

# Why Tidal?

Learn why Tidal is the solution of choice for orchestrating workflows across the enterprise



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# Orchestrate Your Complex IT and Business Processes

Whether you're running 100 jobs a day or 1+ million, your workload automation environment is business-critical. And we treat it that way. As a proven expert with decades of experience, we work with hundreds of customers around the world, in just about any industry you can think of, to modernize their workload automation and drive their digital transformation.

Tidal offers the ultimate flexibility with on-prem and SaaS models of our workload automation solutions.

## Expect Real Results

When working with Tidal, you can expect real results from our workload automation solutions.



### Fulfill service level agreements

Tidal Automation manages process dependencies and resolves issues to ensure you meet, or exceed, service level expectations for your organization's critical business processes.



### Accelerate time-to-value for emerging technologies

As you adopt new applications and tools, it's easy to automate their workflows with our pre-built adapters integrated with the Tidal platform.



### Increase IT and business efficiency

Our platform centralizes job scheduling tasks which reduces costs and saves time associated with managing separate tools – and you can make smarter use of your valuable IT resources.



### Satisfy legal and regulatory compliance requirements

Comprehensive audit logs maintain a high-integrity record of what occurs in your processes so you can demonstrate you have the right controls in place for critical systems.

# The Tidal Portfolio



A unified enterprise platform that provides a comprehensive solution for automating business, operations and IT processes. The platform provides a centralized, single point of control to manage challenging workflows across applications and systems. It is easy to use and enables you to run time-based, event-based and other dynamic processes. With Tidal Automation, you can automate your workloads no matter where they are running.



An optimization tool for advanced users of the Tidal Automation platform. With Explorer's deep-dive diagnostics, graphic visualizations and a full suite of reports, you gain deeper understanding of workflow designs and how they are running so you can proactively correct conditions that affect optimal processing. Insights from Explorer accelerate and increase accuracy of troubleshooting efforts and continuously improve performance of workload automation activities.



Enables centralized management of workload automation schedules and calendars. Designed for use by Tidal administrators and developers, the Repository application offers advanced capabilities for storing, organizing, versioning and sharing job data across multiple Tidal instances. It supports best practices for change management and maintains a complete history of who made what changes and when.



Aggregates and feeds Tidal operational data to your enterprise data storage location. Using message-based protocols, it integrates easily with a broad range of third-party solutions for data streaming and analytics (e.g., Kibana, Grafana, Prometheus) to enable a more holistic view of how business processes are performing.

# Always CustomerFIRST

CustomerFIRST is our unique approach that puts customers at the center of everything we do. We emphasize partnership, collaboration and value so you get the most from your automation investment. It represents our commitment to customer success based on your requirements and expectations, not ours.

## CustomerFIRST in Action



### Exceptional Support

Customers get direct access to expert Level 2 support engineers for production issues 24/7/365 – and you'll be impressed by our guaranteed response times.



### Flexible Pricing

Our easy-to-understand pricing models offer flexibility and clear, forecastable costs for Tidal software, integrations and support – no surprises at renewal time!



### High-velocity Releases

When other providers can go years between significant releases, we issue new releases three times a year that are packed with new features and capabilities.



### Active User Community

We engage often with our community through regularly scheduled user group meetings, informative webinars and useful tools in our Support Portal.



### Leadership Advisory

Members of our leadership team are available to provide guidance and consultation about aligning your business and automation initiatives.



### Product Innovation

We maintain an innovative, forward-looking roadmap that is developed based on input from our customers and Advisory Board.

# What Our Customers Say About Tidal



“It is a pretty **affordable** scheduler that lets us do a lot. The licensing model is hugely **flexible.**”

EMMETT WAGLE, SR. | System Engineer at a financial services firm

“We have seen ROI from **savings in time**... As an estimate, this has probably **freed up** 10 full-time people, in the various departments, about an hour or two a day.”

DIANE MILLER | IT Vendor Manager at a paper and forest products company

“We have **integrations** running on **multiple platforms**. That is a **valuable feature** that Tidal provides compared to other schedulers.”

MOSES GUJJARLAPUDI | Tidal Administrator at Devon Energy

“**Technical support** is great. They’re fantastic.”

SHAHAAN DALAL | Production Control Engineer at a financial services firm

“We’ve used Control-M, the JDE scheduler, and Smart Scheduler. **None of them can do everything that Tidal can do.**”

JON FREDRICKSON | JDE Manager at Oshkosh

# Take a Deeper Dive

Tidal solutions are packed with the capabilities you need to manage, monitor and optimize your workload automation.

