



Software Development  
Visual Communications  
Strategic Consulting

# Tideworks.com: Requirements and Features

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# Overview

The purpose of this document is to define the intent, goals, requirements, and features for Tideworks Technology's (Tideworks) Web site. It articulates the vision for the project and will be used as a planning tool in the development of the front-end and back-end features. Saltmine Creative has developed this document in coordination with Michelle Boone of Tideworks.

## Background

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SSA's information technology group, Marine Information Services, changed its name to Tideworks Technology in December 1999. Tideworks remains a division of SSA, but hopes to differentiate its product and service offerings from those of SSA, allowing it to compete head-to-head with other terminal management software suites.

### *Tideworks*

Located in Seattle, Washington, Tideworks is a global provider of terminal operations software. The Tideworks product suite, branded under the name "Regatta," is one of the major offerings in the terminal software market.

Stevedoring Services of America (SSA) launched Tideworks Technology to provide information services to intermodal cargo handling facilities. Tideworks specializes in operational and administrative software and turnkey hardware solutions for containerized and general cargo ports. The venture provides more operations-oriented solutions than those available from software providers without industry ties. Though the site will not share any SSA branding, content, or user interface features, Tideworks will remain a division of SSA.

### *Product Offerings*

With an established base of systems in place, Tideworks is already one of the largest providers of IT to port operations worldwide. Tideworks provides customers with a complete IT solution, including both software and consulting products. Tideworks' product offerings are accessible to any size port, providing a complete, cost-effective package that can include software solutions, EDI management, hardware procurement, technical support, and a suite of services to ensure their customers' success.

The Tideworks product suite includes:

- Regatta** – Entire suite of Tideworks terminal management software
- Mainsail** – Container terminal management system
- Spinnaker** – Container planning management system
- Genoa** – Break-bulk management system

Mainsail and Spinnaker communicate through common databases and data exchange protocols. Genoa is in its infancy and is currently a standalone system.

The Regatta software can be purchased alone, but is often sold in tandem with supporting hardware.

The sales cycle for purchasing a terminal operations software package is relatively long. Customers purchasing Tideworks' offerings would expect to pay in excess of \$100,000 and would usually contract for consulting and installation services in addition to purchase of the software.

## **Competitors**

Tideworks' largest competitor is Navis (<http://www.navis.com>).

Secondary competitors include Total Soft Bank (<http://www.tsb.co.kr>) in Korea, HPC (<http://www.hhla.de/hpc/hpccovus.htm>) in Germany, COSMOS in the Netherlands, Maersk Data (<http://www.mdu.maersk.com/>) in New Jersey, and Maher Terminals (<http://www.mtls.com/automated.html>) in New Jersey.

# Goals & Audience

The primary audience for the Tideworks site is composed of pre-sales stakeholders: company executives, project managers, and IT personnel.

Secondary audiences may include media, potential employees, and the currently installed customer base. The Web site will also serve as a key tool for Tideworks to demonstrate a strong offering in the terminal management marketplace.

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## Audience

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The Tideworks Web site will not advertise Tideworks' affiliation with SSA, nor will they hide it. Information contained on the site will be focused on the intended audiences' ITS needs (but not, for example, other terminal management needs).

From a functional perspective, the primary audience includes:

- **Executives** — This group will visit the Tideworks site to investigate product offerings with an eye toward familiarizing themselves with Tideworks as a company and reviewing product functionality. They will likely not desire a great quantity of technical detail, but will be looking for financial information, high-level product summaries, and case studies.

There may not be a call to action for them on the first visit, but over time, they should find the site a valuable resource, and the call to action — filling out a “contact me” form — should be readily available.

- **Project Managers and Business Analysts** – This group will be involved in the start of the business cycle to evaluate product functionality. They will need information on product capabilities to weigh whether a product can meet the terminal's business needs and to evaluate Tideworks' solution against the competition. They may also want overview technical information to understand compatible platforms.

There may not be a call to action for them on the first visit, but over time, they should find the site a valuable resource, and the call to action — filling out a “contact me” form — should be readily available should they not find the required information online.

- **IT Professionals** — The IT visitor will be interested in a far more detailed level of information than the executive visitor. White papers, product architecture, benchmarking, and performance statistics are typical types of information that the IT visitor may desire.

