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Informatica Adopts Best-in-Class Partner Portal Solution from Amazon Consulting

Partner development consultancy launches suite of partnering technology for leading data integration vendor

Mountain View, Calif., Thursday, March 27, 2008, - Amazon Consulting, the leader in helping technology companies design, implement and automate their partner programs, announced this week that Informatica, a global enterprise software provider in the data integration space, is now using the company's PartnerPath technology to effectively engage and empower their worldwide partner community. Informatica turned to Amazon Consulting to create their beINFORMed partner portal as part of an overall strategy to improve their collaboration with partners. By implementing PartnerPath, Informatica was able to achieve their goal of providing partners with the tools and resources to help sell their products and services in an impressive 10-week timeframe.

"Amazon Consulting's PartnerPath has helped us significantly improve our collaboration with partners by giving us an effective way to deliver the information partners need to be successful. Within an unbelievably short timeframe, Amazon Consulting deployed a best-in-class partner portal that increases usability, visibility and functionality for Informatica and its worldwide network of partners. We couldn't be more satisfied", said Harry Gould, Senior Vice President of Worldwide Alliances at Informatica.

Informatica did not have to provide training to get users up and running on the new beINFORMed tool because PartnerPath's intuitive user interface and powerful search capability provides one-click access to content, while its persistent navigation makes the application completely user-friendly. Informatica partners can now easily register opportunities, order software and renew partner contacts via a branded and password protected online tool. Additionally, their resource center provides partners with an easily searchable and centralized source for all of Informatica's sales tools, product collateral, presentations and partner marketing resources. Diane Krakora, President of Amazon Consulting considers the ongoing relationship with an industry leader like Informatica a high priority, "We believe Informatica understands what it takes to create long term partner loyalty. Deploying this tool is part of a larger management strategy to empower partners with the programs and tools they need to successfully go-to-market."

About Amazon Consulting LLC

Amazon Consulting, LLC is wholly dedicated to helping organizations in the technology industry to increase profitability by effectively developing and leveraging their partnerships. To learn more about Amazon Consulting or PartnerPath solutions, please visit www.partner-path.com

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