

Sept 14, 2017

Arrow Data Everywhere Symposium

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Global Head, Distribution Sales



Today's Discussion

- Market Trend – Digital Transformation Fueled by Generational Market Disruption
- Why Informatica
 - Who we are
 - What we do
- Partner Opportunity and Profitability



Digital Transformation

New
Business
Models

New
Processes

New
Users

New
Applications

New
Infrastructure

Data is the foundation for digital transformation

Generational Market Disruption in Data

1.0

Data used in
specific business
applications

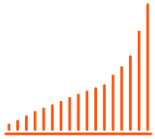
2.0

Data used to support
enterprise-wide
business processes

3.0

Data powers
digital
transformation

Data 3.0 – Trending By 2020



Explosion in Data Volume

15.3 zettabytes per year in global data center traffic



New Users

325 million business data users and growing



New Data Types

(mobile, social, IoT)

20 billion connected devices



Data in the Cloud

Over 92% of data center traffic will come from the Cloud



Machine Learning/AI

1 billion workers will be assisted by machine learning or AI

We believe in the
disruptive
power of data



Our mission is
to help you accelerate
your customers'
data-driven
digital transformation

Informatica – Unleashing the Power of Data

#1 in Enterprise Cloud Data Management

7,000+ organizations

Direct presence in **26 countries**

\$180M annual R&D investment

Global partner network

Cloud. On-premise. Big Data.

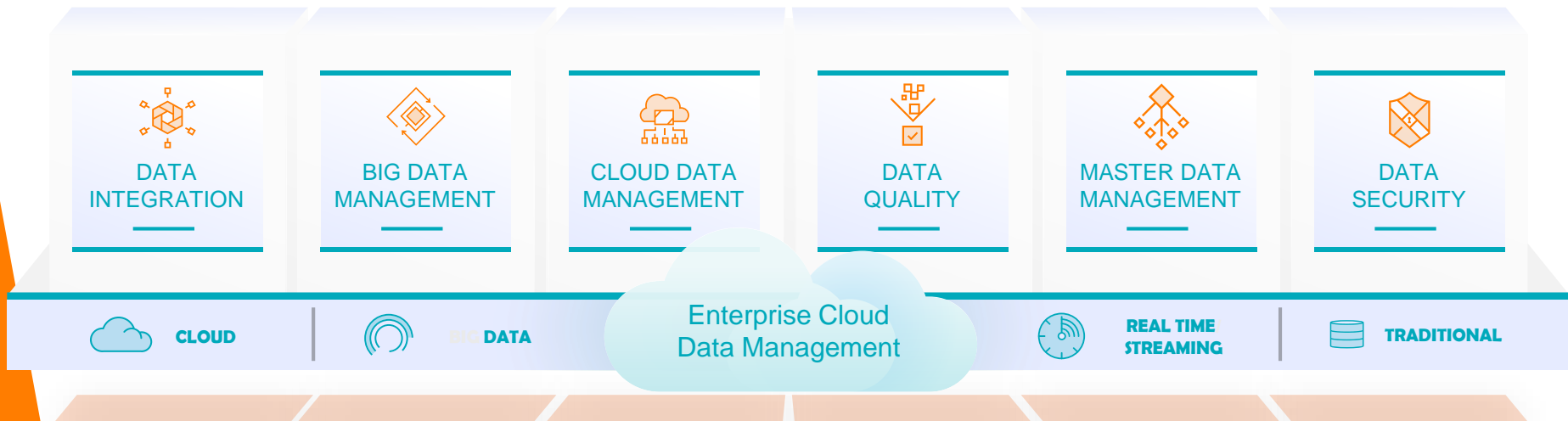
#1 in Customer Loyalty

Proven Track Record for Over Two Decades

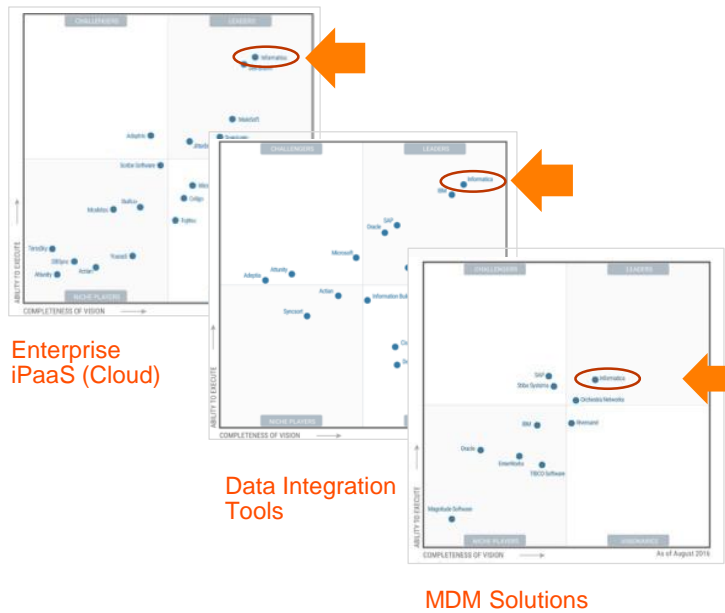
Over 7,000 Customers Rely on Informatica



