



Cloud Innovation

tidemarkTM

Performance Management
Built for the Cloud

Tidemark is re-imagining analytics with a completely new application platform built at the intersection of mobile, social, and the cloud. Our platform enables you to finally deliver performance management to your entire company.



Tidemark's approach provides a number of significant benefits to our customers:

1 Apps, not tools

Tidemark delivers applications that allow you to work the way you want. The apps are built on a foundation of our new computation engine built for the cloud and are configurable to your business, even as your business changes. Start with apps that can be configured rapidly without code.

2 No hardware or software required

Tidemark delivers a complete application experience in the cloud—just launch your browser and go. No servers to purchase, software to install, backups, or upgrades. Spend your time running your business—we'll take care of the infrastructure.

3 Accessible from anywhere

The power of the Tidemark cloud is that your applications are available from any location—just launch a browser, log in and go. You can stay involved in the decision process regardless of where you are.

4 Always on the latest release

Tidemark's multi-tenant cloud ensures no customer is ever left behind—everyone is on the same version. We deliver constant innovation—new releases packed with new capabilities at least twice per year. Instead of planning for long, expensive upgrade cycles, you can use new features whenever you want.

5 Built fully mobile, for a complete experience on your tablet

Tidemark's applications were designed for the mobile user—full application capability on any device. Instead of limited access via a separate app, you can take action from any device—giving you the power to update forecasts, collaborate, and make decisions.

6 Fast time-to-value

Our cloud innovation enables you to start configuring our apps to your business processes right away. With no hardware or software to install, Tidemark's Customer Success team can engage immediately to start delivering value. Our customers start seeing delivered results in 30 days.

7 Big data is part of the plan

Tidemark is built to accommodate as much data as you need. We bring together both structured & unstructured data from enterprise applications and external sources. Our apps are designed to give you meaningful insight into what matters, allowing you to quickly get to more information with a simple tap.

8 Unparalleled performance

Our computation engine is built for the cloud. We didn't just take the same approach and put it in the cloud—we built it for the cloud. This innovation allows us to provide elastic scale—more computation resources when you need them to deliver fast, consistent performance—even in peak usage.

9 Buy only what you need

With Tidemark, you don't buy extra capacity you don't need. We have a subscription model to ensure you only pay for what you need. When you need additional users or apps, we seamlessly provide it—with no disruption to your business.

10 OPEX not CAPEX

Pay as you go without any big upfront costs, painful capital approvals or internal investment cycles. Multi-tenant cloud computing is more economical, providing a shared service that keeps costs low for all customers.

11 Enterprise class security

Enterprise analytics require enterprise grade security. Tidemark uses Terremark, the only SAS 70 Type II certified cloud infrastructure provider with GSA certification. We provide SSL 3.0 encryption between your browser and the Tidemark cloud to ensure your data is secure.

12 No maintenance bills

With Tidemark, support is included with your subscription. Instead of paying a hefty 20% maintenance bill every year to fund development of new products you don't own, your subscription covers support and constant innovation. There are no additional charges for annual maintenance, upgrades or support.

Driving better performance across your organization requires a completely new set of analytic applications built in a multi-tenant cloud architecture. We have completely reimagined the requirements for analytics in the 21st century.

Find out why *Bloomberg BusinessWeek* says Tidemark is “One of the Next Big Things in Business Services.”

Visit us at www.tidemark.net

or Tweet us @TidemarkEPM



Beware of The Fake Cloud

With the rising momentum of cloud computing, many vendors are positioning their legacy software as ‘The Cloud’ even when it's the same stuff packaged in a new “cloud” wrapper. Repackaging of on-premise software, even when it's hosted by the vendor, is not a real cloud.

How do you know whether your cloud is fake? Use this test to see if you have a fake cloud.

1. Is your cloud multi-tenant?

If not, you've got a fake cloud. A real cloud is a shared service with multiple tenants to drive innovation and share costs.

2. Does your cloud require hardware or software to run?

Cloud means just launch a browser and go—no software to install or hardware to purchase.

3. Do you pay “cloud” hosting expenses?

Real cloud solutions include the cost to access the service in the user subscription with no extra fees for “cloud services.”

4. Do you pay as you go with user subscription pricing?

Cloud computing is a pay as you go model based on number of users, not a one time up-front capital expense.

5. Does it include full mobile access from anywhere?

A real cloud allows you to do everything you want to do from any device—no limited, read-only access or separate mobile apps.

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Demos

youtube.com/user/TidemarkEPM/videos

Customer Success Portal

tidemark.net/success

Professional Services

tidemark.net/success/configuration

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