

Informatica Acquires Siperian

Acquisition puts Informatica in a position to challenge master data management dominance of IBM, Oracle and SAP

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January 28, 2010 – Informatica Corporation acquired multidomain operational master data management vendor Siperian for approximately \$130 million in cash today.

The addition of Siperian's MDM infrastructure launches integration specialist Informatica into an adjacent technology category. With Informatica's data integration and data quality platform, the addition of MDM feature functionality is expected to facilitate cross-sell opportunities among existing Informatica clients.

Siperian provides Informatica with three baked-in pillars of MDM: multidomain MDM with model-driven capabilities in a code-free environment for matching, merging and duplication, as well as built-in trust metrics.

These new capabilities put Informatica in a position to chip away at the MDM dominance of competitors such as IBM, Oracle and SAP, Rob Karel, principal analyst at Forrester Research, wrote today.

Karel describes the impact on the MDM market as "extraordinary."

"Oracle may likely be the most significantly impacted," he said. "In the short term, I'm sure Informatica will be more than happy to continue to collect revenue from Oracle while keeping this partnership alive. But don't expect future negotiated contracted terms to remain very reasonable as Informatica gains traction with its MDM strategy. No matter how often Oracle says how happy they are to maintain a friendly state of co-opetition with strategic partners, I don't anticipate they will want to run the risk of a competitor pulling the rug out from under its aggressive MDM strategy."

Informatica has never before sought status as a MDM vendor, but probably edged closer to the term with its 9 release of November and the earlier acquisition of Identity Systems and Address Doctor.

Oracle recently boosted its MDM portfolio in the area of product information management and data quality with the acquisition of SilverCreek Systems.