Informatica Enterprise Cloud Data Management



Best in Class Innovation: Leading in All of our Markets



Informatica Addressable Market: Your Opportunity

ENTERPRISE CLOUD DATA MANAGEMENT

~\$8.4B
~14% CAGR

**Data
Integration**
~\$2.7B
~7% CAGR

**Data
Security**
~\$.2B
~28% CAGR

**Big Data
Management**
~\$.3B
~20% CAGR

**iCloud/
iPaaS**
~\$.4B
~20% CAGR

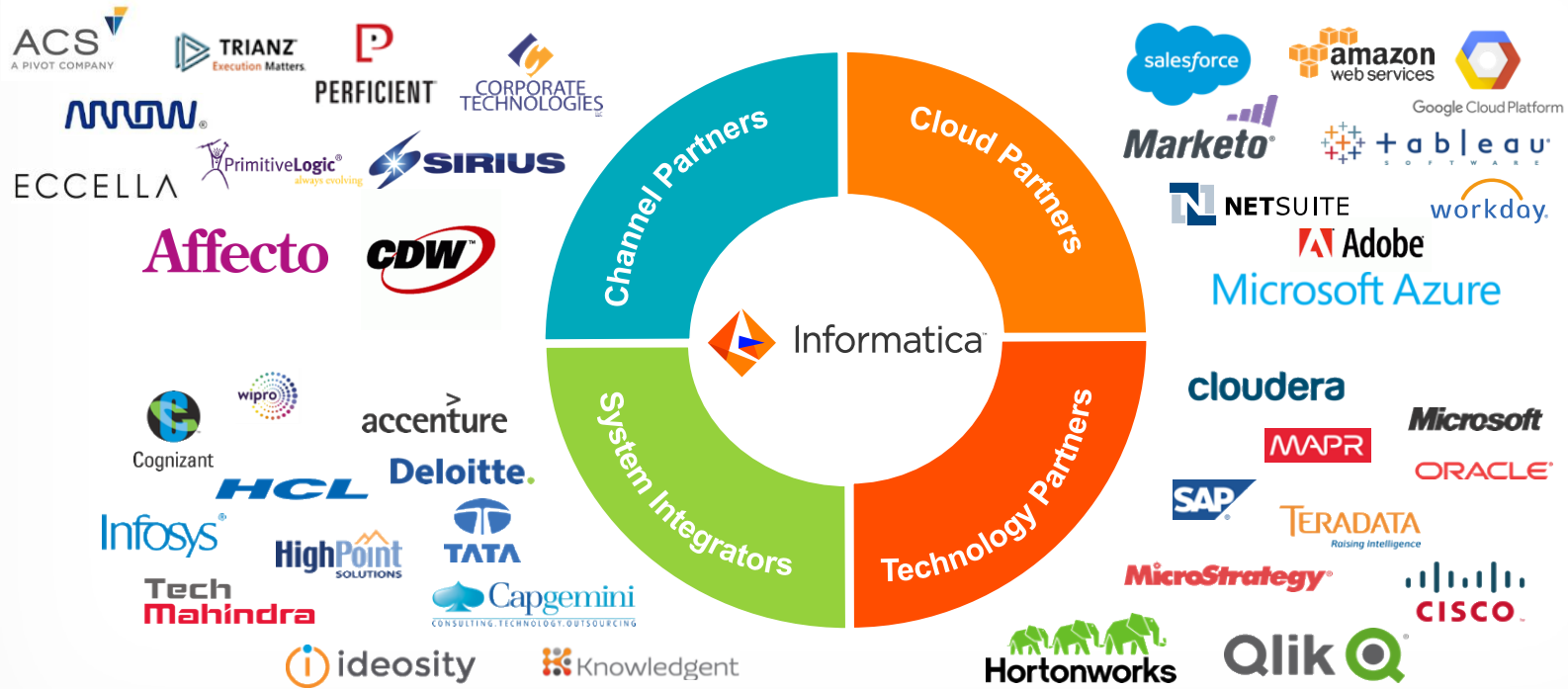
**Data
Quality**
~\$1.5B
~14.5% CAGR

**Master Data
Management**
~\$3.3B
~19% CAGR



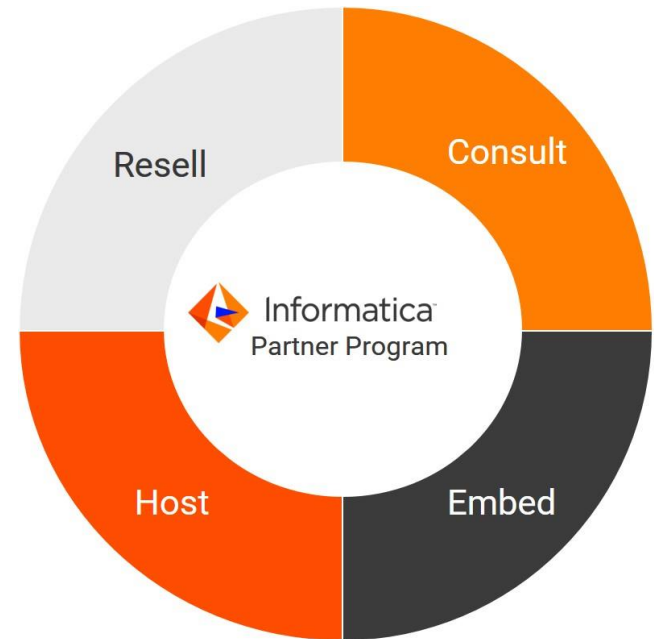
Informatica Partner Program

Global Ecosystem of Partners



The New and Improved Informatica Partner Program

- Programs to support your business model
- Competitive benefits to drive profitability
- Predictable and consistent engagement with Informatica
- Encourages and rewards partners that invest in Informatica



The Informatica Partner Program for Channel Partners



Increased
top-line
revenue



Greater
