize the full business potential of their enterprise data. That's why Informatica is known as the data integration company.



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