



Informatica™

Partner Program

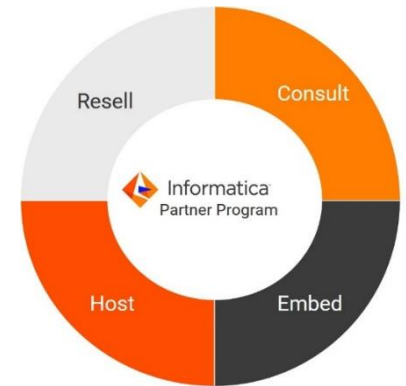
**CONSULTING & SYSTEMS
INTEGRATOR PARTNERS**

PROGRAM GUIDE

The Informatica Partner Program

The Informatica Partner Program is a holistic membership program that provides Partners with multiple ways to engage with Informatica. Program members can elect one or multiple engagement models that align with their go-to-market objectives.

Each engagement model features corresponding resources and benefits, and suggested requirements for Partner success. These are designed to help Partners deliver valuable services and solutions around the industry leading Informatica platform. Program membership requires that Partners meet annual objectives to remain compliant with the program and to progress levels.



Informatica Partner Program for Consulting & Systems Integration Partners

The Informatica Partner Program for Consulting & Systems Integrator Partners offers leading systems integrators, consulting, cloud and industry solution partners a co-sell relationship with Informatica, access to financial benefits and to a comprehensive set of enablement resources.

Grow Informatica Business and Profit:

- ◆ **Refer and Collaborate – Align with the Informatica Sales Force to Expand Your Reach**
The program provides Partners with the opportunity to align, refer, and collaborate with the Informatica sales force around customer engagements that include the adoption of Informatica on premise, hybrid, and cloud solutions.
- ◆ **Develop Informatica Competency & Capability – Grow New Business & On-Going Engagements with Informatica**
The program offers access to enablement resources – including product education and access to products and technical support – for developing product competency and delivery capabilities.

Benefits for Consulting & Systems Integration Partners:

- ◆ **Collaborative Sales Teaming** with the Informatica Sales Force
- ◆ **Ability to be a Recommended Partner Advisor** to the Informatica Sales Force based on Informatica expertise, experience & success
- ◆ **Exposure to the Informatica Customer Base** for referral business
- ◆ **Financial Referral Fee Benefits** for influencing and/ or assisting Informatica license & cloud or subscription sales
- ◆ **Access to Informatica’s Industry Leading On-Premise and Cloud Products** for internal training and demo use
- ◆ **Special Partner Savings and Offers on Product Training** & Informatica certification
- ◆ **Access to Global Customer Support (GCS)** Technical Support – 24 x 7 access
- ◆ **Eligibility to join for free the Informatica Partner Program for Resell Partners**
- ◆ **Partner Activity Resource Center (PARC)** – the Informatica Partner Portal and one-stop resource for your Informatica business

Informatica Partner Program – Partner Levels to Reward Partner Performance

The Informatica Partner Program for Consulting & Systems Integrator Partners consists of four distinct partnership levels with corresponding benefits based on levels of Partner performance. These levels include Foundation, Premier, Elite, and Global (Global – by invitation only).

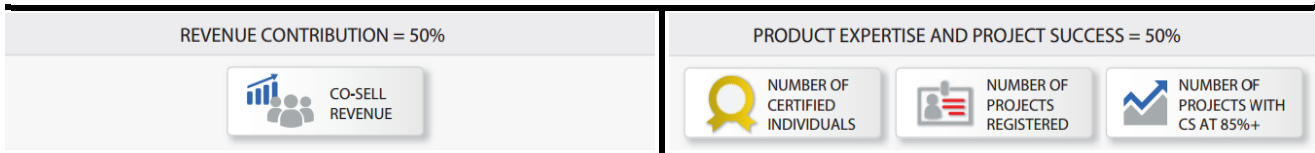


Program Levels and Benefits that Recognize Partner Value

The Informatica Partner Program has recommended requirements by program level that recognize *Partner Value Contribution*. Meeting these requirements is necessary for level advancement. Partners enter the program at Foundation Partner level. Partner levels are then assessed annually and partners are notified upon level advancement. At time of Partner performance evaluation, certifications are required in the current or prior major Generally Available product release version.

Global Partner performance is determined and measured annually by way of mutually agreed business and objectives planning. All Foundation, Premier and Elite Partners are subject to the following Value Contribution Weighting requirements.

