

Naseej نسيج



Informatica™

25 YEARS OF
DATA INNOVATION

The world around us is rich and multilayered. Complex. Nuanced. We **transform** disorder into order. We turn disparate information into **powerful insights**. We create space for ideas to develop, flourish, and **change the world**. We're hard at work arming companies to unleash the power of data, to make lives richer, businesses stronger, our world better.

That's because,

Impossible lives here.
Impossible transforms here.
Impossible thrives here.

Together, we
**conquer the impossible
with data.**

25 YEARS OF DATA INNOVATION

Since 1993, Informatica has helped businesses unleash the power of their data. And 25 years later, we've risen as the leader in Enterprise Cloud Data Management. Now, armed with the solutions we provide, companies around the world are thriving, taking their businesses to new heights, fueling their innovation, even disrupting industries—intelligently. Today, data is the trusted currency that fuels digital transformation. In fact, it's the lifeblood of our global economy.

Data 1.0: The First Frontier

Data 1.0 was just the beginning. Between 1960 and 2000, transactional data was central to specific applications such as payroll automation, airline reservations, and inventory control. In 1993, Informatica was founded to help address the Data 1.0 challenges of organizations by defining the Extract Transform Load (ETL) software market.

The disruptive power of data:

1993

Begins with a disruptive idea

Gaurav Dhillon and Diaz Nesamoney incorporate Informatica.

1996

Lands big deal

Secures Microsoft deal. Informatica grows from 5 to 27 employees. InformationWeek names Informatica PowerMart (predecessor to Informatica PowerCenter) as one of the "100 Most Important Products of 1996."

1997

Opens European Headquarters

Doors opens in Maidenhead, England.

1999

Debuts on NASDAQ

Listed as INFA on NASDAQ on April 29.

2000

Hosts Informatique

Predecessor of Informatica World debuted in Orlando, Florida.

Global expansion continues with offices in Japan, Hong Kong, China, and Korea.

Data 2.0: The Age of Business Acceleration

In Data 2.0, the role of data grew exponentially. Suddenly, a broader set of data management and integration capabilities could support enterprise-wide business processes spanning multiple applications. Some examples of these major processes included supply chain, straight-through processing, and quote-to-cash. In addition to traditional batch-oriented data integration, or ETL, Data 2.0 saw the growth and broader adoption of new data integration patterns such as change data capture, data virtualization, and real-time integration. These patterns also accelerated the adoption of entirely new categories, including Data Quality, Master Data Management, Metadata Management, Cloud Data Integration, Data Security, and other data management capabilities.

During this time, Informatica visionaries significantly expanded the company's innovation and addressable market with an investment of more than \$2 billion – invested in both organic R&D and mergers and acquisitions. This resulted in groundbreaking technology offerings, with new expert teams working together to help customers intelligently lead the way, with the power of their data unleashed through Informatica solutions. In addition, this expansion and innovation allowed us to deliver the first truly independent data management platform the world had ever seen. With a 100 percent focus on everything data, Informatica became the leader in every data management market in which we competed.

2001

Launches Informatica Developer Network

Introduces Informatica Developer Network, which now boasts more than 350,000 members worldwide. Informatica moves into new corporate headquarters in Redwood City, CA, and opens new office in Paris.

2004

Moves from ETL to data integration

Sohaib Abbasi named new CEO. Expands focus from primarily ETL and connectivity to broader portfolio, defining data integration space.

2006

Becomes first to offer cloud integration

With Informatica On Demand, Informatica is the first data integration provider with a cloud offering. Salesforce.com joins forces with Informatica to launch a data integration solution on Salesforce.com's AppExchange.

2010

Enters MDM market

Siperian acquired, immediately disrupting IBM, Oracle, and SAP.

2015

Returns to private ownership

Informatica returns to private ownership in \$5.3 billion private equity transaction led by Permira Funds and Canada Pension Plan Investment Board.

Anil Chakravarthy named CEO.

Launches Big Data Management portfolio and Secure @ Source.

2016

Emerges as the leader in Enterprise Cloud Data Management

Under new leadership, Informatica continues to transition from a data integration and data management tools player to a strategic solutions provider.

Data 3.0: New Possibilities Unfold

In this new era, four major trends have exploded to create a generational market disruption: big data, mobile computing, social networking, and the cloud. We call this market disruption Data 3.0. These four technology trends are transformative and have made disruptive changes to society, both for businesses and consumers. It became imperative for businesses to understand how to make use of this influx of new types of data. Business-as-usual now means remaining current in rapidly changing landscapes, while staying ahead of customers' rapidly changing expectations. Now a plethora of companies are capable of disrupting entire industries with the emergence of the access economy, as services such as on-demand delivery and peer-to-peer ride-sharing are commonplace. The insights and actions made possible through these data-driven digital transformations are nothing short of amazing.

