

# Tidemark Platform

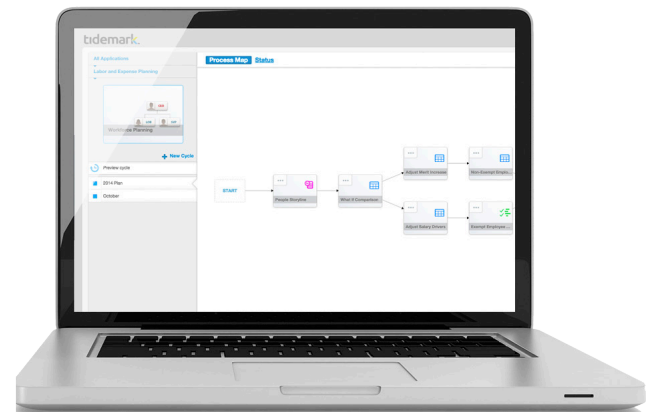
## Develop Process Driven Budgets, Forecasts, and Plans Using Real-Time Data

Before Tidemark wrote a single line of code, we interviewed more than one hundred companies to understand what they were trying to accomplish and how to help them achieve it. We learned the processes they go through in order to create accurate plans, timely budgets, and risk-weighted forecasts, as well as their needs for advanced analytics to drive informed decision making and future planning cycles. As a result, we built the Tidemark Planning & Analytics Cloud for FP&A professionals, executives, line of business managers, and field teams to collaborate on plans, budgets, and forecasts using company specific business processes and all relevant internal and external data sources of any size, with supporting analytics to measure performance and predict future plan outcomes.

At the core of the Tidemark Planning & Analytics Cloud is the Tidemark Platform, the foundation for creation, configuration, storage, authentication, and visualization of business metrics, processes, plans, and analytics. As a multi-tenant environment, the Tidemark Platform uses the computing and storage elasticity of the public cloud to manage any data, at any scale, and run calculations against that data in real-time, unlike any other EPM offering. With an HTML5 consumer-like application user experience, your extended enterprise can collaborate in planning cycles, run predictive what-if scenarios, and understand the performance of the business at any moment in time, whether from their office computer or mobile device.

## Secure, Elastic and Available

The Tidemark Platform is a powerful multi-tenant environment provisioned, configured and deployed for



you to focus on budgeting, forecasting, and planning priorities. Tidemark uses Apache Hadoop to process large data sets across clusters of computers using simple programming models. Tidemark then leverages Spark to power high-level tools for predictive and machine learning capabilities. Your Tidemark tenant remains secure and access is carefully controlled. The Tidemark Platform integrates data across cloud and on-premise applications – including our native Workday integration. Built to support multi-tenancy at all levels across global data centers, cloud management ensures your Tidemark tenant is always available.

## High-Performance Queries And Unrestrained Computation

Tidemark delivers scalable high-performance computing capabilities that serve as the foundation for advanced analysis, big data management and real-time data access.

- **In-memory calculations** – 10x faster than cubes-based platforms
- **Hierarchies and dimensions** – Run as many as you want
- **Affordable scalability** – Upgrade and expand with no capital costs

- **Tidemark Business Methods** – Run computations like allocations, foreign currency translations and intercompany eliminations

## Your Business First

Tidemark's software stack is designed around the budgeting, planning and forecasting processes you already know and use every day. We configure our applications around the steps you need to take to focus on doing your job rather than learning complex data architectures and systems. Featuring built-in and configurable processes, metrics, initiatives, dimensions and business methods, Tidemark applications allow you to work the way you want and empower your FP&A teams to build planning processes and monitor the impact of plan items in real time.

## Visual Narratives To Understand Your Data

Performance data achieves its greatest value when decision-makers understand what it means. Tidemark provides interactive visual narratives that communicate the whole story easily and intuitively.

- **Storylines** – Operational, finance and external data in an infographic-style format anyone can grasp.
- **Playbooks** – Capture and share supporting documents, conversations and unstructured data. Identify and communicate revenue and growth opportunities.
- **Performance Panels** – Contextual dashboards. Navigate anywhere to explore data and understand the root causes of variances.

## Analyze Data in the Context of Planning and Forecasting Processes

The Tidemark Platform frees you to engage in any-by-any dimensional hierarchical analysis at the most detailed level. Predictive and machine learning algorithms equip you to identify correlations and causations so you

can understand what drives your business. Configure in-context analysis to help you examine scenarios and variances.

## Collaborate Within Context

Collaboration is an inherent process of the business. With Tidemark, finance and line-of-business can easily collaborate with one another on any device within the context of where you are and what you're doing. Annotations, unstructured file attachments, email notifications and natural-language search combine to help document collaborations in real-time so you can see how budgets, forecasts and plans come together.

## A Consumer-Grade User Experience

To encourage participation at the front lines of planning, budgeting and forecasting, we built a consumer-grade user experience so anyone, not just finance specialists, can understand the details and participate in the process.

- **Mobile-First HTML 5 Design** – Delivers the same experience everywhere
- **Natural-Language Query and Filtering** – Look for what you want, how you want it
- **Contextual Natural-Language Search** – Results based on what you're doing now

