Informatica INFORM for Commercial Use

A Partner Program for Independent Software Vendors and Service Providers

Ted Dimbero

Senior Vice President of Operations,
Zyme Solutions

"Informatica gives Zyme Solutions a competitive advantage by helping us to deliver timely and accurate data to our customers. Using Informatica, Zyme is on-boarding EDI feeds faster than before—freeing up development resources to address other important tasks. Partnering with Informatica reinforces the confidence our customers have that Zyme's best-in-class channel intelligence services platform is powered by state-of-the-art, industry-standard, data integration solutions."

BENEFITS:

- Reduce costs of development and administration

- Speed development, deployment, and user adoption

- Decrease project risks

- Enjoy pricing and deployment flexibility

- Gain new revenue opportunities

Embed Industry-Leading Enterprise Data Integration Technology to Enhance Your Competitive Advantage

As an independent software vendor (ISV), a business process outsourcer (BPO), business outsourcing service (BOS), or an on-demand service provider, you achieve success with your solutions depending on your customers' ability to:

- Migrate data into your solution

- Ensure all migrated data is accurate, complete, and current

- Integrate and synchronize the data in your solution with data in their other applications and systems so that it's accessible and usable

Informatica can help.

The **Informatica® INFORM Program for Commercial Use** enables your company to embed Informatica's industry-leading enterprise data integration technology into packaged applications and service offerings that you develop, distribute, or host. By entering into an OEM agreement with Informatica, you can:

- Reduce the costs and risks of software development and deployment

- Increase your productivity

- Greatly enhance your company's competitive advantage

INFORM PROGRAM FEATURES

Comprehensive resources. Access developer resources, named technical account management; the Informatica Developer Network, a Web-based source for sharing knowledge, software, and resources; beINFORMed, Informatica's secure partner portal; and product certification programs.

Flexible pricing. Informatica will work with you to develop pricing that fits into your business model.

Extensive sales enablement. Get access to free on-line sales enablement resources. Receive discounts on in-person Informatica product training and Informatica Professional ServicesSM offerings.

Events. Participate in live and on-line Informatica events.

Support. Get hands-on support from Informatica's direct sales teams and alliance managers.

Joint marketing opportunities. Leverage joint sales and marketing activities, including using the Informatica partner logo and event sponsorship opportunities.

Free demos, tests, and evaluation software. Provide Informatica demos, tests, and evaluations to your customers free of charge.

Build Your Solutions on the Industry-Leading Data Integration Platform

When you enter into an OEM agreement with Informatica, you leverage the power of the industry's leading data integration platform to lower costs, increase productivity, reduce risk, and enhance business agility.

The technology foundation of the INFORM Program is the Informatica Platform. This enterprise data integration platform is:

- **Comprehensive,** so you and your customers can access, discover, cleanse, integrate, and deliver timely, trusted data to the extended enterprise—any data, anywhere, at any time

- **Unified,** offering all the data integration capabilities you and your customers need in a single platform, including enterprise-grade scalability, availability, and security

- **Open,** designed to be neutral and to work with all systems and processes you and your customers have today, or may add in the future

- **Economical,** reducing both upfront costs during initial development and deployment as well as ongoing maintenance and administration costs

Throughout Informatica's 15-year track record of success, the Informatica Platform has been proven in thousands of real-world data integration deployments to reduce total cost of ownership and help IT organizations do more with less. This robust, scalable, secure platform handles any type of data integration project, including:

- Application information lifecycle management
- B2B data exchange
- Cloud data integration
- Complex event processing
- Data aggregation
- Data migration
- Data quality
- Data synchronization
- Data warehousing
- Identity resolution
- Integration Competency Centers
- Master data management
- Service-oriented architectures

Global Companies OEM Informatica Technology

A wide variety of global companies embed Informatica's industry-leading data integration technology into all kinds of solutions that are delivering value to their customers.

