



## **SELECTICA AND SKYTIDE SIGN GO-TO-MARKET PARTNERSHIP**

*Partnership will Launch a New Generation of Contract Analytics that Delivers Hard ROI to Contract Management Investments*

San Jose, Calif. – August 29<sup>th</sup>, 2007– **Selectica, Inc.** (NASDAQ: SLTC), a leading provider of enterprise contract lifecycle management (CLM) solutions, and Skytide, a leading provider of next-generation analytical solutions, today announced that they have signed a go-to-market partnership agreement. Under terms of the agreement the two companies will work together to launch a new era of XML-based contract analytics that delivers fast, easy, cost-effective, and multidimensional access to both quantitative and qualitative data locked within corporate contracts.

“Until now, accessing and analyzing contract data has been limited by rigid CLM architectures and equally inflexible transaction-driven analytics solutions,” said Chris Davis, vice president of business development at Skytide. “But by leveraging XML, an unprecedented degree of adaptability--in terms of both analytics and contract management--can be achieved.”

Conventional contract management software reports look only at metrics based on counts and sums, such as how many contracts were signed with a given company, or the total dollar value for contracts of a given type. This data may be useful in some scenarios, but it cannot reveal the qualitative power of contract information. With the Selectica/Skytide approach to analytics, however, this qualitative information can be easily derived so that true contract risks and values can be determined. As a result, the technology can be utilized to obtain essential insights regarding ways of using contracts to boost revenues and reduce leakage. In turn, this information will enable accurate calculations of hard ROIs for contract management investments.

“Selectica’s customer-centric focus drives us to develop solutions, create relationships, and establish partnerships that enable us to address continuously evolving CLM requirements,” said Jason Stern, Vice President of Products at Selectica. “Through our partnership with Skytide, customers will be able to have analytics their way. For the first time, it will be possible to derive and analyze the true value of a contract by slicing and dicing information in real time, across all hierarchical elements in all contracts in the CLM repository, and outputting information to virtually any presentation application, from spreadsheets to report generators.”

**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](http://www.skytide.com).

**About Selectica, Inc.**

**Selectica, Inc.** (NASDAQ: SLTC) provides its customers with software solutions that automate the complexities of enterprise contract management and sales configuration lifecycles. The company's high-performance solutions underlie and unify critical business functions including sourcing, procurement, governance, sales and revenue recognition. Selectica has been providing innovative, enterprise-class solutions for the world's largest companies for over 10 years and has generated substantial savings for its customers. Selectica customers represent leaders in manufacturing, technology, retail, healthcare and telecommunications, including: ABB, Ace Hardware, Bell Canada, Cisco, Covad Communications, General Electric, Fireman's Fund Insurance Company, Hitachi, International Paper, Juniper Networks, Levi Strauss & Co., Rockwell Automation, Tellabs, and 7-Eleven. Selectica is headquartered in San Jose, CA. For more information, visit the company's Web site at [www.selectica.com](http://www.selectica.com).

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