

# Partner for Success with Informatica AddressDoctor

## See Why 60+ Partners Choose to Work with Us

### Partnership Benefits

- Access to leading data quality web services that create value from contact data assets
- Ability to deliver data quality solutions to the marketplace faster
- Focus on your core differentiators—let us provide validated data for you
- Increase the value of your solution offerings—provide a differentiator against your competition
- Additional revenue stream with new data quality offerings
- Access to materials and expertise (thought leadership, white papers, methodologies)
- Association with globally recognized Informatica brand

Your customers want to transform their businesses and increase revenues by delivering a great customer experience and improving customer service touchpoints. Embedding Informatica contact data quality services can help solve your customers' major business challenges, increasing your value to their business.

Informatica is the acknowledged leader in delivering cloud-based data quality services, with 20+ years of commitment to great data. For nine years in a row, Informatica has been positioned by Gartner as a leader in data quality tools. Some of the world's leading ISVs, systems integrators, and resellers partner with Informatica for contact data quality.

Informatica is committed to the success of its partners, with dedicated partner resources and a proven track record. Learn why more partners choose to work with Informatica Data as a Service than any other data quality provider:

- Access to the leading comprehensive contact data quality product suite
- Dedication to providing the best quality data available
- Global data capabilities to meet the needs of large-scale organizations
- Demonstrably successful track record
- Fast implementations via web service APIs that are built for business users
- Financial stability and market credibility

### For sales partners

Do you market developer components, boxed software, ASP, or web services? Do you have overseas distribution networks? We can support you with marketing information and provide you with promotional and product materials that you can appropriate place in both both horizontal and vertical markets.

We offer the following services:

- One-day product and sales training course
- Audits to ascertain sales potential
- Joint promotional opportunities
- Presence in the AddressDoctor newsletter
- Listing on the AddressDoctor website
- Participation in AddressDoctor events and trade show booths
- Access to our sales hotline

### For software manufacturers and portal providers

Consider increasing the value of your products by automating the verification, correction, and completion of postal addresses. Or speeding up your development processes and

reducing data maintenance costs. A host of software manufacturers throughout the world are using AddressDoctor as an OEM component to support their contact forms and do just that with international address verification.

We offer the following services:

- One- to two-day product training course
- Half-day marketing and sales course (optional)
- Presence in the AddressDoctor newsletter
- Invitation to AddressDoctor developer summits
- Use of an AddressDoctor seal of approval
- Access to our developer hotline

### For consultants and integrators

Over 240 countries and territories, more than 100 mail formats, 7 alphabets, and innumerable character sets. Sound familiar? If you are in charge of migration projects and system installations, then you know how challenging it is to ensure data quality. AddressDoctor has been gathering experience in this field for more than 10 years and can help you resolve these issues more efficiently.

We offer the following services:

- One-day product training course
- One-day consultancy training course
- Presence in the AddressDoctor newsletter (optional)
- Invitation to AddressDoctor events and trade show booths
- Use of an AddressDoctor seal of approval
- Access to our sales and developer hotlines

### Contact Us

If you're interested in partnering so you can offer these valuable data services to your customers as part of your solution, please contact us. We have OEM and reseller programs in place to support you.

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## About Informatica

Informatica is a leading independent software provider focused on delivering transformative innovation for the future of all things data. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. More than 5,800 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and on the internet, including social networks.