Partnering with Informatica for nearly 10 years, Myers-Holum has enjoyed access to the most innovative data integration technology in the market. We have a strong partnership and know that it will only get stronger with the introduction of the new Informatica Partner Implementation Accreditation Program. It ensures our consultants are trained and conversant on the latest data integration developments, which guarantees our customers are receiving the best access to pioneering technology.

Accreditation Means More Knowledge and More Business

As an Informatica Alliance Partner, you know that success with your customers depends on the training of your consultants and the quality of the solutions they implement. Informatica can help.

The Informatica® Partner Implementation Accreditation Program enables your company to certify that your consultants have the best and very latest expertise in Informatica data integration software and implementation skills. This program includes a wide range of:

- Education services provided by Informatica Global Education Services™
- Consulting services provided by Informatica Professional Services™
- Joint sales and marketing opportunities with Informatica

The program’s services and opportunities are available to Informatica Alliance Partners for a convenient annual flat fee. By becoming an accredited partner, your company can:

- Reduce implementation costs and risks. Avoid expensive mistakes by identifying and addressing project risks right up front and by implementing the right solution the right way.
- Increase productivity. Implement more projects, more quickly, by taking full advantage of the latest Informatica product developments that are designed to enhance efficiency and collaboration.
- Maximize investments in your human resources. Foster employee retention with extensive training opportunities, and make sure the resources you’ve hired deliver value to your business.
- Generate more revenue. Leverage shared marketing and sales opportunities with Informatica across the Informatica customer base, including priority consideration for subcontracting engagements.
- Enhance your competitive advantage. Earn your customers’ trust and repeat business by implementing solutions quickly and effectively.

Mark Myers  
CEO, Myers-Holum, Inc.
Key Program Features

The Informatica Partner Implementation Accreditation Program includes a wide range of Informatica education and consulting services, as well as many joint sales and marketing opportunities, all offered to Informatica Alliance Partners for a convenient flat fee. Program membership can be renewed annually.

Education Services from Informatica Global Education Services

Empower your consultants with the best possible information on all products in the Informatica Platform. Accredited partners can attend a wide range of courses about Informatica products.

Consulting Services from Informatica Professional Services

The Informatica Partner Implementation Accreditation Program offers a range of consulting services designed to ensure that your consultants are delivering the highest quality Informatica implementations to your customers. Learn the most effective ways to implement and use this industry-leading data integration technology in your customers’ environments. Consulting services include:

- Shadow enablement opportunities between your organization and the Informatica Professional Services team to identify and share enablement opportunities within the Informatica customer base
- The accreditation program, which features a best practices implementation training class for up to 12 students at your site or another convenient location
- An expert review, validation, and endorsement of your Informatica service offerings to confirm that they are consistent with Informatica best practices and standards
- Forty prepaid hours of project consulting and best practices guidance
- Discounted Informatica Professional Services subcontracting rates

Joint Sales and Marketing Opportunities with Informatica

Accredited partners can increase their revenue-generating potential with joint sales and marketing opportunities with Informatica. The program includes:

- Recognition of your accreditation at Informatica events, including user group meetings and Informatica World, our annual user conference
- Promotion of your accreditation in Informatica’s marketing materials and on beINFORMED, Informatica’s partner Web site
- Authorization to use the “Informatica Accredited Company” logo in your marketing materials and on your Web site
- Priority consideration for any Informatica Professional Services subcontracting engagements
Program Requirements

To be successful with your customers, you need to be able to staff your Informatica engagements with well-trained consultants. Certification should be the cornerstone of your training plans. Your consultants need Informatica product and implementation best practices certification.

As an accredited Informatica partner, you’re required to become an Informatica Certified Consultant. This status can be attained by successfully passing the Informatica Certified Consultant Program, which serves as the Level 1 training program for all partners. Every partner consultant involved in an Informatica project should have Certified Consultant status.

Informatica’s certification programs are modular, enabling your staff to take the prerequisite courses at their own pace and then test their knowledge through written exams and hands-on project work. In addition, certification on the Informatica Velocity™ methodology ensures that partners follow consistent best practices throughout the project lifecycle.

Accreditation is granted by geography (USA, Canada, Latin America, South America, EMEA, Asia Pacific, Japan) and product type (i.e. Data Integration or Data Quality) only.

Product Certification

Informatica product certification confirms that your consultants have the technical skills necessary to develop and implement innovative data integration solutions that address your customers’ existing and emerging business challenges.

Informatica product certification greatly reduces project risk, enhances your consulting staff's job performance, and ultimately ensures the success of Informatica-based data integration initiatives. Informatica encourages our own customers to use only certified Informatica resources and will only endorse those partners who have certified consultants.

Implementation Best Practices Certification

Informatica implementation best practices certification means that your consultants can effectively use Informatica Velocity, our proprietary implementation methodology, throughout the full project lifecycle. Velocity guides your consultants in implementing a world-class enterprise data management infrastructure to support your customers’ business imperatives. Developed from the real-world experience of hundreds of projects, Velocity represents the collective knowledge of experienced consultants who have worked with a wide range of organizations to plan, develop, deploy, and maintain successful data integration and data management projects.

Informatica implementation best practices certification verifies that your consultants can:

- Navigate the Velocity methodology from enterprise strategies, to individual project types, to discrete tasks and best practices
- Describe key areas of the methodology at a high level
- Execute the Design/Build/Test tasks for a generic data integration project
- Leverage Velocity best practices for architecture and configuration
- Employ Velocity best practices for mapping design, development, and testing

At the end of the training session, participants take a certification exam. Participants who pass the exam are recognized as Informatica Best Practices Implementation Certified Consultants.

HOW TO BECOME AN ACCREDITED IMPLEMENTATION PARTNER

1. Email Informatica Global Services Partner Support at bmann@informatica.com. After receiving your email, Informatica arranges a call or meeting with you to answer any questions about the program.

2. Informatica develops a statement of work to cover the program details. A formal Mutual Subcontracting Agreement is required (if not already in place). After a signed purchase order or check is submitted to cover the Accreditation Entry Fee, the program begins.

3. The Informatica Global Services Partner Manager contacts you directly to discuss the next steps in the accreditation process.
Key Program Benefits

Reduce Implementation Costs and Risks
When you become an accredited implementation partner, you gain the product and implementation best practices knowledge you need to mitigate risks and reduce costs. Avoid expensive mistakes by identifying and addressing project risks right up front and by implementing the right solution the right way.

Increase Productivity
Accredited implementation partners can take full advantage of the latest Informatica product developments that are designed to enhance efficiency and collaboration. Accreditation means you can implement more projects, more quickly.

Maximize Investments in Human Resources
The Informatica Partner Implementation Accreditation Program ensures that the resources you’ve invested in consistently deliver value to your business. You can foster employee retention through the program’s extensive training opportunities.

Generate More Revenue
Expand your reach. The program offers plenty of opportunities for your company to generate more revenue through shared marketing and sales activities across Informatica’s extensive customer base. You’ll also gain priority consideration on subcontracting engagements with Informatica Professional Services consultants.

Enhance Your Competitive Advantage
The knowledge and skills we impart on your consultants empower your company to gain a competitive advantage in the marketplace and greatly enhance your abilities to develop data integration solutions. Accreditation means that you can implement solutions quickly and effectively, which earns your customers’ trust and repeat business.

LEARN MORE
Learn more about the Informatica Partner Implementation Accreditation Program. Please contact your Alliance Manager or email Bruce Mann, Informatica Global Partner Support, at bmann@informatica.com.

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.