

# Tidemark Performance Analytics

The time it takes to effectively gather, organize and comprehend essential business analytics can make what was previously identified as “new” obsolete before it reaches the hands of decision makers. Without a real-time business planning and analytics environment, it’s difficult for decision makers to develop informed and effective business strategies to move the organization forward.

## **The Tidemark Solution – Assess the Ongoing Performance of Your Entire Organization and Take Action to Improve it**

Tidemark ensures that the big financial and operational picture isn’t lost among static reports and un-actionable dashboards. Tidemark delivers a real-time view of key performance indicators (KPIs) and future indicators of performance as actionable infographics in a consumer-like user experience, providing an aligned view to anyone within your organization. With the ability to drill into the details and employ advanced analytics, you can act on the story behind the numbers by incorporating new insights into your budgeting, forecasting, and planning cycles.

## **Tidemark Performance Analytics – Providing a Picture of Performance Now and Looking Forward**

Tidemark Performance Analytics supports enterprise performance management objectives by providing actionable insights into the performance of the organization so business activities and processes can be adjusted to maintain alignment with strategic objectives. KPIs, such as revenue actual-to-forecast, gross margin, revenue growth, market share, customer satisfaction, and employee satisfaction, no longer have to be rear looking. With Tidemark, you can employ advanced analytics on company-generated data in concert with benchmark, market, and external public data to enable prediction in what-if scenarios and ongoing budgets, forecasts, and plans – all in single environment.

Tidemark Performance Analytics has flexible application processes and Storylines for the following:

- **Company Financial Health**
  - Gross Revenue Actual-to-Forecast
  - Revenue Trends
  - Gross Margin Actual-to-Forecast
  - Operating Expenses Actual-to-Budget
  - Operating Profit Actual-to-Forecast
- **Customer Performance**
  - Customer Retention
  - On-time Delivery
- **HR Performance**
  - Total Payroll
  - Salary Expense
  - Average Length of Service
  - Average Time to Fill a Role
- **Operational Performance**
  - Supplier Quality
  - Supplier On-time Delivery
- **Product Performance**
  - Time to Market
  - Returns
  - Discount %
  - COGS
- **Profit and Loss**

## Tidemark Storylines – Get an Aligned View of the Data

Tidemark Storylines transform enterprise analytics into actionable infographics that present a narrative view of performance, profitability, people, what if scenarios, and forecast trends. Tidemark Performance Analytics include pre-built Storylines that share the narratives behind performance. Anyone can quickly and easily access the information they need to uncover details or see the impact of changes on the entire business. With Tidemark Performance Analytics, your organization can achieve the following benefits:

- **Continuous Performance Analysis and Business Planning in a Single Environment** – Quickly connect to and integrate financial, customer, sales, product, social, mobile and other data for real-time views into enterprise performance, and leverage those performance outcomes for planning cycles.
- **Explore Financial and Operational Performance Beneath the KPIs without Limits** – Slice and drill your performance metrics in any configuration relevant to your business, and at any level of granularity that your data supports. This means you can roll up analyses in new ways in real-time (without the need to make requests of IT or a BI developer), and discover the root causes of actual performance.
- **Turn Performance Analysis into a Forward Looking Activity** – Develop scenarios to correlate internal and external drivers to your performance indicators. Then use predictive analytics to add forward-looking elements to your expense budgets and revenue forecasts.
- **Speed the Implementation of Change that Improves Performance** – Tidemark Storylines, Playbooks, and Performance Panels are visual narratives that enable performance indicators and underlying analytics to be quickly shared and interacted with by business managers at all levels who rely on making data-driven decisions.
- **No Additional Cost** – Tidemark Performance Analytics, like all Tidemark applications, is offered as part of the Tidemark Planning & Analytics Cloud subscription. And because Tidemark runs entirely in the cloud, there is no hardware or additional software required to operate and maintain.



## Integration with Financial, Operational, and Transactional Data for Performance and Predictive Analysis

Tidemark Performance Analytics has connectivity to financial, operational, and transactional systems, as well as social and mobile systems. As part of a partnership with SnapLogic and direct application integration with Workday, Tidemark imports and integrates data from cloud and on-premise financial management, ERP, sales and marketing CRM, social, mobile, and Big Data environments.

