



# Informatica™

## Partner Program

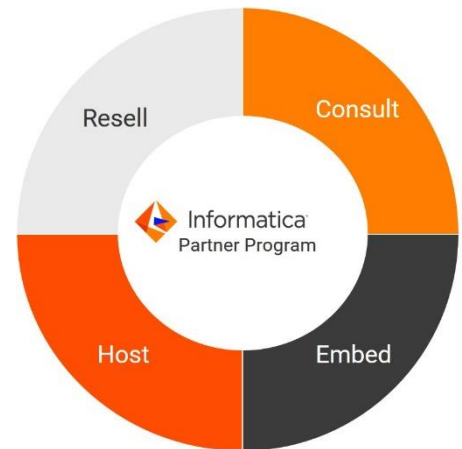
**2-TIER AUTHORIZED  
INFORMATICA RESELLER (AIR)**

**PROGRAM GUIDE**  
(Revised 1 January 2018)

## 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. Authorized Informatica Reseller (AIR) program membership requires Partners to meet annual certification and accreditation to remain compliant with the Program.



## Informatica Partner Program for Resellers

The Informatica Partner Program for Resellers is a strategic relationship program designed for select, leading Resell Partners who are integral to Informatica’s go-to-market strategy. The program is designed to generate revenue and ramp profits for Resell Partners who are aligned with Informatica around these objectives:

- ◆ **Grow Profitable Revenue** – In and around Informatica’s Enterprise Cloud Data Management solutions
- ◆ **Acquire New Customers** – Mid-Market and New Business Customers
- ◆ **Drive Additional Informatica Product Adoption** – Within Informatica’s Install Base
- ◆ **Increase Cross-Sell/ Up-Sell** and Deliver Value Services & Solutions
- ◆ **Generate Ongoing Revenue through Customer Success** – Manage Renewals and Growth

## Program Incentives

Reseller Program Incentives*	Criteria	Attainment Method	Payout
<b>Quarterly Revenue Performance Incentive (Sell-Through of Informatica Products)</b>	Mid-Market Qualifying Revenue. Revenue Targets are determined on a semi-annual basis & reviewed quarterly. Includes all registered & approved license & ACV subscriptions. Excludes maintenance renewals.	> \$25k – \$100k > \$100k – \$250k > \$250k *Payout Capped at \$100K USD	5% 10% 15%
<b>New Customer Sale</b>	Any new logo or customer site not previously sold-to directly by Informatica or another resell Party.	Payout Capped at \$100K USD	10%
<b>Cloud Sale</b>	Any sale of Informatica Cloud and Enterprise Cloud product(s).	Payout Capped at \$100K USD	10%
<b>Cloud &amp; Subscription Renewals</b>	Renewal of any Informatica Cloud or Subscription deal originally resold by the Partner.		7%
<b>Marketing Funds</b>	Access to regional funds for proposed marketing events, campaigns and other demand generation activities in support of building pipeline for Informatica products and solutions.	Proposal-based activities submitted through the Partner Funds Portal.	Reimbursed after proof of activity / performance.

**Note:** Mid-Market is defined as any non-named Informatica account deemed Mid-Market by local region/country. Approved Deal Registration via PARC is required for all resell transactions. Special pricing may be requested on a per-transaction basis. Resell is subject to the Partner maintaining an active Informatica Partner Program membership. Informatica reserves the right to modify the terms of this program or to discontinue this program at any time for any reason and reserves the right to make the final decision with respect to all eligibility and payments.



## Proficiency Requirements

### Sales/ Presales Accreditation

Minimum of two professionals are required to meet set criteria in the form of training/ proficiency requirements which have been designed to provide an overview of the Informatica portfolio and high-level messaging for each Solution Area and how to compete to win in the marketplace. Each Partner is required to have completed these requirements within 90 days of being onboarded as an Informatica Registered Resell Program Member.

### Presales Technical Certification

At least one Technical Sales/ Presales professional is required to meet set criteria in the form of training/ proficiency requirements or certain standards demonstrating technical aptitude in Informatica product usage and best practice skills, validated by successfully passing a proctored exam. Partners have 120 days to achieve their first certification in the *Solution Area* of their choice of being onboarded as an Informatica Registered Resell Program Member.