The following pages present a deeper dive into technical aspects of some of our key capabilities.



# Technical Highlights of Some of Our Most Powerful Capabilities

## Exceptional Reliability

Tidal supports continuous processing and availability during patches and upgrades, regular maintenance, unplanned failures and/or disasters.

- Proven execution architecture
- Master runs headless without a client manager
- Automatic fail-over of schedule execution with a fault-tolerant Master configuration
- Uninterrupted user access via highly available multi-client manager configurations
- Pooling of alternate targets at the execution tier with agent and adapter lists
- Upfront configuration of disaster recovery site
- Optional Tidal component installation in cloud environments

## Enterprise-grade Security

Tidal ensures comprehensive identity and security management so you can set policies and controls tied to your enterprise security tools and processes.

- Tidal components can be configured with SSL
- Password encryption at rest and in motion for job runtime users
- Password Vault integration with industry-leading tools such as Hashicorp
- Active Directory or LDAP authentication (including LDAP groups) for inbound clients:
  - Web clients (Chrome, IE, FF, Safari and Edge)
  - Mobile clients
  - Desktop Java clients
  - Promotion and versioning with Tidal Repository
- SAML-based SSO for inbound clients
- Role-based access control for inbound clients enforced system-wide
  - Built-in and/or administrator-defined security policies
  - Policy management for maintaining standard naming conventions

# Cloud Readiness and Broad Range of Enterprise Compatibility

Tidal supports scheduling across a multitude of cloud environments, operating systems and applications.

Tidal components can be installed on-premises, in the cloud or in hybrid environments. We support:

- Amazon Web Services (AWS), Azure, Oracle Cloud Infrastructure (OCI) and Google Cloud Platform (CGP) environments
- AWS and Azure versions of SMTP, Active Directory and serverless relational databases

Additional cloud readiness includes:

- Availability of Tidal agent containers
- Adapters for AWS, S3, Azure and Azure Blob Storage

At the operating system level, we offer:

- Agents for Windows, Unix, Linux and mainframes (z/OS, zLinux)
- Linux agent container
- Agentless SSH adapters for Windows, Unix and Linux (configured as SSH servers)
- Agentless remote job adapters for Windows via WMI
- Agentless adapters for iSeries OS/400

At the application level, we offer:

- Agentless adapters for a host of popular enterprise applications (e.g., SAP, Oracle ERPs, Informatica and many more)
- Agent-based or agentless integration with command line interfaces, scripts and batch files
- Web Services adapter for integrating with third-party and internal applications using REST APIs



## Multiple Mechanisms for Moving Data

We have a variety of mechanisms for moving data across your enterprise systems, applications and databases.

Our built-in FTP engine provides a rich set of tools to securely manage file transfers, making it easy to define file transfer tasks from single and composite actions, with support for a wide range of file transfer protocols. FTP actions can be performed by the Tidal Master and via Tidal agents, providing maximum flexibility to address your file transfer needs.

Built-in FTP utilities include:

- FTP jobs/all standard FTP operations such as PUT/MPUT and GET/MGET, etc.
- FTP/SFTP/FTPS via Windows, Unix, Linux and z/OS agents designed as FTP clients
- FTP-specific runtime variables that are dynamically resolved (e.g., number of files, etc.)

Linux agents that can optionally be configured as data movers for:

- AWS S3 object PUT/GET
- Hadoop HDFS file PUT/GET

## Powerful, Simple Schedule Definition

There are many ways to define jobs, whether you want to execute a job once or use the definition over and over again. Our scheduling model separates job definition from job execution, enabling a single job definition to be reused multiple times which streamlines schedule development and maintenance. Our unique job factory feature serves as a template for creating a group of jobs through variables and choosing whether to run all or a subset of jobs in the group. And with the use of conditionals, you can determine whether a job should run based on one or many conditions, such as events or variables.

## Robust Calendar-based Scheduling

We offer the most robust calendar scheduling functionality available on the market. The Tidal Automation platform provides dozens of the most common calendars and fiscal calendars out-of-the-box. Users can also define their own calendars for any cyclicity.

Additional calendar-based scheduling features include:

- Calculated date variables with user-defined formats without any coding required
- Ability to configure agent and adapter connections to suspend their operations for specific time windows
- Schedule forecasts available for a continuous three-year window
- Ability to automatically roll forward or back a day from a holiday date conflict
- Per group/job time zone-based time windows for the calendar-based dates

## Real-time Event-based Scheduling

Our event action architecture supports the fact that an event can have many effects and can result in multiple actions. Use event triggers to insert jobs into the schedule and send notifications.