opportunity
for bottom-
line profit



Expanded
Partner
benefits



Stackable
rewards for
new logos and
cloud

Channel Program Details



2-Tier Channel Model

- Value Added Distributors
- Provide sales coverage
- Recruit new resellers
- On-board and enable new resellers
- Order and logistics



Pay for Performance

- Predictable and meaningful margins
- The more revenue booked, the more partners will earn
- *Extra pay for Cloud, Security, New Customers* and Subscription Renewals*
- Grow our ecosystem of partners
- Invest and GROW!



Partner Enablement

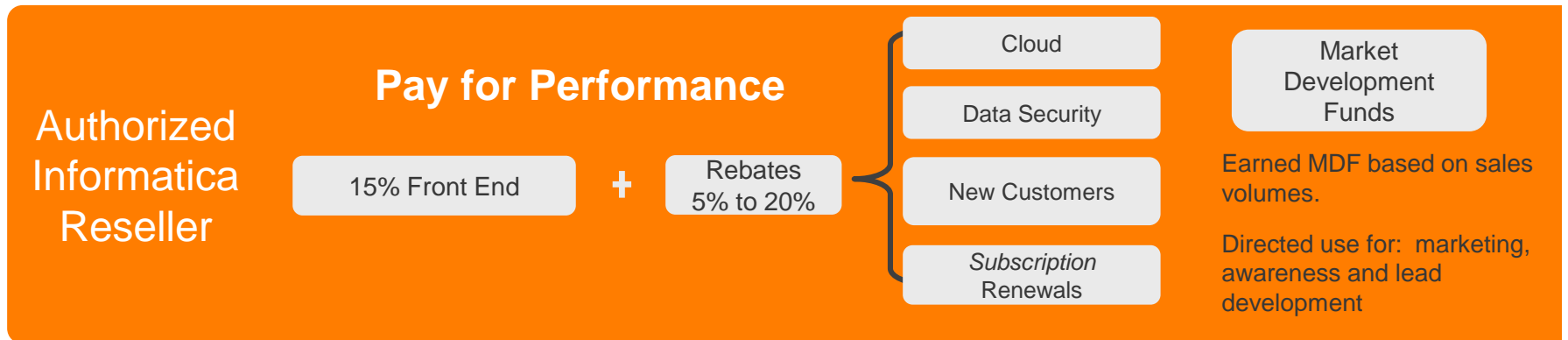
- Focus on building skilled partners – sales and technical skills
- Certification program for partners that is recognized in the industry
- More skilled VARs, ISVs, MSPs, GSIs



Eliminate Channel Conflict

- Compensation neutral program
- Informatica sales gets paid on customer purchase price
- No financial “hit” when working with partners