Subsequent certifications are not limited, but upon selection of more than three (3) *Solution Areas*, one additional Presales professional are required to ensure adequate coverage and expertise to affectively pursue and support opportunities.

### Solution Areas

Informatica *Solution Areas* include:

Data Integration	Big Data	Master Data Management Customer 360	Data Governance	Data Security
Cloud	Enterprise Info Catalog (EIC) Intelligent Data Lake (IDL)	Product 360 Supplier 360	Data Quality	Secure @ Source

### Authorized Informatica Reseller (AIR)

In order to become an Authorized Informatica Reseller, a Partner is required to execute the legal agreement with Informatica on conclusion of which the Partner will be granted access to the Informatica Partner Activity and Resource Center (PARC).

All Partners will be granted 90 days within which to achieve accreditation for Sales; and 120 days to achieve certification for Presales personnel, upon completion of *Proficiency Requirements* and *Solution Areas* they wish to resell. Any Partner failing to meet the certification and accreditation requirements of the program will be adjusted to Registered Resell Program Member status, and resell rights withheld until requirements are met.

## Deal Registration

It is required that all resell transactions originate by way of a deal registration. Deal registrations are completed on the Partner Activity and Resource Center (PARC). Deal registrations provide the Resell Partner with protection and first right of resell to an account on condition that the opportunity is approved, actively managed and maintained.

## Registered Resell Program Member

A Partner who has completed Resell Partner Program legal agreement but has *not yet* met all Core Product authorization requirements. All new Registered Resell Program Members will be provided 90-day interim authorization for resell of Core Products.

## Program Membership

Program membership is granted contractually at the country level. Partners may enroll multiple countries to their overall partnership with Informatica. Each is transacted as a separate legal agreement.

## Program Membership Fees

Program Membership requires an annual membership fee. Fees are payable on joining the program and again annually, on renewal of program membership. Program members pay for **one** country per major geography within which they resell. A major geography is defined as North America (USA and Canada), EMEA, Latin America and APJ. The applicable country fee is based on the country within which the resell Partner drives the bulk of resell revenues.

**Membership in the resell program is free for Partners also enrolled in the Consulting and Systems Integration program track.**

Program Track	North America	UK, France & Germany	Rest of World
Resell Track Per Major Geography	\$2,500	£1,875 €1,500	\$1,250

**Example 1:** A Partner is headquartered in the USA (\$2,500). They also have offices in EMEA and want to participate in the resell program. The EMEA headquarters and where they drive the bulk of resell revenues is in Spain (\$1,250). They also wish to resell in the UK (\$0.00).

**Example 2:** A Partner is headquartered in the UK and is a current, Consulting and Systems Integrator member in that country (\$0.00 membership fee for resell in the UK). They also have offices in the USA and want to participate in the resell program only (\$2,500).

## Program Membership Term

Informatica Partner Program membership is granted, reviewed and renewed on an annual basis. To maintain membership status, Partners must meet the requirements of the program. Informatica reserves the right to evaluate membership status at any time.



## Mid-Market

Mid-Market is defined as any non-named Informatica account.

## Multiple Locations

Resellers are granted program membership at an individual country level. Additional countries are added by way of additional legal agreement to cater for each country requiring program membership and participation.

## Program Enrollment

Membership in the Informatica Partner Program can be applied for via the Informatica corporate web site, found at <https://parc.informatica.com/partners/apex/newPartnerApplication>

## Program Eligibility

Eligibility to apply to join the Informatica Partner Program Resell track is open to all businesses wishing to resell Informatica technology and comply with the program requirements. Informatica retains the right to approve or deny admittance to the program at its discretion. All program members who are current and up-to-date with all the requirements of the program, are eligible to participate in the Informatica Resell program incentives and benefits described in this Program Guide.

## Qualifying Revenue

Qualifying Revenue means any/ all revenue attributable to the resale of Informatica Products and Subscription Services (limited only to the first year of subscriptions) net of fees applicable to Third Party Products, rebates, refunds, taxes and any offsets that are or may be applied to reduce the fees remitted to Informatica under this Agreement, including without limitation: Training, Informatica Professional Services, event fees, and marketing activities.