2017

A new Informatica is unleashed

Activated the brand transformation around the world, positioning Informatica as the undisputed leader in Enterprise Cloud Data Management.

Introduces CLAIRE

Informatica fuels the next generation of intelligent enterprise with the launch of Informatica Intelligent Cloud Services and the CLAIRE™ engine, the AI technology powering the Intelligent Data Platform.

2018

A leader in five Gartner Magic Quadrants

Data Integration Tools², Data Quality Tools³, Metadata Management Solutions⁵, Master Data Management Solutions⁴, Enterprise Integration Platform as a Service (iPaaS)¹.

Celebrates 25 Years of Data Innovation

Informatica reaches its silver anniversary with more than 3,800 employees in 80 offices across 26 countries.

Over the past 25 years, we've helped more than 9,000 customers unleash the power of data. Today, we invest \$196M annually in R&D, and process more than 2.5 trillion cloud transactions each month.

¹Gartner, Magic Quadrant for Enterprise Integration Platform as a Service, Keith Guttridge, Massimo Pezzini, Eric Thoo, Bindi Bhullar, Betty J. Zakheim, 18 April 2018. ²Gartner, Magic Quadrant for Data Integration Tools, Mark A. Beyer, Eric Thoo, Ehtisham Zaidi, 19 July 2018. ³Gartner, Magic Quadrant for Data Quality Tools, Mei Yang Selvage, Saul Judah, and Ankush Jain, 24 October 2017. ⁴Gartner, Magic Quadrant for Master Data Management Solutions, Michael Moran, Bill O'Kane, Simon Walker, Sally Parker, Alan Dayley, 12 December 2018. ⁵Gartner, Magic Quadrant for Metadata Management Solutions, Guido De Simoni, Alan Dayley, Roxane Edjlali, 9 August 2018.

Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.



Beyond Data 3.0: Fueling the Next-Generation Intelligent Enterprise

With cloud, big data, and the Internet of Things (IoT) come new data management challenges. Informatica has risen to become the leader in Enterprise Cloud Data Management, empowering customers to accelerate their data-driven digital transformations. Our innovative solutions and services provide support for both cloud-first and hybrid data management challenges, as well as the integration, management, governance, and security issues that come with it.

Companies are being transformed through new operating and customer engagement models and are offering new digitally led products and services. Through the power of data, companies are transforming their businesses and turning entire industries upside down. Fueled by Informatica solutions and services, backed by our talented employees and partners, organizations are gaining a competitive advantage, making insightful decisions, and delivering a higher level of service to their customers.

Champions of Our Customers' **Intelligent** Disruption

Our passion, inventiveness, and investments have created wave after wave of innovation—and we've introduced the only AI-driven Intelligent Data Platform, powered by our innovative CLAIRE™ engine—the “intelligence” in the Intelligent Data Platform. We empower the world's most progressive companies to realize data-driven digital transformations that are changing the world. It's not just a moment in time, it's a movement. And we're all part of it—motivated by the challenge to make possible what never existed before.



Our Vision

Fuel the
next-generation
intelligent
enterprise.

“The world’s most successful companies understand that data is the trusted currency that will fuel their digital transformation. Those that most effectively unleash the power of their data will dominate their markets, and Informatica is here to champion our customers’ intelligent disruptions.”

*– Anil Chakravarthy
Chief Executive Officer*

Our Mission

Accelerate our
customers'
data-driven
digital
transformations.

“Data is driving every transformation within every organization. Any company not using or taking advantage of data will be left behind. Informatica is helping to drive these data-driven digital transformations. We have boldly stated to the market that we are here to unleash the power of data—that’s who Informatica is.”

— Bruce Chizen
Executive Chairman of the Board

“Data is the fuel of our organization and our differentiator in the marketplace. Informatica is the glue that binds our data-centric operations and empowers everyone in our company to use a wide variety of rich information to create a compelling story for our customers, brokers, and partners—in ways no one else in the industry does, supporting it with intelligence like no one else can.”

— Andy Crow
Technology Development and Delivery Director



Our Purpose

We are driven by
the rallying cry to

Conquer
the impossible
with data.

