

Bristlecone Names Ramesh Siva as Vice President, Solutions & Methods
Focus on Customer Satisfaction will Drive Best Practices Offering to Maximize Supply Chain Value

Milpitas, CA, January 15, 2007 – Bristlecone, one of the most trusted supply chain business advisors, announced today the appointment of Ramesh Siva as vice president, solutions & methods. Siva will lead the company’s strategy to leverage customer-specific engagements to create and deliver packaged software and services.

“Through our valued and long standing customer relationships, Bristlecone has gained unparalleled expertise in industry specific solutions that drive supply chain value. We are now in a unique position to deliver high-impact services and software in a fraction of the time of traditional consulting programs,” said Ashok Santhanam, chief executive officer of Bristlecone’s. “Ramesh has demonstrated exceptional skill in identifying which programs would deliver the greatest market value, then creating the right packaging, pricing and delivery model. We look forward to his contribution as Bristlecone continues on its growth trajectory.”

“Consistency and quality are key to delivering business consulting services in a cost-effective, packaged method,” said Siva, “Bristlecone has the right experience to create a repeatable combination of services and software, and I am very enthusiastic about working with this industry leader in driving the on-going success of both this company and its customers.”

About Ramesh Siva

Siva has nearly 20 years of general management, consulting, technology, and systems integration experience at a variety of high tech companies. Before joining Bristlecone, Siva worked at content management software maker Vignette Corp., as a vice president of professional services, handling business in the Western U.S. and South America.

Prior to that, he directed Western Region operations at Inventa Technologies Inc., a B2B eCommerce integration firm. From a base in Kuala Lumpur, Malaysia, Siva built Inventa’s Southeast Asia operations from the ground up. He holds a BS degree (Honors) in Computer Technology and Informatics, and an MBA from Santa Clara (CA) University.

About Bristlecone

Bristlecone, (www.bcone.com) is a leading consulting firm focused on helping clients maximize the strategic value of their supply chains. Across over 100 engagements ranging from [supply chain strategy](#) and network design to supply chain system implementations, Bristlecone clients have realized the promise of the Bristlecone Advantage: value through focus; first-hand, real world experience; focus on business results; rapid time to value; and full accountability through fixed fee/fixed time service delivery. Headquartered in Silicon Valley, CA, Bristlecone helps clients across North

America, Europe and the Asia/Pacific regions realize high business impact from improved [supply chain planning](#), [sourcing](#), [execution](#), [analytics](#), and [data management](#), and has been continually acknowledged by industry analysts as a leader in solutions for the extended supply chain. [Bristlecone clients](#) include globally recognized companies such as ABB, Applied Materials, Exxon/Mobil, Freescale Semiconductor, HP, Mahindra & Mahindra, Nike, Qatar Petroleum, Ranbaxy, Silicon Labs, Sony, Unilever and Whirlpool.

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