PARTNER VALUE CONTRIBUTION WEIGHTING



RECOMMENDED PARTNER LEVEL REQUIREMENTS

Foundation
Premier
Elite

FOUNDATION PARTNER					
REVENUE CONTRIBUTION = 50%		PRODUCT EXPERTISE AND PROJECT SUCCESS = 50%			
PARTNER TEAMING WITH INFORMATICA THAT RESULTS IN A SALE		COMPLETE ONE INFORMATICA EXPERTISE TRACK EACH TRACK INCLUDES CERTIFICATION, PROJECT & CSAT REQUIREMENTS			
COUNTRY	CO-SELL REVENUE INFORMATICA LICENSE or SUBSCRIPTION ACV	INFORMATICA EXPERTISE TRACK COMPLETE ONE	# CERTIFIED INDIVIDUAL	# PROJECTS REGISTERED	# PROJECTS CSAT 85%+
United States	\$200K or \$50K Subscription ACV	Data Integration	2	2	1
UK, France, Germany	\$150K or \$50K Subscription ACV	Master Data Management	2	1	1
Rest of World	\$100K or \$50K Subscription ACV	Cloud Data Management	2	2	1
		Data Quality	2	2	1
		Data Security*	2	1	1
		Big Data*	2	1	1

*Members with agreements for multiple countries should satisfy at minimum the Foundation requirements per country.
*Product training course completion through Informatica may be substituted per individual – if certification is not currently available.



PREMIER PARTNER

REVENUE CONTRIBUTION = 50%

PARTNER TEAMING WITH INFORMATICA THAT RESULTS IN A SALE

COUNTRY	CO-SELL REVENUE INFORMATICA LICENSE or SUBSCRIPTION ACV
United States	\$1M or \$150K Subscription ACV
UK, France, Germany	\$500K or \$100K Subscription ACV
Rest of World	\$300K or \$100K Subscription ACV

PRODUCT EXPERTISE AND PROJECT SUCCESS = 50%

COMPLETE TWO INFORMATICA EXPERTISE TRACKS
EACH TRACK INCLUDES CERTIFICATION, PROJECT & CSAT REQUIREMENTS

INFORMATICA EXPERTISE TRACK COMPLETE TWO	# CERTIFIED INDIVIDUAL	# PROJECTS REGISTERED	# PROJECTS CSAT 85%+
Data Integration	2	2	2
Master Data Management	2	1	1
Cloud Data Management	2	2	2
Data Quality	2	2	2
Data Security*	2	1	1
Big Data*	2	1	1

ELITE PARTNER

REVENUE CONTRIBUTION = 50%

PARTNER TEAMING WITH INFORMATICA THAT RESULTS IN A SALE

COUNTRY	CO-SELL REVENUE INFORMATICA LICENSE or SUBSCRIPTION ACV
United States	\$3M or \$500K Subscription ACV
UK, France, Germany	\$1M or \$250K Subscription ACV
Rest of World	\$750K or \$150K Subscription ACV

PRODUCT EXPERTISE AND PROJECT SUCCESS = 50%

COMPLETE TWO INFORMATICA EXPERTISE TRACKS
EACH TRACK INCLUDES CERTIFICATION, PROJECT & CSAT REQUIREMENTS

INFORMATICA EXPERTISE TRACK COMPLETE TWO	# CERTIFIED INDIVIDUAL	# PROJECTS REGISTERED	# PROJECTS CSAT 85%+
Data Integration	5	4	2
Master Data Management	4	3	2
Cloud Data Management	5	4	2
Data Quality	5	4	2
Data Security*	2	2	2
Big Data*	2	2	2

*Members with agreements for multiple countries should satisfy at minimum the Foundation requirements per country.
*Product training course completion through Informatica may be substituted per individual – if certification is not currently available.

Program Member Financial Benefits – Profit from Informatica Sales

The Informatica Partner Program provides members with a flexible way to engage with Informatica and to profit from Informatica sales. Program members may elect to refer a sale to Informatica and receive referral financial benefits.

Referral Fees*

- ◆ Referral Benefits are compensation neutral to the Informatica Sales Force to prevent channel conflict.
- ◆ Referral Benefits reward Partners for identifying a new Informatica sale opportunity and/ or assisting in a sale.
- ◆ Per eligible opportunity, Program Members receive Referral Fund Credit. Where more than one partner is engaged on an opportunity, referral fees will be prorated accordingly, based on Informatica determining Partner value contribution.

