Tidal CustomerFIRST™ offers a better approach to workload automation, providing an integrated portfolio of solutions and services that puts YOU, our customer, at the center of the automation universe. The emphasis is on customer partnership, collaboration, and value so you can get the most from your automation investment.

Together, we’ll do great things.
Solution Focus
The World’s Leading Portfolio of On-Premise and Cloud Workload Automation Solutions and Services

A comprehensive portfolio solving the world’s toughest cross-platform, cross-application challenges. The portfolio includes the Tidal Automation™ platform, Tidal Explorer™ optimization toolkit, ready-to-run enterprise integrations, and premium support services.

R+D investments fueling an innovation pipeline.

Bridges the present and the future – both legacy and emerging technologies – to help customers on the journey to digital automation.

Customer Focus
Putting You at the Center of the Automation Universe

Dynamic, interactive partnership between Tidal and each customer.

“We listen, then we act” – product roadmap directly reflects customer needs.

Open communication that fuels automation innovation and success based on your expectations and KPIs.
TRUSTED ADVISOR
Open lines of communication from the top to the bottom.

Your workload automation environment is business-critical and we treat it that way. You’ll gain direct access 24x7 to Tidal’s automation experts via phone, email, and our Customer Portal. Sit down and discuss your strategies, forward initiatives, and automation KPIs. We’ll craft an approach and solve your challenges together.

We never stop communicating! We’ll come to you, you don’t have to chase us. 1:1 meetings with Tidal leadership, advisory technical dialogs, individual Voice of Customer engagements, face-to-face user group meetings attended by Tidal product and engineering leadership, webinar-based community conversations and roadmap discussions, Customer Portal forums, and more. There are many ways to extract value from Tidal as your trusted advisor.

DIRECT SUPPORT
Connect with an expert engineer whenever you want.

All customers have direct access to highly-trained Tidal Level 2 support engineers for production issues 24 hours a day, 365 days a year.

No runarounds, screening systems, phone banks, or delay tactics. Just fast, effective support. For production environments, you’ll have direct access to expert Tidal support specialists whose mission is to help you run your business-critical workloads.
SINGULAR FOCUS
Your mission is our mission.
Workload automation is our sole passion and core competency. It’s what we do. It’s all we do. For nearly 40 years, we’ve been innovating and orchestrating business workflows to help enterprises achieve their mission. That’s thousands of work-years of leadership in job scheduling and IT automation.

For some vendors, workload automation is an ancillary business. For others, it’s a new practice. Our advice is to look “under the hood” at the industry-leading Tidal automation engine to see what decades of engineering expertise can deliver. Our engine helps you accomplish important automation tasks in minutes that can literally take hours with other solutions.

INNOVATION
We invest in your future.
Our R+D spend is fueling an innovative product roadmap. What does this mean for you? A continuous stream of product improvements and releases delivering better usability, higher performance, and a broad array of new tools, analytics solutions, and integrations. It’s an aggressive product release plan that separates Tidal from the pack.

You can tell a lot about a workload automation vendor from their R&D investment and willingness to develop – or acquire – new capabilities as needed. Our approach is simple. Putting you first means giving you a continuous stream of new features and functionality so you can do more, faster, better, with your automation environment. It’s about optimizing the Tidal automation engine for speed, agility, and impact.

PRICE/PERFORMANCE
Predictable, value-based pricing.
There are no ugly surprises with pricing, whether you’re adding adapters from our enterprise integrations library, renewing maintenance, or broadening your use of the Tidal Automation™ platform. Simple, predictable pricing. The way it should be.

It’s amazing what you get – and what you can achieve – when you’re FIRST. All Tidal Automation™ platform upgrades are free for all customers on maintenance, even new releases with architectural advances. Many of our supporting tools are also available at no charge. The price/performance equation shifts decisively to your advantage.

PRIORITIES
KPIs based on your expectations, not ours.
What are your KPIs? We’ll help you reach them. What do you want in tomorrow’s automation feature set? We’ll listen – and take action – in an open, collaborative partnership. Your experience with Tidal will be the best it can be based on YOUR needs and expectations, not ours.

Being first means “coming before all others in order of importance and priority.” This requires a committed partner boasting stable ownership, sustained product investment, and a continued singular focus on automation (vs. being distracted by other segments).
“The Tidal team is plugged into customer needs and is delivering important new workload automation capabilities and options at a remarkable pace. Tidal is in a resurgent period of innovation and is assertively extending its legacy of leadership in workload automation.”

Dan Twing, Analyst, President, and COO of Enterprise Management Associates Research, July 2019

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.

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 sales representative or sales@tidalautomation.com.