



For Immediate Release

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NEW SKYTIDE WHITEPAPER OUTLINES EFFECTIVE APPROACHES FOR XML ANALYTICS

*Paper Reveals How to Unlock Business Values
Hidden in Volumes of XML Data*

San Mateo, Calif., July 2, 2007— Skytide, a leading provider of next-generation business analytics solutions, today announced it has authored and released a new whitepaper entitled *Overcoming the Challenges of XML Data Analysis: Benefits & Challenges of XML*. This report provides a detailed overview of the issues related to analyzing XML data, along with a technology solution that answers these challenges. This solution is clearly demonstrated through a full business case study.

“Companies using XML are ignoring a potentially valuable resource in untapped data by continuing to rely on outdated BI technologies,” states author Chris Davis, VP Business Development, Skytide. “To unlock this resource and harvest the value hidden in this complex data requires a new paradigm that is based on XML for the analytical engine. This would deliver a common layer to dramatically reduce system complexity, while offering functionality that cannot be achieved by traditional BI technology. These open architectures can combine data from non-relational sources with traditional transactional systems or data warehouses to provide an unprecedented view into what is driving business performance.”

The paper begins by reviewing the many benefits XML’s hierarchical format offers, such as making easy communication between disparate computer systems possible. The many issues involved with analyzing XML data are then presented, focusing on the laborious processes involved in adapting the XML structure to work with traditional business intelligence solutions. The paper then moves to newer XML-based analytical solutions, such as Skytide, that work directly with XML files, eliminating the costly transformation process.

Included are several use-case scenarios where the many business benefits of easy, near real-time availability of analytics performed the XML data are presented.

The paper is available free of charge on the Skytide website: www.Skytide.com

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About The Skytide Analytical Platform 2.0

The Skytide Analytical Platform is a next-generation business analytics solution that provides unprecedented insight into what's driving business performance. The Skytide business analytics solution analyzes all available data, including structured, unstructured, and extensible data (such as XML and web logs), thereby providing a complete view of business performance and enabling better decisions and improved processes. The powerful analytics solution uses a Modeling Layer to create analytical models, an Analysis Layer to discover relationships across all data sources, and a Presentation Layer to provide insight via reports, dashboards, and spreadsheets.

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.

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