Again, the call to action is not necessarily completed on the first visit, but the “contact me” form should always be available.

- **Existing Clients** — This group will visit the site for technical support, product updates and value-added features. They will desire quick access to self-help technical support, product updates and product release information. The site should become a valuable resource, with easily accessible and useful information.

Site functionality will be targeted to the primary audience. Content will be included to meet the needs of secondary audiences, but secondary audiences will not be the focus of user interface design or feature development. Secondary audiences include:

- **Job Seekers** — Those visiting the site to explore employment opportunities with Tideworks.
- **Press** — Members of the press visiting to collect corporate or product information.
- **Other terminal IT solution providers** – Competitors visiting the site to discover more about Tideworks.

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## Short-term Goals

### Completion of Phase I

- Create an online presence for Tideworks as early in 2000 as possible.
- Build a Web site that positions Tideworks as a major player in the terminal operations software industry.
- Differentiate Tideworks from SSA.

### Deliverables

Tideworks announced its new name and mission December 1, 1999, with a press release, internal circular, and by launching <http://www.tideworks.com> with a copy of the press release. It is important to Tideworks that they fill out the Web site with product information and a strong new look and feel as soon as possible.

- Motif of new site
- Information architecture
- New site built with collected content

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## Long-term Goals

Long-term goals are goals that should be considered during the building of the project through Phase II and beyond, but they are not critical to the Phase I scope of work.

### Project a Polished, Innovative Worldwide Presence

Tideworks offers IT services to a large installed base of existing customers worldwide, including SSA terminals. Tideworks occupies a significant spot in the niche market for terminal operations software. The Web site should reflect Tideworks' strong market presence and mature product offering in a polished, compelling and innovative presentation.

### Increase Sales

The Web site should be a support for Tideworks and SSA's sales development process, contributing to the bottom line.

### Establish the Tideworks Brand

Although SSA's Marine Information Services group has been providing software and support to the industry for years, the Tideworks brand is a new face on the market. Tideworks also

represents a new way for SSA's IT resources to interface with their customers, moving toward a more client/vendor-based relationship.

Tideworks not only delivers a product comparable to, if not better than, its competition, but Tideworks also has unmatched knowledge of terminal operations and business needs because of the association with SSA. Tideworks wants to convey their strengths and market position in a unique, informative, compelling, and innovative manner.

### **Service Existing Customers**

The site should provide information and support to Tideworks' current installed base, including product upgrades or patches, online technical support, a user forum, and a tool for asking questions to an industry expert.

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## **Performance Measurements**

Project success will be judged by:

- Quickly launching a new site with a compelling look and feel
- Providing a market-leading Web site
- Volume of sales leads generated from site (Tideworks will track this internally)
- Feedback from existing and prospective customers
- Improvements in work processes
- Reduction in calls to Service Center
- Volume of activity on interactive features like user forum and "Ask the Industry Guru" (Tideworks will track this internally)

# Requirements

The following list addresses the Tideworks Web site design requirements. The requirements focus primarily on site content, branding and design, and usability.

## Content

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Saltmine was hired to create a unique Web experience for the Tideworks customer: A site that focuses on matching customers with an industry-leading terminal software suite.

Tideworks' current and potential customer base should leave the site with an understanding that Tideworks focuses on its customers and provides quality, cost-effective products and services that keep them coming back.

### **Tell the Tideworks Story**

The new site must help customers understand the company and the benefits of becoming a Tideworks customer. The core strengths of the company lie in its suite of terminal operations software, which should be clearly defined on the site.

### **Project a Global Presence**

Tideworks has an established worldwide presence, and the Web site should speak to its ability to provide terminal management services to both domestic and foreign terminals. Although the primary audience in any market is likely to know English, we should investigate providing some limited localization in future releases.

### **Convey the Strength of Tideworks' Products**

Tideworks' products are mature and full-featured; the site should reflect the strength of the product offering with a high degree of polish. The Web site should present Tideworks in a streamlined manner to enhance user experience and to entice the customer to return until and after they become a Tideworks client.

## Branding and Design

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Although Tideworks Technology will remain a division of SSA for the foreseeable future, the company wants to convey a unique sense of identity to compete for IT business independent of SSA.

### **Create a Unified Identity Online**

Build an online brand that uniquely identifies Tideworks at a glance as distinct from SSA.