Examples of events include:

- Inbound email
- File and AWS S3 object arrival
- Adapter-specific events (e.g., databases, ERPs, etc.)
- Job status (e.g., abnormal to insert a recovery job)

Possible actions include:

- Job insertions
- Notifications
- Set, increment or decrement variables

## National and Multi-national Time Zones

We offer a high degree of customization to accommodate all your time zones and scheduling requirements. You can configure time zones from the perspectives of:

- Job
- Target
- User/GUI

## Job/Group Dependencies and Resource Constraints

Both dependencies and resources can be used to allow or deny a job/group run.

Users can configure a variety of dependencies in job/group definitions such as:

- File(s)
- Variable(s)
- Group(s) and/or job(s)
- Non-Tidal z/OS JCL jobs or steps

Users can also utilize resource constraints such as:

- System resources (e.g., CPU, MEM)
- Abstract resources (e.g., shared pools of logical units)

## SLA and Resource Management

SLA management enables you to better track performance against SLAs and status of critical jobs. You can define SLA policies for critical jobs. Tidal then automates the monitoring of the jobs and alerting if the SLAs are at risk or have been missed. This is built-in functionality, not an add on.

Additionally, users can set different priorities for queues, including multi-level prioritization and execution in real-time. Leverage standard and user-defined queuing hierarchy with:

- Real-time monitoring of the queue
- Job and queue priorities
- Mutual exclusivity for jobs that shouldn't run at the same time
- SAP Class C queuing
- Linux/Unix "nice" value queuing
- Dates and hours of operation
- Inbound queue filtering (e.g., job class, agent, etc.)

## Dynamic Notifications

Our streamlined approach uses variables so that notifications don't have to be set up on an individual job basis.

Job runtime variables that will dynamically resolve can be embedded for use with:

- SMTP emails with customizable recipients, subject, message body and attachment references
- Outbound SNMP traps with criticality levels
- O/S master logging for Splunk, SCOM, etc.
- Management-by-exception alerts (e.g., open, acknowledged, closed)
- ServiceNow adapter for ticket creation, monitoring and close

## Multiple Views and Visualizations

There are several ways to design and view schedule data based on whether you need high-level information or very granular detail.

**BUSINESS VIEWS** offer an easy-to-use graphical flow design tool:

- Automatically generate graphical views without authoring or manual configuration
- Drag-and-drop functionality for authoring or editing
- Menus for interactive operations such as stopping or holding jobs

**DASHBOARDS** are an effective mechanism for managers or stakeholders who need to see summary data for job activity and queues:

- Widget-based and user-configurable, plus drag-and-drop functionality to customize layouts
- Various views such as pie charts, bar charts, line graphs and summary counts
- Updated with real-time data

**GRAPHICAL VIEWS** provide more detail and are automatically generated without authoring or manual configuration:

- Charts and diagrams with real-time data include PERT, Gantt, Status Board (Kanban), Critical Path, Radial, Radial Tree, Regrouping and more
- Drag-and-drop functionality for authoring or editing
- Menus for interactive operations such as stopping or holding jobs

**WITHIN TIDAL EXPLORER:**

- Job design visualizations show job structure hierarchies and dependency chains
- Calendar design visualizations immediately show the potential impact of a calendar change
- Interactive dashboards monitor status and activity of your Tidal Master(s)

## Schedule Change and Lifecycle Management

We offer capabilities that support and accelerate the software development lifecycle enabling users to easily promote new or modified schedules from one environment into the next. These capabilities include:

- Both Java and server-based offerings
- XML schedule constructs that can be exported/imported
- Accurate versioning and change management
- Developer workspaces with role-based access controls
- Shared workspaces and promotion through the lifecycle of Development to Production environments

## Schedule and Execution Runtime Troubleshooting

There are a variety of tools to aid and accelerate troubleshooting efforts, such as:

- Color-coded group/job status and alerts
- Logging levels that can be configured for all components
- Standard output and error feedback from agents
- Notifications with pre-defined criticality levels
- Predictive SLA management notifications such as for jobs running too long or too short, etc.
- Robust capabilities for comparing schedules, components, schemas, tables and job outputs

## Comprehensive Reporting

A variety of standard reports are provided out-of-the box and users can define their own ad hoc reports as well. Other reporting capabilities include:

