

## Informatica Marketplace FAQ

### What is the Informatica Marketplace?

- The Informatica Marketplace is an open platform to host solutions that support all phases of the data integration lifecycle. The Marketplace will host solutions that not only support Informatica but our competitors as well – yes, it truly is open! These solutions can be on-premise or hosted in the cloud. In keeping with Informatica’s reputation for quality, all assets on the Informatica Marketplace will be evaluated in order to receive a “seal of approval” or certification.

### What is Informatica’s goal with the Marketplace?

- Our interest is to serve the needs of the broader data integration ecosystem. Given our 15-year heritage, use cases have been repeated and solutions built. Now, sellers can share these solutions with interested buyers. For buyers, they will enjoy faster time to market with high quality solutions evaluated and certified by Informatica. For sellers, they will have an open channel to reach buyers. Our goal is to promote the Marketplace ecosystem where proceeds will be reinvested into funding it.

### Why now?

- We have 100,000 active members in our developer, support communities and 400 partners. They have shared, reviewed and tested these solutions with each other. They have put them into practice in their own environments and in their customers’ environments. Now we are providing them a platform to connect to our large customer base to offer solutions more broadly.

### Describe what a “Block” is on the Informatica Marketplace?

- Assets and solutions in the Informatica Marketplace are referred as Blocks. They are building Blocks for customer success. Blocks can take many forms, including:
  - Mappings
  - Mapplets
  - Cloud plug-ins
  - Connectors
  - Utilities
  - Testing tools
  - Vertical content, e.g. DQ
  - Vertical solutions
  - Services, e.g. prepackaged analysis, migration, health check
  - Services + Solution
  - Education

### **What is the benefit to sellers on the Informatica Marketplace?**

- The Informatica Marketplace provides the sellers' access to 100,000 Informatica community members in over 100 countries, over 400 global partners, thus increasing their sales reach. Additionally, they have:
  - Improved lead generation via a new channel
  - Reduced internal infrastructure burden to support commerce
  - Improved visibility as Informatica promotes the Marketplace through its marketing efforts
  - Extended sales reach with minimal investment and low risk
  - A more robust Marketplace as Informatica is committed to reinvest the Marketplace revenues into further development

### **What is the benefit to buyers of the Informatica Marketplace?**

- Buyers can easily find and purchase from a choice of Blocks. If a block is not found, buyers can request a solution to be built or customized to their needs. Additionally, buyers have:
  - Faster time to market with pre-built solutions
  - Lower TCO
  - Broader visibility to developers/companies that can assist
  - Expand their knowledge with new solutions
  - Extend their capacity by requesting solutions, opportunity to pick the best solution

### **What are the benefits of the Informatica Marketplace to individual developers?**

- Individual developers benefit from the Informatica Marketplace by:
  - Sharing the data integration solutions they have developed with over 100,000 potential buyers
  - Gaining greater industry exposure as a data integration guru
  - Building a global brand reputation for themselves
  - Making money

### **Can anyone contribute Blocks to the Informatica Marketplace?**

- Anyone who has developed data integration, data quality, cloud data integration or data management solutions can contribute, including:
  - System Integrators
  - Product companies
  - Independent Software Vendors
  - Independent consultants
  - Developers

It's important to note that the Informatica Marketplace is open. The solutions for sale not only support Informatica, but other vendors, too.

### **When will the marketplace launch?**

- The Marketplace will launch on June 22, 2010. We will launch with over 50 high demand, high quality Blocks, exceeding our target of 25. We have had the opportunity to speak with leaders of other successful marketplaces and the consistent feedback is to focus on quality over volume at launch.

### **What assets will be posted?**

- Anyone with solutions around data integration, data quality and data management can participate. We envision solutions will be vertically or platform (horizontally) focused. They can include data models, cloud plug-ins, mappings, mapplets, tools/utilities, methodologies, white papers, connectors, etc. This could even include training classes or services. We believe the wisdom of crowds will prevail and market demand will dictate which solutions will be offered.

#### **Who owns the Intellectual Property? Does Informatica ensure IP protection?**

- The Intellectual Property will be owned by the seller. Sellers should take customary precautions to protect their IP and should consider the Marketplace as an alternative distribution and lead generation channel for them.

#### **How many assets will be posted on the Marketplace?**

- We are launching with over 50 Blocks. Our vision is to make this a vibrant, diverse ecosystem where assets ranging from individual developers to large companies participate and transact business.

#### **Which Informatica partners are involved in the Marketplace?**

- We have a great diversity of individuals and companies participating on the Informatica Marketplace. To name few:
  - Individual developers/ISVs such as:
    - Caret
    - Genpact
    - Interface Development
    - Trinus
    - FyghtSoft
  - Small to mid-sized companies such as:
    - AnalytixDS
    - Appfluent
    - Evaxyx
  - Large companies such as:
    - Cisco

#### **Are partners allowed to sell services on the Marketplace?**

- Yes, anyone can offer their expertise and services on the Marketplace, even assets/solutions and services that compete with Informatica's offerings.

