



INFAReady Partner Program Guideline

Overview

The INFAReady Partner Program offers a robust set of resources, training, and tools, enabling partners to serve their customers, have winning products, and have a profitable business. Partners have an opportunity to build the state of the art enterprise products on the world’s leading cloud data integration platform that delivers the infrastructure, compliance, and security to build apps\products faster. Unlike programs developed by traditional software providers, the INFAReady Partner Program is built exclusively for the cloud data integration and provides partners with the technology and go-to-market resources that deliver unparalleled customer success.

With the INFAReady Partner Program, partners can:

- **Drive customer success** – As an INFAReady Partner, you can work with the world’s leading cloud data integration technology to unlock new opportunities and drive successful business outcomes for customers.
- **Deliver innovative technology** – The INFAReady Partner Program offers a versatile technology that allows partners to build an app and get to market faster. Apps are enterprise ready by offering trusted technology and providing security assessment resources.
- **Grow a thriving business** – Informatica’s success is intertwined with the success of our partners that connect and collaborate to promote the growth of the ecosystem. Partners can capitalize on the immense opportunity of the Informatica cloud by selling to the largest, fastest growing customer base of enterprise data integration adopters. The INFAReady Partner offers a collaborative go-to-market approach that helps Partners drive customer demand and build a profitable business.

Program Overview

Key Program Feature	Value
1. Technology	<ul style="list-style-type: none">• Innovate with a proven and time-tested product to gain speed and scalability to market• Trust the security, availability and performance of the Informatica Cloud Infrastructure
2. Product Development Enablement	<ul style="list-style-type: none">• Increase technology success with tools to automate QA and testing• Access emerging technologies and pre-release readiness information

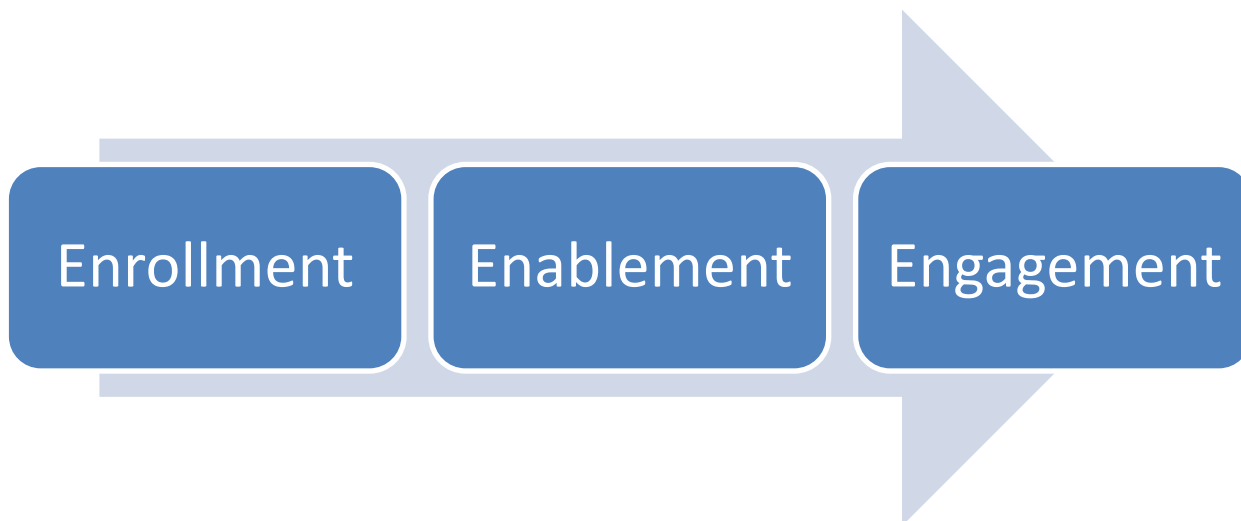
<p>3. Go-to-Market Resources</p>	<ul style="list-style-type: none"> • Accelerate the sales cycle with access to an existing customer base • Align business and products with assistance from dedicated business development team and tools • Serve and support customers by working closely with award-winning Informatica Global Customer Support team
<p>4. Marketing Support</p>	<ul style="list-style-type: none"> • Generate demand and increase pipeline by participating in co-marketing and events • Build awareness of, and promote your product • Ensure marketing message alignment • Access to Partner Arena in Informatica Marketplace

How does the Partner Program work?