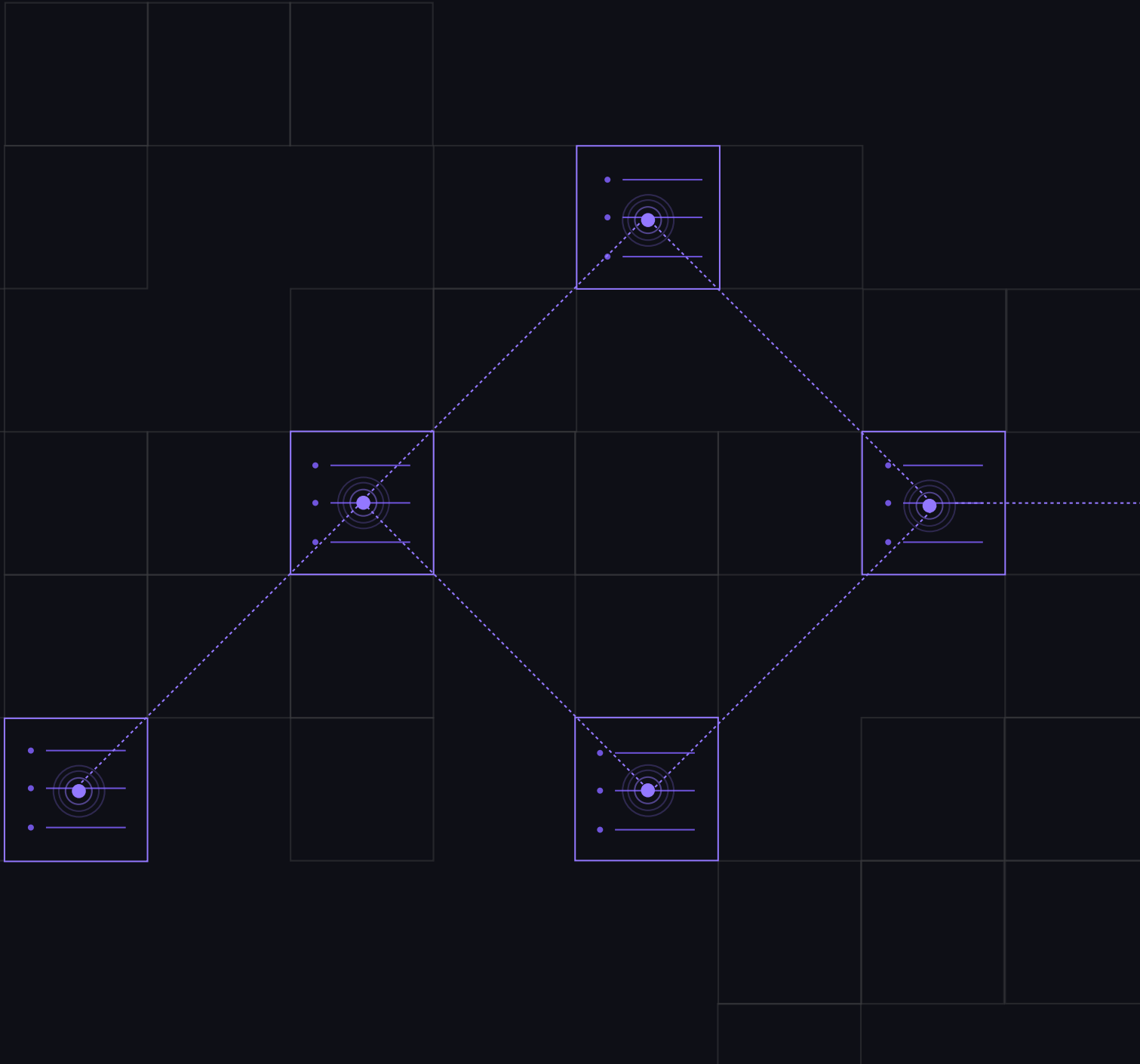
- User-defined one-click filters that can be saved
- CSV exports from most UI grid displays
- Schema provided for third-party query tools

Tidal Explorer offers an additional set of reports:

- Design reports that reveal detailed aspects of a schedule's design
- Housekeeping reports for identifying candidates for removal from the schedule to improve performance.
- Historical analysis reports for granular evaluation of operations (e.g., jobs increasing in duration or starting/ending later over time, etc.)

➤ Please note that we can't possibly list everything.  
And we're constantly adding new things, too.

If you're wondering about something you don't see covered,  
just ask: [info@tidalsoftware.com](mailto:info@tidalsoftware.com).



[tidalsoftware.com](https://tidalsoftware.com)

Tidal Software is a leading provider of enterprise workload automation solutions for orchestrating the execution of complex workflows across systems, applications and IT environments. With a comprehensive portfolio of products and services, Tidal optimizes mission-critical business processes and drives IT cost efficiencies.

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