“We have a great history and powerful technology, but we stand for so much more. Our brand needed to catch up with our solutions. Our brand transformation is grounded in a new positioning to elevate the perception of Informatica. It personifies how we look, feel, sound, and show up to our audiences—to better reflect who we really are, and represent our culture and values to the world.”

*— Sally Jenkins
EVP and Chief Marketing Officer*

Our Values

This is how
we DATA

The successes we've achieved are rooted in our values, and they serve as our north star to help keep us centered and focused on what matters most—you! They reflect our shared purpose to achieve a higher standard of excellence for our company, our customers, and ourselves. This is how **We DATA**.

We | Do Good

| Act as One Team

| Think Customer-First

| Aspire for the Future



Do Good

We have an integrated focus on our customers, our partners, our community, and the world.

We think about how we affect those around us at every level; as individuals, as teams, and as a company. We consciously consider the bigger picture in our daily work and all decision making.

“Informatica Involved shows the passion our employees demonstrate on a daily basis. The collective spirit of goodwill and giving back reflects the difference we make in our communities by working together.”

— Maureen Brennan
SVP and Chief Human Resources Officer

“When companies like Informatica get actively involved and take a hands-on approach, that’s when real change happens. We are delighted to partner with Informatica on the “Next 25” scholarship program to turn our students’ dreams into reality.”

— Judi Steele
President and CEO
The Public Education Foundation



Act as One Team

We work with integrity, holding each other accountable every day, and work collaboratively across functions as a high-performing family.

We care about our company and one another. We promote collaboration and depend on each other to create the best solutions for our customers. We expect a lot and we give a lot. Because as a family, we win together and lose together.

“I’ve seen dozens of people from every function at Informatica come together to solve some of our most complex business process and systems problems to ensure we can operate in our new business model.”

— Graeme Thompson
SVP and Chief Information Officer

“Informatica’s business transformation is a key driver for our continued growth, profitability, and customer loyalty. We are dedicated to setting the standard for innovation and excellence in our industry with the depth and breadth of our solutions, and our transformation is a foundational element for our continued success.”

— Vineet Walia
SVP and Chief Transformation Officer



Think Customer-First

We put customers first in all we do.

We are fiercely dedicated to thoroughly serving our customers and delivering on our promises. We empower our customers to make an impact on the world, because we believe their success is our success.

“At Informatica, our customers are the number one priority—across products, services, and support. As a result, we ranked number one in customer experience and we’ve earned top marks in customer loyalty for 12 years in a row.”

— Ansa Sekharan
EVP and Chief Customer Success Officer

“Companies are solving some very complex problems in the world, and it’s really hard. Who’s going to lead the charge to help the largest companies, governments, and financial institutions in the world with their transformational journeys? It is our right and responsibility to lead this change.”

— Tracey Newell
President, Global Field Operations

“Informatica has been a great partner for us over the years. They are customer-centric, and the company’s investment in customer success helps us realize business value faster.”

— Manish Gupta
Executive Director, Data and Analytics

WARNERMEDIA



Aspire for the Future

We show openness and agility, and are forward-thinking, now and in our future innovations.

We champion new ideas and face challenges head-on. Because, this is what the champion of intelligent disruptors should do. We will remain innovative and adaptive to continue to lead the categories that data-driven disruptors care about. We will embrace risk when appropriate. We will be smart and calculated as we venture forward with an innovative mindset.

“Digital transformation is driving organizations to look at data differently. Today, there’s real-time, always-available access to data and tools that enable rapid analysis. This has propelled machine learning and the AI renaissance to flourish because of digitization, data explosion, and the transformative impact that AI has on the enterprise.”

— Amit Walia
President, Products and Strategic Ecosystems

“I see data as a vital enterprise asset that can be leveraged to create immense value. What I’ve found really impressive is how we provide critical versatility by supporting any deployment or procurement model our customers require.”

— Eric Brown
EVP and Chief Financial Officer

The Ways We Work

Our day-to-day actions reflect the commitments we make to each other and our customers. These behaviors are ways we deliver on our purpose to conquer the impossible and make new pathways possible, again and again.

Championing **new ideas** and facing **challenges head-on**

Caring about our company and **one another**

Working with **intentional** urgency

Empowering our customers and employees to make an **impact** on the world

Taking **pride** in being data-driven in all that we do

Keeping our **commitments** to customers


Collaborating and depending on each other


We DATA, because data is at the heart of everything we do. Empowering data-driven disruptors to make possible what never existed before—today, tomorrow, and into the future.


Impossible lives here, because together, we're **conquering** the impossible with data.

This is how
we DATA



 naseej

 naseej

 naseej.aas

| www.naseej.com |