Company Type	OEM Informatica Technology Use Case
Risk Management	• Gain visibility into all trading activities • Integrate data for compliance reporting, anti-money laundering, and setting fraud alerts
Independent Software Vendors	• Leverage universal data access and robust data quality capabilities to develop effective analytics applications and business intelligence solutions • Enable any applications to integrate with existing business systems, improving the quality of the data within them and maximizing their value
Business Process Outsourcers	• Reduce average client on-boarding time by up to 60 percent • Save customers hundreds of thousands of dollars
ERP, Supply Chain & Inventory Management	• Help control clients' supply chain integration costs • Achieve operational excellence goals by focusing on core competency
Marketing Services	• Create scalable, automated solutions to address customer growth and to reduce complexity

Informatica INFORM Partners: In Their Own Words

"Partnering with Informatica has given us a scalable, automated solution to address customer growth and to reduce complexity. We now have a high-volume data integration architecture to help generate billions of emails each month for our customers, with headroom for continued growth."

Antonio Casacuberta
CTO, Responsys

"In integrating client data into our analytic environment, Informatica provides scalability and auditability across the client data management process. Informatica technology provides the foundation for Noetix Analytics and delivers the data integrity our customers need."

Jeff Kirk
General Manager, Corporate Development and Strategic Alliances, Noetix Corporation

"By integrating with and re-selling industry standard data integration software, our customers can populate their search applications with enterprise data, reducing deployment time and costs. Our partnership with Informatica will accelerate the development and adoption of search applications that blend structured and unstructured information for improved daily decision-making."

Jason Purcel
Senior Vice President of Marketing and Product Management, Endeca

"A significant percentage of every Callidus SPM deployment is data integration. Without Informatica, we would have to develop our own integration solution, and that would take too long and would place unsustainable pressure on our resources."

Steve Apfelberg
Senior Vice President of Product Marketing and Business Development, Callidus Software

"Customers want more value out of investments they spend on business intelligence. When we combine HP Neoview, industry expertise, and data integration consulting with Informatica software, our customers can leverage corporate intelligence in more ways than with any other combination in the marketplace."

Giuliano Di Vitantonio
Head of Marketing and Alliances, Business Intelligence Solutions, HP

"The increasing drive to streamline global banking practices means our software needs to manage highly complex and rapid transactions across platforms and different banks. We needed data integration capabilities and had to buy them or build them. By using Informatica PowerCenter, rather than having to continually create bespoke data interfaces, we have freed up our professional services teams to provide more value to our customers."

Neil Vernon
Senior Product Manager, SmartStream

INFORM Program Benefits

Reduce Costs of Development and Administration

When you join the INFORM Program, your company leverages the power of the Informatica Platform, and your development team can easily create and reuse mappings and transformations unique to your solution. Metadata can be shared and reused across many different projects. The platform's metadata-based architecture, easy-to-use interface, and common set of developer tools boost IT productivity and bring costs down. The Informatica Platform fits into your existing IT infrastructure, so you can make the most of the hardware, software, databases, operating systems, and application servers you and your customers own now or may add in the future.

Decrease Project Risks

Dramatically decrease the risk that your solutions may fail to deliver ROI to your customers because of inaccessible or poor quality data. Because the Informatica Platform is built on a single run-time engine that provides enterprise-grade scalability, availability, and security, your company can have confidence that it's building future software releases on a reliable, high-performing, and reusable data integration platform.

Enjoy Pricing and Deployment Flexibility

Map your licensing costs to your business model and avoid upfront capital costs. The program makes your software development costs transparent to your customers, allowing your company to treat software as an operating rather than a capital cost. 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. This program makes it easier for your company to develop and deploy services with seamless software license integration.

Gain New Revenue Opportunities

Expand your reach into new solutions that had previously been financially impractical. This program makes it easier for your company to deliver services globally, expanding its revenue-generating opportunities.

LEARN MORE

Learn more about the Informatica INFORM Program. Find out how to enter into an OEM agreement with Informatica by emailing commericalsales@informatica.com. A representative will contact you immediately.

ABOUT INFORMATICA

Informatica Corporation (NASDAQ: INFA) is the world's number one independent leader in data integration software. The Informatica Platform provides organizations with a comprehensive, unified, open, and economical approach to lower IT costs and gain competitive advantage from their information assets. Nearly 4,000 enterprises worldwide rely on Informatica to access, integrate, and trust their information assets held in the traditional enterprise and in the Internet cloud.

INFORMATICA®
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