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**NEW RELEASE OF SKYTIDE ANALYTICAL PLATFORM DELIVERS
SOLUTION SET FOR ONLINE CONTENT DELIVERY**

*Newest Skytide Product Release Analyzes Extremely Large, Diverse Data Sets to
Uncover Untapped Revenue Opportunities*

SAN MATEO, Calif., November 28, 2007 — Skytide, a leading provider of next-generation business analytics solutions, today announced the latest release of the Skytide Analytical Platform™ which now features a new application sets that can uncover untapped revenue opportunities for companies delivering content over the Internet. This new release delivers unprecedented access to intelligence previously locked in extremely high volumes of diverse and complex network data sources making it an ideal solution for companies with network-centric content applications and services.

The Skytide Analytical Platform for online content delivery includes unique, patent-pending technologies and new application sets that provide organizations with the tools to derive real value from the control data related to the content delivered across the network.

“Traditional Business Intelligence solutions lack the ability to deliver dynamic, real-time information on very large heterogeneous data sets,” said Dennis Drogseth, vice president, Enterprise Management Associates. “A new generation of business analytics, such as the Skytide Analytical Platform, will allow companies to bridge these high volumes of structured and unstructured data sets with speed and power for on-the-fly information without the overhead of a data warehouse.”

The new Skytide Analytical Platform 2.3 solution set for online content delivery includes these key components:

- **New Analytical Applications:** Internal and external facing analytical applications that enable the processing of extremely high volumes of diverse data sets. New application sets include: Traffic Segmentation Analysis, Customer Segmentation Analysis, Content Uptake Analysis, Content Segmentation Analysis, Application Segmentation Analysis, Storage Segmentation Analysis. Each application set contains standardized parsers that quickly connect with the most common data sources; pre-configured analytical models; and a series of automated reports. Customized analytical models can be easily created, and, along with standard models, are accessible for ad-hoc queries and reports.
- **Faster Deployment & Implementation:** Increased automation of standard instrumentation and production processes dramatically reduces deployment time and decreases the need for professional services. Automation also streamlines connections with even more diverse data formats, such as proprietary network log files, ad traffic logs, and program download files.
- **Flexible Views of Analytical Results:** Users have immediate, continuous access to views of analytical results through the industry standard presentation tools, including Corda, CrystalReports and JasperSoft, increasing understanding of business impact of the data, i.e. content delivery across user segments, or ad campaign ROI.

Unlike traditional business intelligence and web analytics tools which can only work with limited sources of data and require it to be re-structured and stored in a relational data base or data warehouse, Skytide directly connects with and analyzes all data surrounding online content transmission, content access, quality of service, and user behavior, and delivers valuable insights into the specific details and overall context – including content utilization and segmentation along with network traffic patterns and historical trends – of individual content, such as videos and audio files. In this manner, a Content Delivery Network (CDN) can demonstrate for its customers the actual performance of each piece of content or streaming media delivered for its customers. In turn, a CDN customer could track performance across multiple CDN providers, and organizations delivering content across their own networks could

segment content delivery by region, content type, or even individual user.

“With this release, we continue our commitment to offering our customers and partners the most advanced, enterprise-ready solutions possible to efficiently derive the highest level of the business value hidden in the volumes of data generated through their networked operations,” states Keith Feingold, CEO, Skytide. “Without a solution like Skytide, all too often this valuable data is either stored and ignored, or simply discarded. The new release of the Skytide Analytical Platform adds to our core technology, and expands users’ ability to access the value of highly diverse and disparate data, giving them fingertip time access to the details of what is driving their networked business forward.”

About Skytide

Skytide is a leading provider of next-generation analytical solutions that deliver an unprecedented view into what is driving business performance. Skytide’s award-winning technology uses XML as a common layer to dramatically reduce system complexity while offering advanced functionality that cannot be achieved by traditional BI technology. Application areas for Skytide technology include network services, contact centers, and other areas of business that generate significant volumes of mission-critical unstructured and semi-structured data. Skytide partners include IBM, Sun Microsystems and Inxight. Based in San Mateo, Calif., Skytide is a privately held company funded by Granite Ventures and El Dorado Ventures. For more information about Skytide, please visit www.skytide.com.