#### **How is Informatica charging buyers on the Marketplace?**

- Informatica charges an annual subscription fee to cover operational costs. Those who have their Blocks approved by Informatica no later than July 30, 2010 will have Informatica's annual listing fee waived for one (1) year from initial posting on the Marketplace. Also the subscription fee is payable only after the first sale.

#### **Is Informatica charging sellers a fee on the Marketplace?**

- Informatica charges a nominal, annual subscription fee. Informatica does not retain any part of the sale value.

#### **What will Informatica's percentage per transaction be on the Marketplace?**

- Informatica does not retain any percentage on individual transaction. The seller realizes the full sale value.

### **How does the seller receive the sale proceeds?**

- Informatica Marketplace provides two options to the sellers:
  - 1) Sellers can post the block directly on the Marketplace. Informatica has tied up with PayPal. After a buyer clicks “Buy”, the buyer will be redirected to the PayPal site to complete the transaction. The buyer can download the block after the transaction confirmation. The seller should have a PayPal account. Blocks that cost less than \$2500 go through this process
  - 2) Sellers with Blocks that cost more than \$2500 can post the technical, marketing material and buyers can download the data sheets/contact details. The buyer contacts the seller directly to close the transaction. This is also the option for sellers concerned about Intellectual Property protection

### **Tell me more about the Informatica Seal of Approval on the Marketplace?**

- To ensure quality of Blocks posted in the Marketplace, all Blocks must first obtain the Informatica Marketplace Seal of Approval, after a hands-on evaluation and testing process conducted by Informatica Global Customer Support [GCS] resources. The Seal of Approval is not a Block guarantee or warranty; it means the Block has undergone rigorous lifecycle testing and validation of up to 30 days by GCS. This comprehensive validation process is based on seven (7) levels of criteria that include: (i) a review of the Block’s functional specifications; (ii) assessment of architecture and workflow with screenshots; (iii) validation of use cases with end-to-end demonstrations; (iv) check of product availability and system requirements; (v) black box testing, stability testing, stress testing and performance testing; (vi) installation and deployment procedures; and (vii) an appraisal of the supporting documentation.

However, Blocks submitted to the Marketplace by Informatica competitors or vendors offering competitive products will not receive the Informatica Marketplace Seal of Approval because Informatica believes it would be inappropriate to subject such Blocks to an in-depth Informatica evaluation. Such Blocks will be given a summary review just to determine whether or not Informatica will post the Block to the Marketplace.

### **What is the role for Informatica Global Customer Support in the Marketplace?**

- GCS reviews all Blocks and provides the Seal of Approval.

### **Who provides the after sale, support?**

- Informatica Blocks that are priced will be supported by GCS as it is normally done and Informatica Blocks that are Free to download will not be supported. Third party Blocks will be supported by the seller as per the terms and conditions agreed with the buyer.

### **If customers of the Marketplace have an issue with a solution should they work with the seller, Informatica or both?**

- The buyer should work directly with the seller. To maintain high standards, Informatica will be actively monitoring the activities on the Marketplace.

### **How does Informatica Marketplace work with/complement the other marketplaces out there?**

- Informatica Marketplace is a data integration ecosystem, first of its kind. It does not compete with other Marketplaces. We see it as complement and will look at collaborating.

### **Tell me more about the Informatica Marketplace Contest?**

- In order to ensure that we have the very best solutions available for sale when the doors of the Informatica Marketplace officially open, we're offering some incredible prizes to early sellers, including a trip to Informatica World 2010. If you're interested in being recognized and compensated for your data integration, data quality and data management solutions, [enter the Informatica Marketplace contest today](#).

### **Does this replace TechNet?**

- The TechNet download capabilities will move to the Informatica Marketplace. However, TechNet provides tremendous value by enabling the developer community to collaborate and the core purpose of TechNet will remain in place to provide an inclusive, independent and interactive forum for sharing data integration knowledge, showcasing solutions, impacting technology trends and developing cutting-edge skills.

### **Where can I go to get more information?**

- There are several resources available to learn more about the Informatica Marketplace:
  - [Informatica's announcement of the first comprehensive data integration marketplace](#)
  - Read about –
  - [The Marketplace Cometh. Are You Ready?](#) by Chris Boorman
  - [The Informatica Marketplace: Tapping The Power of the Crowd](#) by Judy Ko, Vice President of Product Management and Marketing
  - [What Is The Value Of An Ecosystem?](#) By Tony Young, CIO
  - [Integration as a Cloud Service: Just Plug it In!](#) by Darren Cunningham
  - [The Power of the Community: The Informatica Marketplace](#) by Judy Ko, Vice President of Product Management and Marketing
  - Have a conversation with Informatica CIO Tony Young! Check out his Informatica Perspectives blog post, [Tell Me All About the Informatica Marketplace](#)
  - Your small mapplet could make you a big winner! [Enter the Informatica Marketplace contest](#)