Referral Fees – For Informatica On-Premise & Cloud Sales	Foundation	Premier	Elite	Global
REFERRAL BENEFITS FOR PARTNER IDENTIFIED & PARTNER ASSIST MAY BE COMBINED FOR AN INCREASED TOTAL BENEFIT				
Partner Identified (Partner Sourced) – New Informatica License and/ or Cloud Opportunity Uncovered by Partner in Informatica Install Base or New Customer	5% (\$15K cap)	7% (\$20K cap)	7% (\$30K cap)	7% (\$40K cap)
Partner Assist – Value-Add Teaming that Results in a Sale by Informatica	5% (\$5K cap)	5% (\$7.5K cap)	5% (\$10K cap)	5% (\$15K cap)
Partner Identified (Partner Sourced) New to Informatica Customer Logo	5% (\$5K cap)	5% (\$7.5K cap)	5% (\$10K cap)	5% (\$15K cap)
Total Potential Referral Fee Benefit Per Eligible Opportunity	\$25K	\$35K	\$50K	\$70K

*Referral Fee Terms.

*Informatica Cloud or first year subscriptions ACV eligible only.

*Partner opportunity registration on PARC & teaming arrangement email approval required.

*Tax-Payer funded & Public Sector transactions eligible for Referral Fund Credit only.

*Customer must purchase product from Informatica and pay Informatica for referral benefit to be applicable.

*Referral and Assist Fees are accrued and may be utilized only in the region in which they are originated and may not be transferred from one region to another.

*Excludes Address Doctor.

*Additional terms may apply.

Membership Fees

The Informatica Partner Program has an annual membership fee for the primary territory of membership; and a supplemental membership fee for any additional territories. Membership in the Informatica Partner Program for Consulting & Systems Integrators includes the option for free membership in the Resell Program track, subject to contract completion.

Annual Membership – Agreement Requirements	USA	UK, France & Germany	Rest of World	Global (by Invitation)
Execute Annual Informatica Partner Program Legal Agreement	Required	Required	Required	Required
Program Annual Fee	\$5,000	£3,000 €3,750	\$2,500	\$15,000
Multi-Area Annual Supplement for Additional Geographic Region(s)	\$2,500	£1,500 €1,875	\$1,250	N/A



Program Highlights – Included with Membership	Foundation	Premier	Elite	Global
BUSINESS DEVELOPMENT				
Informatica Partner Sales Manager (PSM) for Managed Partners	N/A	Yes	Yes	Yes
INFORMATICA SALES & ENGAGEMENT TEAMING & FINANCIAL BENEFITS				
Referral Benefits – Referral Fees and Fund Credit for Eligible Partner Identified and/ or Assisted Sales that are Closed by Informatica (see Page 5)	By Partner Level	By Partner Level	By Partner Level	By Partner Level
Eligibility to Enroll in the Informatica Resell Program and Receive Associated Program Incentives	Optional	Optional	Optional	Optional
PartnerAdvisor – Eligible for Referrals from the Informatica Sales Force (Requires Level Qualification)	N/A	Eligible	Eligible	Eligible
Special Invitations to Informatica Regional Sales Team Meetings and Networking Events	N/A	Eligible	Eligible	Eligible
INFORMATICA EDUCATION – PRODUCT TRAINING & CERTIFICATION AND ROLE BASED EDUCATION				
Program Member – Savings on Informatica University Product Training Courses	Included	Included	Included	Included
Informatica Cloud Training & Labs on Cloud Academy	Included	Included	Included	Included
Sales, Pre-Sales and Implementation – Informatica Role Based Education	Included	Included	Included	Included
INFORMATICA PRODUCT ACCESS FOR INTERNAL TRAINING & DEMO USE				
Informatica Temporary License Keys for Internal Training & Demo Use	Included	Included	Included	Included
PROMOTION TO INFORMATICA CUSTOMERS				
Eligible for Listing in the Partner Directory on the Informatica Corporate Website	Eligible For Listing	Featured By Partner Level	Featured By Partner Level	Featured By Partner Level
Use of the Informatica Partner Logo	Partner Logo	Premier Partner Logo	Elite Partner Logo	GSI Partner Logo
MARKETING – LEAD GENERATION & EVENTS				
Lead Generation – Campaign in a Box Resources and Ability to Sponsor Informatica World and Other Customer Facing Events	Included	Included	Included	Included



Informatica Product & Technical Support Access for Program Members

Informatica Licenses for Internal Training & Demo Use	Foundation	Premier	Elite	Global
INFORMATICA TEMPORARY LICENSE ACCESS FOR INTERNAL TRAINING & DEMO USE – FROM PARC, THE INFORMATICA PARTNER PORTAL				
Access to Informatica On-Premise & Cloud Products for Internal Training and Demonstration Use (Per Contract Term for On-Premise Licenses; Cloud Terms vary)	Included	Included	Included	Included

*Some Informatica license requests may be subject to additional requirements prior to fulfillment
 *License fulfillment requires a current Informatica Partner Program legal agreement
 *License keys granted for term of legal agreement
 *License keys may not be for commercial use

