This industry-leading Market Intelligence Company is delivering critical insight to its clients about what's working and what could work better.

The company's analytics engine helps empower one of today’s largest retail and manufacturing ecosystems. The fee-based service aggregates, appends, enhances, analyzes, and activates transaction data from around the world, turning it into competitive intelligence to help executives make informed decisions on supply chain, manufacturing, purchasing, pricing, incentive spending, and placement.

The analytics engine turns data into insight. And the Tidal Automation™ platform keeps this engine running at peak performance.

Retailers. Suppliers. Dealers. Financing firms. Wall Street and other stakeholders. They all rely on this Market Intelligence Company to help enlighten – and de-risk – the critical business decisions that fuel their success.
Market intelligence. You either have it or you need it.

The Market Intelligence Company provides real-time information and decision-support services based on the daily collection and analysis of retail transaction data from thousands of franchises worldwide. Details from these transactions are evaluated to generate information that captures key measures, including price, cost, profit, finance, lease, and trade-in values. This information is vital to decision-makers seeking to optimize their next moves in the retail ecosystem.

The Director of Data Warehouse leads the data team. Explains the Director, “We gather raw incoming transactional data from dealers around the world, do advanced modeling, and use BI tools to analyze and turn that data into meaningful information. This is a 24x7 process and our clients expect nothing less than 100% accurate, 100% relevant market intelligence to help guide their decision-making.”

To automate the entire workflow – from aggregating and augmenting the data to analyzing and turning it into insight – the company relies on the Tidal workload automation solution.

“Tidal is like the conductor of an orchestra,” says the Director. "It orchestrates our data workflows across multiple platforms, systems, and applications, monitoring all of the interdependencies and making sure every step of the data-into-insight process is operating seamlessly.”

Whether it's a news bulletin from CNBC, a credit card report from U.S. News and World Report, or countless other ongoing media engagements, this market intelligence company is a continuously trusted source of information about what's happening and why.

“Tidal helps drive the business output that drives our revenue and margins. It’s the 24x7 heartbeat of the operation. If that isn’t mission-critical, what is?”

Director, Data Warehouse
Managing all key interdependencies behind the scenes.

Tidal’s ability to transparently manage complex interdependencies within cross-platform environments – linking data streams, data warehousing, data marts, BI tools, and reporting applications together in a seamless workflow – is vital to the Market Intelligence Company data team. Tidal keeps it all running smoothly across workflows that encompass FTP, Oracle, SQL, Informatica, Microstrategy, Java, and various shell and file scripts.

“The best thing about Tidal? It just runs and runs on its own, flawlessly, monitoring and managing all of the interdependencies across our apps and systems. We only hear from it when it tells us there is a problem,” says the Data Warehouse Architect.

If something does go amiss – such as certain incoming data streams from dealers not getting delivered on schedule, which could lead to inaccurate output – then Tidal automatically raises its hands, stops the process, and sends instant alerts to all key stakeholders. Using Tidal, the data team can quickly diagnose and resolve the issue and get the process back on track.

Delivering the insight that today’s retail executives expect.

Tidal is automating the company’s entire data-into-insight process:

- **Data onboarding.** Tidal aggregates thousands of daily transactional data streams from dealers around the world via FTP; the company then appends and augments that data with third-party data.

- **ETL and data delivery.** Tidal automates the delivery of this clean data, when ready, to the data warehouse where end-users can leverage reporting tools to extract insight for smarter decision-making.

- **Reporting.** Tidal automates the creation and delivery of finished reports and dashboards to company’s paying clients and end-users, from market timing to customer mapping. Executives use these reports to drive their next business decisions.

“Tidal has quickly become our company’s go-to automation tool. Anything that needs to be automated, the IT team has learned to turn to Tidal first.”

Data Warehouse Architect
The advantages of enterprise-class automation.

Automating processes that run both on-premise and in the cloud, the enterprise-class Tidal Automation™ platform is mission-critical to the company’s entire data operation.

• **Frees up IT staff to focus on revenue-generating business activities.** Tidal offloads the IT team from more mundane tasks so they can work with delivery teams on critical revenue-generating “client deliverables” – more types of client output, better reporting, and better client service. This translates into higher revenue and margins.

• **Easy to use with a high adoption rate** – Tidal requires no custom scripting or specialized skill sets, just install and go. Executives from both IT and the business unit are actively using it with minimal training required. “Our Data Analysts and Data Quality team are very comfortable with it,” says the Director of Data Warehouse.

• **Runs 24x7 flawlessly** – “We’ve never had a single production issue with Tidal,” says the Data Warehouse Architect. “Rock solid. Never hits the wall no matter what we’ve asked of it.”

• **Native support for FTP/Secure FTP.** This is vital to the company as it simplifies and ensures seamless aggregation of incoming data streams from dealers worldwide.

• **Reduced infrastructure costs.** Tidal runs on low-maintenance servers with a low overhead. “It’s easy on our budget,” the Data Warehouse Architect.

To the cloud and beyond ...

On the horizon, the data team will continue to migrate key systems and applications to the cloud, an ongoing journey with a promising forward vision. Tidal is poised to play a key role in this transition. “Tidal is well positioned to help de-risk our migration to the cloud,” says the Director of Data Warehouse. “We’ll be exploring opportunities to leverage Tidal as a hybrid automation solution across both on-prem and cloud – an enterprise-class tool that bridges all worlds. We’re excited about the possibilities associated with Tidal automation in the cloud.”
At the vanguard of automation. Tidal Software is at the vanguard of workload and digital automation. Our integrated portfolio of solutions and services optimizes the critical business outcomes associated with automation in the enterprise. We’re helping customers around the world orchestrate their critical business processes, IT, and infrastructure on the journey to digital automation.

Let’s get started!

As a trusted advisor to the Fortune 1000, Tidal offers a better approach to automation, providing an integrated portfolio of solutions and services that puts YOU at the center of the automation universe. To learn more about Tidal CustomerFIRST™, contact your Tidal representative or sales@tidalsoftware.com.