Informatica Channel: 2017 Sales Incentives Model



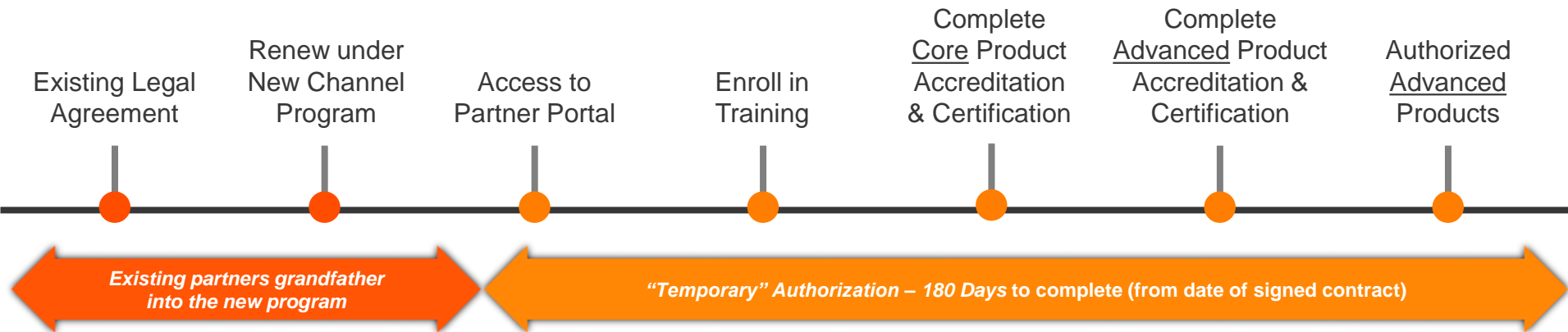
Reseller Partner Program Summary

As of June 2017

	North America	Latin America	EMEA	APJ
On Prem Discounts *	59%	68%	66%	68%
Cloud & Subscription Discounts *	41%	41%	41%	47%
Secure@Source Discounts *	45%	45%	45%	50%
Mid-Market Rebates	5% - 15%	5% - 15%	5% - 15%	5% - 15%
New Customer Rebate	10%	10%	10%	10%
New Secure@Source Customer Rebate	20%	20%	20%	20%
Cloud Sales Rebate	10%	10%	10%	10%
Cloud/Subscription Renewal Rebate	7%	7%	7%	7%
Market Development Funds (by request)	Available	Available	Available	Available
MDF Secure@Source Starter Pack	Up to \$10K Available	Up to \$10K Available	Up to \$10K Available	Up to \$10K Available

*Subject to change

Path to Authorized Informatica Partner



Authorized Informatica Reseller

- Enrolled as Authorized Partner upon finalized Legal Agreement
- Have access to partner portal resources and training discounts
- *Can resell*

Registered Partner

- Partner who does not meet all requirements at 180 days
- Have access to partner portal resources and training discounts
- **Resell rights restricted**

Digital Marketing Drives Digital Transformation

Programs, Tools and Funds to Help You Drive Demand and Build Pipeline

PLUG-IN

Informatica-Driven Campaigns

Partners participate in Informatica's corporate and field marketing programs.

- Informatica World 2017 and World Tours
- Summits (MDM, Data Gov.)
- Virtual Summits
- Ongoing field events
- Corporate Campaigns

Leverage

GRAB 'N GO

Self-Service Tools & Assets
(PARC & Partner DemandGen Central)

Partner-ready, customizable content and marketing components from product marketing.

- Ready-to execute Campaigns-in-a-Box (CIABs)
- Webinar-in-a-Box
- Content lead generation (web)
- Social media lead generation
- Google AdWords

Scale

PROPOSE

Fund High Impact Proposals & Strategic GTM Plans

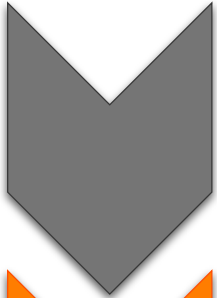
- Provide guidelines & suggestions for use of [Informatica market development funds](#) to drive pipeline.
- Proactive custom marketing programs with **limited number** of strategic partners.
- Activity led and managed by regional field & partner marketing

Focus



Informatica Market Development Funds Available

Take the Next Step!



- Schedule meeting at conference (email: eso@informatica.com)
- Stop by our booth



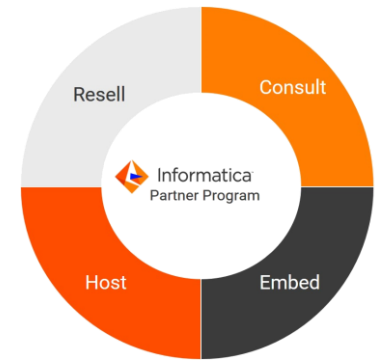
- Apply [here](#)



- Questions? partners@informatica.com



Informatica®



Thank You

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