Informatica Global Customer Support (GCS) 24 x 7	Foundation	Premier	Elite	Global	
INFORMATICA GCS TECHNICAL SUPPORT ID INCLUDED FOR PROGRAM MEMBERS					
Global Customer Support (GCS) ID – Access the Technical Support rated at a 91% satisfaction rating by Informatica Customers	Standard	Enterprise	Enterprise	Mission Critical	
Read/ Write Contacts – Ability to designate individuals from your company to raise and open Cases for help from GCS	8 Read/ Write Contacts	8 Read/ Write Contacts	8 Read/ Write Contacts	12 Read/ Write Contacts	
INFORMATICA GCS TECHNICAL SUPPORT ID INCLUDED FOR PROGRAM MEMBERS					
Self Service	Web Based Support (portal access)	Included	Included	Included	Included
	Product Enhancement/ Updates	Included	Included	Included	Included
	Moderated Support Forums	Included	Included	Included	Included
	Online Knowledgebase	Included	Included	Included	Included
	Support TV	Included	Included	Included	Included
Assisted Services	Initial Response SLA	P1: 4 Hours	P1: 1 Hour P2: 4 Hours	P1: 1 Hour P2: 4 Hours	P1: 30 Mins P2: 2 Hours
	Continued Response SLA		Included	Included	Included
	Global 24x7 Support		P1 Only	All Priorities	All Priorities
	Predictive Escalation		Included	Included	Included
	Target Restoration Commitment				P1: 24 Hours P2: 48 Hours
	Support Channels		Web, Email & Phone	Web, Email & Phone	Web, Email & Phone
Proactive Services	Critical Milestone Support			Once a year	Once a year
	Support Enablement Materials		Included	Included	Included
	Best Practice Webinars		Included	Included	Included
	Informatica Competency Center Enablement				Included

Note: Partners must, where possible, open support cases using the end customer projects and maintenance agreements.



Program Member Education	Foundation	Premier	Elite	Global
INFORMATICA PRODUCT EDUCATION & CERTIFICATION				
Informatica University (IU) Instructor-Led Courses for Partners: <ul style="list-style-type: none"> Instructor-Led courses offered at an Informatica Facility or Virtually 	50% off List	50% off List	50% off List	50% off List
Last Minute Free Seats: <ul style="list-style-type: none"> Subject to availability Send Request 3 business days prior to Course start Attendee limits apply Courses may be taken virtually 	FREE Subject to Availability	FREE Subject to Availability	FREE Subject to Availability	FREE Subject to Availability
Informatica University OnDemand Product Training Courses: <ul style="list-style-type: none"> Self-Paced Online Courses with: Self-Paced Product Training Courses with associated *Labs offered on the range of Informatica Products 	FREE *Labs & Exam at Cost	FREE *Labs & Exam at Cost	FREE *Labs & Exam at Cost	FREE *Labs & Exam at Cost
Informatica Cloud Academy Courses & Labs for Partners. Includes Enablement Paths: <ul style="list-style-type: none"> Cloud Integration & Real-Time Application Integration CC360 – Cloud MDM for Salesforce Cloud Analytics 	Included	Included	Included	Included
Informatica Certification Exam <ul style="list-style-type: none"> Proctored certification exams for becoming an Informatica Certified Specialist 	\$160 per exam	\$160 per exam	\$160 per exam	\$160 per exam
INFORMATICA IMPLEMENTATION EDUCATION & RESOURCES				
Informatica Professional Services Boot Camps for Partners <ul style="list-style-type: none"> Delivered Regionally 	By Arrangement	By Arrangement	By Arrangement	By Arrangement
Informatica Professional Services Mentoring <ul style="list-style-type: none"> At a Discount 	Included	Included	Included	Included
INFORMATICA SALES & PRE-SALES EDUCATION				
Informatica Pre-Sales Online Training and Resources	Included	Included	Included	Included
Informatica Sales and Pre-Sales Training Resources	Included	Included	Included	Included

*Availability and program options may vary by Region/ Country/ and all training enrollment is subject to availability

*Partner savings is based on standard list price per region

*Informatica University and Informatica Cloud education offerings and savings subject to change

*Last minute free seats include limits per partner and per class

*Instructor-led course training excludes travel expenses

Program Updates and Changes

Informatica retains the right, by email notification or other notice made available on the Informatica Partner Activity and Resource Center (PARC), to announce and make changes to the Program Guide or to the policies, procedures, benefits and incentives in this guide. Any changes will be effective 30 days from the date of the announcement and all new versions of the program guide will supersede and replace all prior versions of the Program Guide.

Questions? Connect with us at partners@informatica.com