- ◆ Qualifying Revenue includes the value to Informatica of purchases completed by the Reseller (“Sell-through Value”) of the corresponding Informatica licensing and subscription product bookings by the Reseller.
- ◆ Qualifying Revenue includes upgrade plan but excludes Maintenance and Support Services sold through to End Users.
- ◆ Non-Product revenue (rebates, referral fees, etc.), OEM revenue, and other revenue determined by Informatica are specifically excluded from Qualifying Revenue.
- ◆ Commercial, State & Local, Education revenue with qualification. Revenue attributable to any resell to Public Sector End Users or Tax-Payer funded initiatives is subject to approval by Informatica on a case-by-case basis and may have additional requirements.
- ◆ Excludes Enterprise License Agreement (ELA), unless forecasted by Reseller and approved by Informatica.

A Partner Benefit Statement will be available to Partners within 30 days of quarter end. Earned incentives are paid approximately 45 days after quarter end. If a Reseller has achieved the revenue objectives specified and has complied with all the programmatic and contractual obligations, all revenue-related incentives will be processed in line with this guide.



## Frequently Asked Questions

### ◇ Can I sell into Informatica Enterprise Accounts?

- Yes, however you will not be entitled to the Mid-Market back-end rebates.
- Partners reselling into Enterprise Accounts would be required to work closely with the Informatica field sales Team.

### ◇ Can I Sell and Renew Maintenance Support contracts?

- Yes. Sales price will be 22% (the current rate) of the price to the customer, giving you discount from which to base your sales price to customer. However, rebate calculations will not include the maintenance value.
- You can and should renew the contract a year later, but will not earn any Rebates on the Renewal (but can earn margin based upon your sales price to customer)
- Cloud and Subscription renewals will get a rebate.

### ◇ Do I need to register all my deals?

- Yes – deal registration is required for every resell transaction and is the gateway to receiving financial incentives.

### ◇ If I register a deal, will my opportunity be “protected”?

- Yes, on condition that the deal is actively managed and progressed. We will not allow another partner to register the same opportunity for 120 days after first registration. If deal does not progress – demonstrated by activity in the deal registration and opportunity – other Partners may be entitled to engage with the prospect.

### ◇ Will I get paid anything if I register a deal but customer in the end decides to go direct or with another partner?

- Informatica will review situations in which a Partner who initiated a resell opportunity is displaced. When it determined that the initiating Partner played a material role in creating the resell opportunity, a rebate fee of up to 10% will be paid, capped at \$15K. The PO from VAD will be used to calculate rebate fee in.

### ◇ Will there be a Specials Bid Process?

- Yes, we will have a process in place if you need to discount in addition to standard discounts.
- Yes, we want Partners to profit...but it will be adjusted to reflect the additional discounts provided.

### ◇ When will I get paid my rebates?

- 45 days after the Informatica fiscal quarter ends. The Informatica financial year runs from 1 January through 31 December.

### ◇ Which Distributor should I work with?

- If you already work with a Distributor that we have picked, you will continue with them. If not, we will work with you to assign you to a Distributor.

### ◇ I'm a 1-Tier Distributor today, what happens to me in this new program?

- We value the historic relationship you have had with Informatica. We will work closely with you to migrate you into the program.

### ◇ How long do I have to get authorized and certified in the new program?

- We will give all Partners 90 days to obtain Sales accreditation and 120 days to achieve Presales certifications. You may resell during this time-window but will be expected to achieve your certifications and accreditations. If you do not achieve these metrics – resell rights will be withheld.



◇ **What advantages do we have with using a Distributor?**

- They will provide many key services to Resellers including:
  - Financing and credit services
  - Configuration-Pricing-Quoting (CPQ)
  - Training and Enablement
  - Monitoring and Tracking Renewals
  - Providing and/ or managing Marketing Development Funds (MDF)
  - Reporting

◇ **For any other questions or inquiries, please contact [partners@informatica.com](mailto:partners@informatica.com)**

**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 contained 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. Informatica reserves the right to modify the terms of this program or to discontinue this program at any time for any reason. Informatica also reserves the right to make the final decision with respect to all eligibility and payments.