

# PRESS RELEASE

## FOR IMMEDIATE RELEASE

### Media Contact:

Trevor Hughes, Star Analytics

+1 650 596 2973

[thughes@staranalytics.com](mailto:thughes@staranalytics.com)

[www.staranalytics.com](http://www.staranalytics.com)

## Star Analytics and Certive Corporation Announce Strategic Alliance

### *Partnership to Address Needs of Hyperion Customers*

**Palo Alto, CA, July 23<sup>rd</sup>, 2006:** Star Analytics, the premier provider of Data Integration solutions for Hyperion applications, and Certive Corporation, the leading provider of Data Services for Business Intelligence, announced today the formation of a Strategic Alliance to address the needs of customers using the [Hyperion](#) (NSDQ:HYSL) Business Performance Management Suite.

The partnership will allow both companies to offer their respective software solutions to each other's customers. According to Quinlan Eddy, CEO and Founder of Star Analytics, "Users of presentation tools and dashboards currently find it extremely hard or even impossible to effectively combine information from multiple Hyperion BPM (Business Performance Management) applications into a single view. By leveraging the power of Certive's data integration and data governance solutions in conjunction with Star Analytic's data extraction capabilities, we are able to provide Hyperion customers with an effective and rapid solution for this problem."

## Star and Certive Announce Strategic Alliance (Page 2)

Ford Goodman, President and CEO of Certive, agreed: "When a business user needs to see planning and forecast data alongside consolidated financials they shouldn't have to wait weeks to assemble the data every time they need to create a new report," he said. "Our alliance with Star Analytics provides an easy way for Hyperion customers to view all their Hyperion data in the same place at the same time."

The two companies will be demonstrating the value of their partnership at the annual Hyperion Solutions World Wide Kickoff event in Las Vegas, NV from Jul 23<sup>rd</sup>-26<sup>th</sup>, 2006. Said Eddy, "Star and Certive firmly believe that the combination of our respective solutions presents a unique opportunity for Hyperion to penetrate into other areas of the enterprise where previously they have not been as strong."

Goodman concurred: "We think we can assist the Hyperion sales force to compete in deals which are not even currently on their radar," he said. "This partnership represents a great opportunity for all of us."

### **About Star Analytics**

Star Analytics, Inc. is a premier provider of software automation products and solutions that enable customers to use the Hyperion Business Performance Management suite of products more effectively. Star has solved the challenge of sharing Hyperion BPM data with other databases and reporting applications. This allows Hyperion users to unlock the power of their financial systems by extending the use and availability of Hyperion BPM data, essential or real-time planning, uninterrupted applications availability, and strategic reporting. Star Analytics is headquartered in Palo Alto, CA. See [www.staranalytics.com](http://www.staranalytics.com) for details.

— more —

## Star and Certive Announce Strategic Alliance (Page 3)

### About Certive Corporation

Certive Corporation ([www.certive.com](http://www.certive.com)) is the first software company to deliver a robust set of data services for Business Intelligence. Certive's innovative data services platform enables all enterprise data to be managed as a service and delivered automatically, reducing IT costs and increasing the performance of business intelligence applications. The world's largest networking, financial services and manufacturing companies are using Certive to gain measurable increases in the quality, performance and manageability of their data. Certive is a privately held company headquartered in Redwood City, California. For more information visit [www.certive.com](http://www.certive.com).

### For more information contact:

Trevor Hughes, Star Analytics

+1 650 596 2973

[thughes@staranalytics.com](mailto:thughes@staranalytics.com)

Emily Brady, Brady Public Relations

+1 650 692 6107

[emily@bradypr.com](mailto:emily@bradypr.com)

###