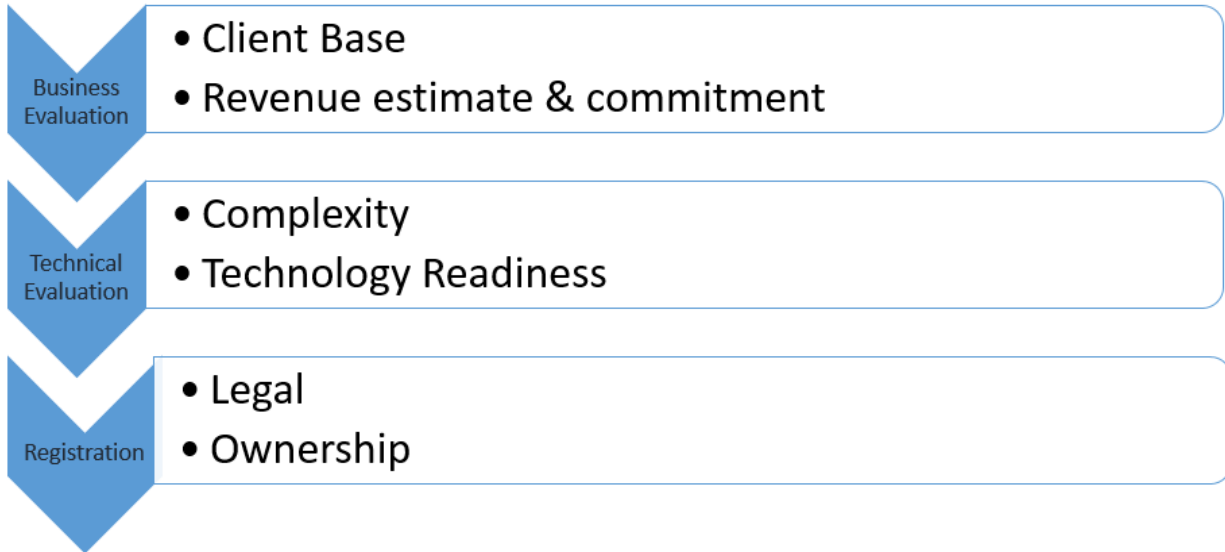
The INFARReady Partner Program is a model designed for partners who support and integrate with Informatica Cloud platform. The program offers partners the resources to help grow their product development practices and delivers the software and support needed to integrate applications, products, and solutions.

Upon successful application and admittance to the Partner Program, you will be a INFARReady Partner with access to an array of benefits via INFARReady’s Partner Center. These include valuable software, developer training, marketing, and sales benefits – each designed to assist you in integrating your applications with Informatica Cloud infrastructure.

