

Tidemark Operational Planning

Business Challenge

Operational planning – it's where tactics meet strategies. And in fast-moving, data-driven organizations, it's never been more important.

Successful operational plans ensure your day-to-day activities, sales initiatives and business processes are aligned to help you achieve your strategic objectives. But too often, corporate planning environments prevent decision-makers in key functions – such as line of business (LOB) managers, HR directors and operations managers – from accessing the information they need to answer questions, measure processes, evaluate risk and take action. Meanwhile, supply chains that operate on “lean” principles lack the flexibility needed to pivot in response to unexpected changes, leading to increased cost of sales and elevated logistics expenses.

The Tidemark Solution – Develop Accurate, Reality-Based Operational Plans

Tidemark Operational Planning helps decision-makers define a clear sense of what they are trying to achieve and then determine how to get it done. The application brings together financial and operational data with external sources to provide a real-world view of the entire business in context so decision makers can:

- Model the impact of operational drivers on profitability with real-time data
- Configure operational metrics to your business requirements
- Directly link decisions to execution
- Engage line-of-business, HR, and operations managers with full functionality on any device

Tidemark Operational Planning makes it easy for executives, middle managers and employees to identify

and track operational expenses at all levels, and then build plans and forecasts that reflect these realities. Other features, such as depreciation calculations, ensure your organization always has an accurate picture of operational costs.

Tidemark Operational Planning – Built Around Your Business Processes

Tidemark makes operational planning easy and efficient by approaching it from the user's perspective – the business processes that managers already use every day. Using our intuitive, consumer-grade mobile user interface, stakeholders across the enterprise can easily track processes and identify information they need to identify, measure and analyze the metrics that define success for a major project, capital spending initiative, or any other aspect of your ongoing operations.

Tidemark's in-context collaboration provides continuity throughout the organization by promoting communication and accountability of priorities to executives, middle managers, and employees. Now every stakeholder can:

- make operational planning an ongoing, organic part of the business
- easily recognize where his or her function fits within the organization's larger portfolio of expenses and revenues
- gain a clear understanding of factors that impact operational performance and cost efficiency, such as resource consumption and budget burn rate.

Connect Operational Drivers with Financial and External Data

Tidemark Operational Planning connects operational drivers with financial data and empowers everyone to take informed action. Leverage transactions from leading

workforce and financial management systems to create detailed budgets, forecasts, and plans.

Tidemark Operational Planning connects to financial, operational, and transactional systems, as well as social and mobile systems. Through alliances and integrations with SnapLogic and Workday, Tidemark can import data from cloud and on-premise financial management, ERP, CRM and sales systems. Use this integrated data to improve the accuracy of plans, and then enhance them with social, mobile, and other Big Data to develop predictive cost budgets and revenue forecasts.

Learn more at tidemark.com/snaplogic and tidemark.com/workday.

Get the Right Details to Take the Right Actions

Tidemark's flexible, process-driven architecture and powerful any-by-any analysis equips you to identify the processes most crucial to your success, and then determine the best way to measure their efficiency and effectiveness. Discover what's working and what isn't, and pinpoint how to improve operational processes that aren't performing as forecast. Tidemark lets you drill down to access the highly detailed information you need to engage in day-to-day tasks in key operational functions, including:

- Sales and supply chain planning
- Capital planning
- R&D
- Project planning
- Facilities management planning

Communicate Priorities in Ways Everyone Can Understand

An operations plan is only successful if everyone understands their role. That's why Tidemark makes it easy to communicate priorities and progress to executives, middle managers, employees and even customers via intuitive, actionable infographic-style visualizations based on real-world data. Create accountability by articulating goals and objectives, and identifying the steps every function must take to reach them. Then follow up by measuring progress and comparing actuals to plan.

The Tidemark Advantage

With Tidemark Operational Planning, you'll get you a flexible, scalable baseline for planning needs, including configured yet customizable processes, dimensions, and analytics. All of these powerful features are built on the Tidemark Platform, Tidemark's modern, elastic planning and analytics cloud.

Deploy Tidemark Financial Planning to:

- **Engage more stakeholders in operational planning, budgeting and forecasting** – Rescue your organization from the restrictive limitations of hard-to-use enterprise platforms and the sluggish pace of manual spreadsheet updates. With Tidemark's consumer-grade, built-for-mobile user experience, you can make operational planning a continuous process for managers and decision-makers throughout the enterprise.
- **Make better decisions based on accurate insights** – Eliminate guesswork from plans and forecasts. Tidemark incorporates real-time data from more than 40 sources, including external streams from Twitter, Thomson Reuters, and the U.S. Bureau of Labor Statistics, and internal enterprise application activity and RFID sensor data. Capture contextual information from emails, reports, collaborations, social media and other sources to gain a comprehensive view of the story behind the numbers.
- **Accelerate planning with time-saving collaboration** – Share updates and get fast feedback from key stakeholders with a single tap. Track collaborative decisions made within the process for future reference and review.
- **No Additional Cost** – Tidemark Operational Planning, like all Tidemark applications, is included in the Tidemark Planning & Analytics Cloud standard subscription. And because Tidemark runs entirely in the cloud, there's no hardware or additional software required. For more information on Tidemark subscriptions, please contact Tidemark.

