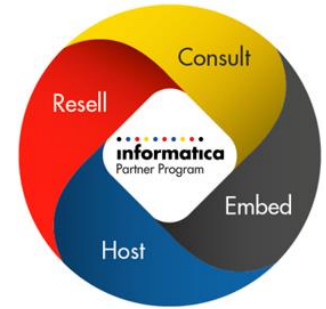


### The Informatica Partner Program

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 - to grow business and profit.

Each engagement model features corresponding resources and benefits, and suggested requirements for partner success - to help partners offer customers valuable services and solutions around the industry leading Informatica platform. 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
Revenue Performance Incentive (Sell-Through of Informatica Products)	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	5% 10% 15%
New Customer Sale	Any new logo or customer site not previously sold-to directly by Informatica or another resell Party.		10%
Cloud Sale	Any sale of Informatica Cloud and Enterprise Cloud product(s).		10%
Cloud & Subscription Renewals	Renewal of any Informatica Cloud or Subscription deal originally resold by the Partner.		7%
Marketing Funds	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. Deal registration 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.

### Program Benefits

Resell Partners are entitled to the following program benefits: -

- Purchase commercial products from an Authorized Informatica Distributor for resell purposes.
- Benefit from selling into the mid-market.
- Qualified Partners may be eligible to obtain leads from Informatica for follow up. Leads that are not acted upon by Reseller within three (3) business days shall be reclaimed by Informatica without further notice and reallocated to the Reseller partner ecosystem.
- Receive special bid support where non-standard discounts are required.
- Access to content, including enablement; and sales and marketing materials via the Partner Activity Resource Center (PARC).
- Attain certifications and accreditation as described in this Program Guide.
- Listing as an Authorized Reseller on the Informatica website, reflecting any earned specialization(s).
- Gain access to copies of Informatica software for internal, non-commercial use, including enablement, demonstrations and proof-of-concepts.
- Request Marketing Development Funds (MDF) via the Informatica Partner Portal (PARC) to be utilized for specific marketing and end-user demand activities as agreed with Informatica.

### Resell Transaction Example

The following table shows an example of a partner sales transaction through an Authorized Informatica Distributor (VAD). Prices shown are for demonstration purposes only.

LIST PRICE	ESTIMATED STREET PRICE	ESTIMATED VAR PURCHASE PRICE	PRICE TO CUSTOMER
\$100	\$50	\$42.50	\$50+
Informatica List Price	Direct Sales Price to Customer	Purchase Order from VAR to VAD	Purchase Order from Customer to VAR

In this example: -

- The resell Partner will earn rebates on the **Estimated VAR Purchase Price** when: -
  - The sale is to a mid-market customer account (5%, 10% or 15% based on revenue)
  - The sale is to a new logo / new customer account (10%)
  - The sale is or includes Cloud or Enterprise Cloud product(s) (10%)

### Accreditation:

A Sales individual that has met set criteria and/or training requirements, and has completed required training that helps position and present Informatica products and solutions. Each Partner is required to have a minimum of one Sales individual complete the required training if they wish to resell Core Products; and a minimum of two Sales individuals complete the required training if they wish to resell Advanced Products.

### Advanced Products:

Informatica advanced product families include Data Quality, Big Data, Data Security, Master Data Management, and MDM Product 360. Partners may only resell Advanced Products once they have been accredited and certified in the Core Products identified in this Program Guide.

### Authorized Informatica Reseller (AIR):

A Registered Resell Program Member who has fulfilled core product authorization requirements; and if applicable advanced product authorization requirements. In order to become authorized, 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 180 days to achieve certification for Presales personnel, in Core products and any Advanced products 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.

### Certification:

A Technical Sales / Presales individual that has met qualifications or certain standards demonstrating technical aptitude in Informatica product usage and best practice skills validated by successfully passing a proctored exam. Each Partner is required to have a minimum of one Presales individual complete the required training if they wish to resell Core Products; and a minimum of two Presales individuals complete the required training if they wish to resell Advanced Products.

### Core Products:

Informatica core product families include PowerCenter and Informatica Cloud. All Resell Partners are required to become certified and accredited in the core products in order to proceed to Advanced Product resell rights.

### 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.

Any opportunities that do not change status over a 120-day period will cease to have first right of resell protection.

### 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.

### 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 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. A list of named accounts will be provided to the Value Added Distributors in each region to assist in determination of opportunities that are mid-market eligible.

### 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.

### 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 any and all prior versions of the Program Guide.

### Qualifying Revenue

Qualifying Revenue means any/all revenue attributable to the resale 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, 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 contributes only. 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 has additional requirements.

A Partner Benefit Statement will be available to Partners within 30 days of quarter end, and pay earned incentives at the end of every quarter +45 days. If a Reseller has achieved the revenue objectives specified and has complied with all of 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, 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.
  - Only Cloud renewals will get a rebate.
  
- **If I sell a new Multi-Year Cloud deal, will I get paid on TCV?**
  - Yes, if it's paid up-front.
  
- **Do I need to register all of my deals?**
  - Yes – deal registration is required for every resell transaction and is the gateway to receiving program-related 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?**
  - Yes. A 10% referral fee will be paid.
  
- **Will there be a Specials Bid Process & will I earn any margin?**
  - 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.

- **Do I get paid incentives aligned to the new Resell Program on deals that I book prior to February 6<sup>th</sup>?**
  - Yes, for partners in regions where the new program has rolled out. For regions where the program has not yet rolled out, existing benefits apply.
  
- **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.
  
- **I'm a Global Systems Integrator with resell rights. Do I need transactions to go through a 2-tier Distributor?**
  - Our preference is to have a 2-Tier Distributor model on a global and consistent basis.
  
- **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 180 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.
  
- **What happens if I register a resell deal but it ends up going direct through Informatica?**
  - Upon evaluation of the situation and each deal circumstance, Informatica will – in most cases and based on the outcome of the evaluation – pay a referral fee to the Partner.
  
- **For any other questions or inquiries, please contact [partners@informatica.com](mailto:partners@informatica.com)**