The INFARReady Partner Program Lifecycle



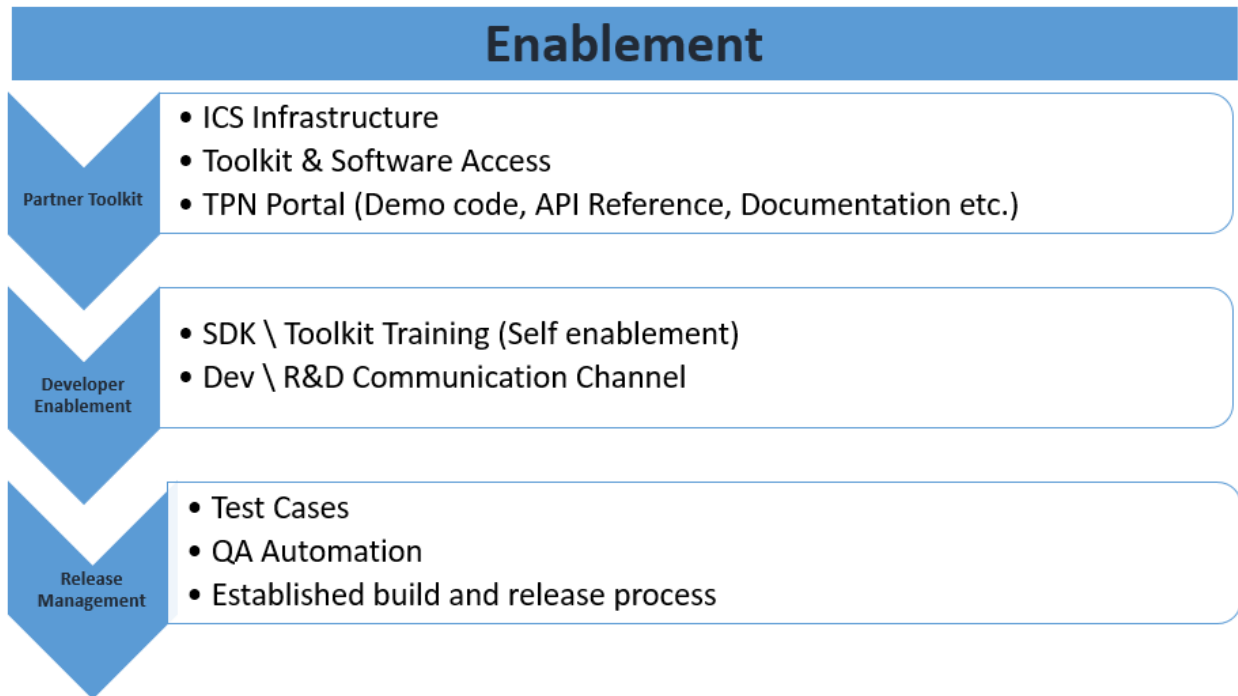
Enrollment



-: Start of Enrollment Lifecycle :-

1. Partner would fill a [form](#) on TPN portal using the following link OR would reach out to Informatica through references.
2. TPN Operations team will receive the lead and forwards it to TPN Biz Dev Team. (Biz Dev Owner: Carlos Clavel, Ops Team Owner: Viral Raichura)
3. TPN Biz Dev team will vet and qualify the lead on business parameters (Clientele, Revenue etc.). The qualified lead will be sent to TPN Technical Team. (TPN Technical Team Owner: Viral Raichura, Meera Srinivasan).
4. TPN Technical Team will qualify the lead on technical parameters (i.e. Complexity and readiness of the end-point, interface readiness i.e. Java API etc.)
5. Technical Team and the Biz Dev team will sync-up to qualify / disqualify the lead. The qualified leads will be sent to TPN Ops Team.
6. The partner will be asked to sign the legal and the compliance forms. (Eval forms, ISV Partner Forms, Legal documents)

-: End of Enrollment Lifecycle :-



-: Start of Enablement Lifecycle:-

1. TPN Ops team will do the following for the partners joining to TPN Program.
 - a. Create and provide access to the partner shared folder
 - b. [Informatica Cloud Sandbox](#) Account
 - c. Inclusion to Partner Distribution List (for updates, Webinars, Partner Flash etc.)
 - d. Inclusion to [TPN Technical Forum](#)
 - e. Provide necessary software and platform support (ICS, Shipping, Licenses etc.)
 - f. Provide technical resources to partner ([Development Toolkit](#), [documentation](#), Videos etc.)
2. Partners are also required to work with TPN team to certify the connector and to keep the connector up-to-date with rapidly evolving technology. For this, partners will be provided with:
 - a. [Pre-release environments](#)
 - b. [Test cases to prepare the product for certification](#)
 - c. Tools to automate testing and generate reports
 - d. Updates / Feedback on any upcoming changes in the technology, release cycles etc.
3. In addition to the above, partner can expect access to Informatica R&D, Dev and the Product Managers for technical guidance

-: End of Enablement Lifecycle:-

Engagement

Evolve with Technology

- Early access to pre-release environment
- Partner specific technical forum
- INFA Ready Partner Flash & Webinars

Go To Market Support

- Listing of the Product on ICS Connectivity page and Marketplace
- Trial offerings through ICS and access to usage report
- Marketing and Promotions Alignment

-: Start of Engagement Lifecycle:-

Upon successful certification and the release of the product, Partners will have the access and opportunities in the following area:

1. [Marketplace](#) Listing of the connector
2. Integration of Marketplace Listing with ICS to provide free trial, evaluation of the product
3. A chance to feature under “Marketplace Featured Products” on the [Marketplace homepage](#)
4. INFARReady Certification Logo
5. Press Guidelines and PR Templates
6. Inclusion in Joint Marketing events
7. Partners in good standing may submit a request for an Informatica Talks webinar

-: End of Engagement Lifecycle:-