

Tidemark Subscription Commerce

Modern recurring revenue business models require modern tools to optimize performance

Customer demand for subscription-based, recurring revenue business models such as Software-as-a-Service (SaaS) is fundamentally changing how companies maintain, measure and manage their relationships with customers. These businesses operate with a new set of metrics such as customer acquisition, churn and recurring profit margin – performance measures that aren't possible in traditional systems. CFOs, FP&A, and Revenue Management teams must have visibility into how products and customers are driving Annual Contract Value (ACV), Annualized Run Rate (ARR) and other performance metrics specific to subscription models. With limited visibility into performance drivers and a complete disconnect from the planning process, Finance and Revenue Management teams struggle to create reliable revenue forecasts.

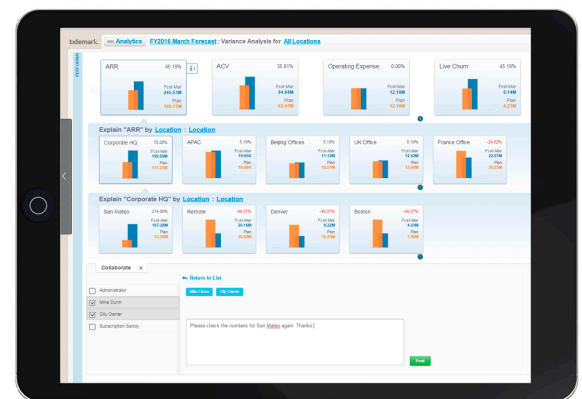
Gain unprecedented business insight and drive forecast accuracy in recurring revenue businesses

Tidemark Subscription Commerce is the first complete, cloud-based FP&A solution for recurring revenue businesses.

Recurring Revenue Metrics Reporting and Analytics

Understand revenue drivers and manage for maximum business performance.

- Compare actuals to forecast and understand variance, growth and trend for key metrics such as ACV, ARR and Monthly Recurring Revenue (MRR). Analyze contribution by customer, product and region.
- Drill into customer churn and identify the main drivers of cancellations. Conduct cohort analysis to understand similarities within groups of customers. Act on these numbers by updating the driver-based revenue forecast for further accuracy and relevance.
- Create what-if analyses based on multiple drivers to identify the best-fit plan for the business.



Modern Planning and Analytics with Tidemark

- Develop process-driven budgets, plans and forecasts using real-time data
- Create visibility, encourage collaboration and drive accountability across the entire organization
- Give business managers a shared, common view of data, events and relevant conversations
- Gain actionable insights from contextual data and leverage these for increased accuracy in budgeting and forecasting
- Understand business drivers with correlations and predictive analytics



Recurring Revenue Forecasting

Build a revenue forecast that is specifically designed for recurring revenue from existing customers, new customers, renewals, and churn.

- Increase forecast accuracy with recurring revenue from existing accounts, new bookings, and forecasted bookings from CRM systems such as Salesforce.
- Gain confidence in assumptions for customer churn rates, revenue recognition schedules, contract lengths, per-user pricing, and services revenue through account intelligence from Zuora.
- Master metrics such as MRR, ARR, ACV, TCV and others with a reliable driver-based forecast of subscription revenue.

Pro forma financials

Integrate Subscription Commerce with Tidemark's Financial Planning and People Planning apps for a complete FP&A solution

- Manage your company's entire expense planning and forecasting processes on the only platform with built-in industry-leading capabilities in driver-based planning, Big Data, collaboration, and mobility.
- Produce, analyze, and adjust fully-integrated pro forma income statement, balance sheet and cash flow forecasts.

To learn more, visit us at www.tidemark.com and see how we can help your recurring revenue business.

