

# What's New In Tidemark Fall '14 Product Release



*Tidemark's Fall '14 Product Release delivers powerful new capabilities to CFOs and FP&A teams so they can succeed in their new roles as strategic decision-makers.*

Tidemark enables FP&A teams to engage with their operations counterparts and leverage internal and external data for Predictive Business Analysis. Fall '14 modernizes FP&A organizations by encouraging internal collaboration and creating more accurate plans that incorporate operational insights and drive better business decisions despite ongoing business change.

## Reimagine FP&A for high-performance collaborative planning

### Dynamic Dimensions

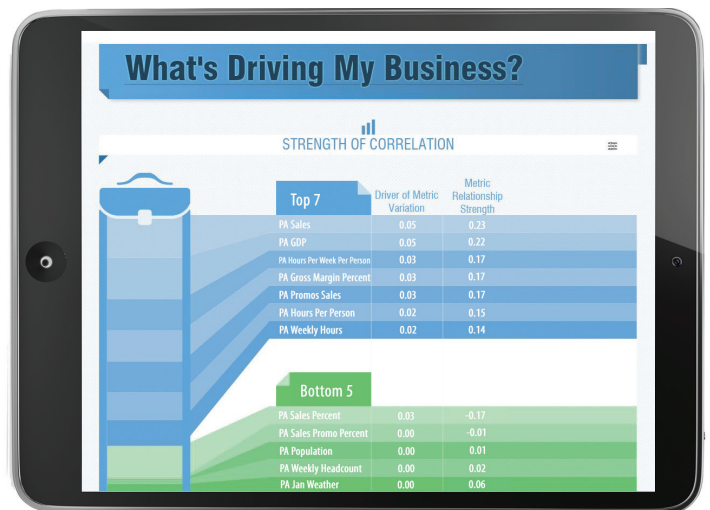
Add, remove, or update dimension members without file-based data imports. Immediately incorporate these changes into budgets and forecasts. Manage business change such as evolving product lines, employee hiring plans and cost center changes.

### Business Initiatives Planning Enhancements – Timeline View, Lookup, Impact Metrics, and Drill-through

Unify transaction-level detail and summarized planning data within Tidemark while continuously monitoring the impact of each line item on key "impact metrics." Review summary plans and drill through to line item detail generated in Tidemark or other source systems.

### On-demand updates to processes

Make changes to processes and workflows without impacting your ongoing planning, budgeting and forecasting cycles.



### Contextual Variance Explanations

Include explanations for individual variances in the context of their process and business cycle.

## Answer previously impossible questions using Predictive Business Analytics and Big Data

### Consume and analyze Big Data for FP&A

Easily leverage Big Data – such as internal Point of Sales data and external weather (NOAA), labor statistics (Bureau of Labor Statistics), customer sentiment (Twitter), and real-time pricing (Bloomberg)—to find the drivers with the strongest traceable links to financial performance. Answer questions about current and predicted business performance at unprecedented levels of detail and relevance.

## Move the business forward with Correlation, Causation and Predictive Analytics

Use mature and industry-standard predictive models and machine learning to incorporate the predictors of business performance and forecast future behavior. Create “what-if” scenarios and analyze groups of predictors to understand the best alternatives.

## Bridge the gap between finance and operations

### Dynamic Aggregations and Intersecting Hierarchies

Analyze and aggregate new data groupings to explore alternatives. Evaluate business performance based on hundreds of different attributes, instead of the few single-hierarchy dimensions in cube-based models.

## Any-by-any analysis

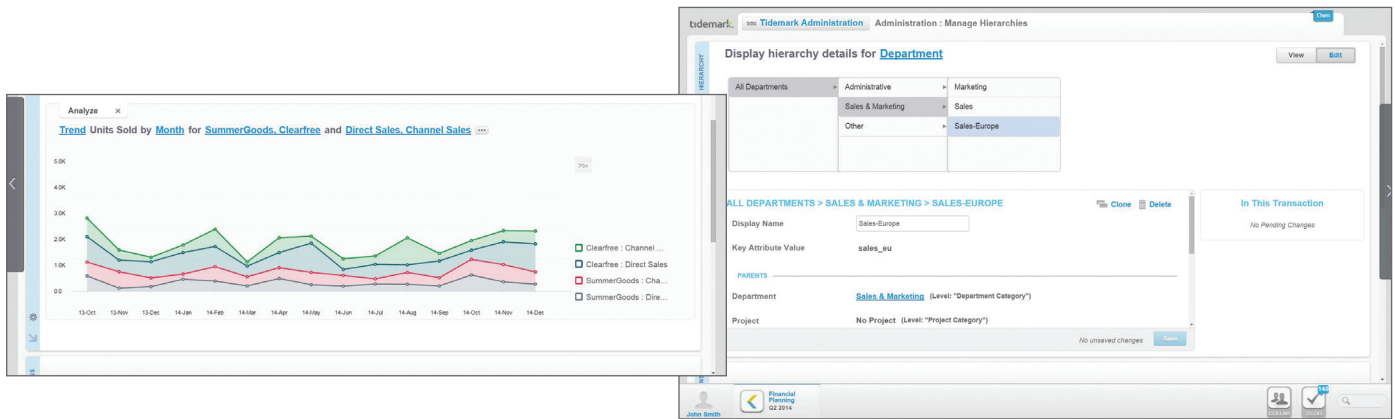
Enable stakeholders in Marketing, Sales, HR and IT to gain deeper insight into how products, departments, employees and regions impact financial performance. Get more accurate input for financial plans and forecasts.

## Email notifications

Stay up-to-date with ongoing collaborations and required actions via push notifications delivered right to the user's inbox.

## Search Autocomplete

Find dimension data, content, collaborations, annotations, and processes with real-time suggestions based on minimal user input.



Business Use Case	You're trying to...	Tidemark helps you to...	The outcome is...
Retail Forecasting	Predict demand for items and create upsell opportunities	Analyze customer profiles and coupon usage for expected demand, and build sales forecast based on new predictors	Increase customer satisfaction and maximize upsell for profitability
Subscription Revenue Planning	Forecast revenue based on cohorts of customers	Dynamically aggregate and analyze customers as multiple what-if cohorts to predict their purchase behavior	Increase accuracy of sales plans and take real-time action to effect changes in customer behavior
People Planning	Plan expenses for a new acquisition or cost center	Easily add new acquisition to the planning process and complete driver-based expense planning without reloading cubes or filing IT tickets	Dynamic planning with full contextual visibility of impact of new expenses on key business metrics