### **Reinforce Other Media Branding Efforts**

The site should be consistent with the logo and color direction established in the Tideworks Technology logo treatment, Regatta product logo treatments and Tideworks brochure.

# Usability

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Tideworks requires not only that the interface be intuitive and friendly, but that it supports the basic principals and efforts that will help customers accomplish their business goals.

## **Support the Sales Process**

The site should allow users easy access to terminal management software information, provide enticements to explore the product offering further, and make available a call to action in the form of requesting more information or a sales contact.

## **Support the Existing Customer Base**

The site should also provide information and support to Tideworks' current installed base, including product upgrades or patches online technical support,a user forum, and a tool for asking questions to an industry expert.

# Technical Requirements

Following is a listing of server- and client-side technical requirements for this project.

## Technical Requirements (Server)

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### Operating System(s)

<i>OS</i>	<i>Version</i>	<i>Required</i>
Microsoft Windows NT	4.0	X
Solaris		
AIX		
Linux		
Other (specify)		

### Hardware

<i>Hardware</i>	<i># of Processors</i>	<i>Processor Speed</i>	<i>Required</i>
Intel x86	1	450mhz	X
Sun			
IBM (specify)			
Dec (Alpha)			
Other (specify)			

### Web Servers / CGI Environments

<i>Software</i>	<i>Version</i>	<i>Required</i>
Microsoft Internet Information Server	4.0	X
Microsoft Site Server	2.0	X
Netscape Enterprise Server		
Apache		
Active Server Pages		
PERL		
Cold Fusion		
ISAPI DLL		
UNIX C		
Java Servlets		
Other (specify) – Microsoft Index Server	2.0	X

### Database Systems

<i>DBMS</i>	<i>Version</i>	<i>Required</i>
Microsoft SQL Server	7.0	
Oracle		
DB2		
Microsoft Access		
Microsoft Index Server		
Microsoft Site Server P&M		
Proprietary Database		

<i>DBMS</i>	<i>Version</i>	<i>Required</i>
Other (specify)		

## Technical Requirements (Client)

### Operating System(s)

<i>OS</i>	<i>Version</i>	<i>Supported</i>	<i>Not Supported</i>
Microsoft Windows	3.1		x
	95	x	
	98	x	
	2000	x	
Microsoft Windows NT	3.51		x
	4.0	x	
	5.0	x	
Macintosh	7.1	X	
	7.5	X	
	7.6	X	
	8.0	x	
	8.5	x	
	8.6	x	
	9	x	
Other (specify)			

### Web Browsers

<i>Browser</i>	<i>Version</i>	<i>Supported</i>	<i>Degrades</i>	<i>Not Supported</i>
Microsoft Internet Explorer	1.0			X
	2.0			X
	3.0			X
	3.01			X
	3.02	X		
	3.02 A	X		
	4.0	X		
	4.01	X		
	5.0	X		
Netscape Navigator	1.x			X
	2.x			X
	3.x	X		
Netscape Communicator	4.0	X		
	4.5	X		
	5.0	X		
Opera	3.5			X
	4.0			X
AOL	3.0			X
	4.0			X
Lynx	2.x			X
Other (specify)				

## Browser Technologies

<i>Technology</i>	<i>Version</i>	<i>Supported</i>	<i>Not Supported</i>
JavaScript		X	
VBScript			X
CSS			X
Java Applets		X	
Flash		X	
Shockwave		X	
QuickTime			X
LiveAudio			X
RealAudio		X	
Netshow			X
Other (specify)			

## Screen Resolutions

<i>Resolution</i>	<i>Supported</i>	<i>Degrades</i>	<i>Not Supported</i>
600 x 480		X	
800 x 600	X		
1024 x 768	X		
1280 x 1024	X		

## Color Display

<i>Color Type</i>	<i>Supported</i>	<i>Degrades</i>	<i>Not Supported</i>
Monochrome / B&W			X
16 Color			X
256 Color		X	
16 bit Color	X		
24 bit Color	X		

## Connection Speed

<i>Color Type</i>	<i>Supported</i>	<i>Not Supported</i>
14.4K modem		X
28.8K modem	X	
36.8K modem	X	
56K modem or ISDN	X	
256K connection	X	
T1 or LAN connection	X	