



FOR IMMEDIATE RELEASE

Semantra Announces General Availability of Conversational Analytics Application for Microsoft Dynamics CRM

Patented software innovation empowers users to search, retrieve and analyze business-critical data using familiar business terms, unlocking valuable insights for real-time decision-making.

April 22, 2008—DALLAS, TX—Semantra, a pioneering developer of conversational analytics software that simplifies the reporting and analysis of business-critical data, today announced general availability of Semantra 2.0 for Microsoft Dynamics CRM. The application is a powerful business intelligence tool that enables common language commands to retrieve specific information from back-end databases.

Semantra 2.0 was specifically created to extend the value of Microsoft Dynamics CRM, enabling users to make ad hoc inquiries to retrieve precise results from any Microsoft Dynamics CRM database. With little to no training, Microsoft Dynamics CRM users can turn critical questions into precise and actionable information by entering familiar business terms into a search box. Semantra 2.0 has been refined and proven through extensive testing by numerous beta customers in a broad range of business environments. Leading Microsoft channel partners, including Hitachi Consulting and ePartners, are already customers.

“In today’s complex business environment, the ability to easily access business-critical information from CRM systems is becoming an essential competitive capability. Semantra has addressed this need with a simple, intuitive ad hoc analytics tool that gives users access to the data they need, when they need it,” said Mike Gillis, managing vice president, Hitachi Consulting Microsoft Dynamics group.

“With Semantra 2.0, a sales or marketing executive, or even a front-line employee can access CRM data in terms they commonly use, giving them the ability to make real-time, fact-based decisions,” said Chris Davis, CEO, Semantra. “The new Semantra release truly puts the power of information in the user’s hands for faster, more informed decision making.”

According to a 2006 Mills Davis study, businesses spend between 35-65% of a combined annual \$300 billion systems integration budget to overcome semantic mismatches between enterprise data sources. Semantra 2.0 combines the best capabilities of linguistics, conceptual modeling and relational theory into an intuitive, accessible ‘intelligence layer’ that reduces, and in some cases eliminates these costly barriers to valuable insights buried in business data.

Channel Strategy

Semantra 2.0 will be distributed and supported by a national network of VARs and system integrators through the Semantra Reseller Program, which includes many of Microsoft’s “Gold Certified” partners. Members of the program network are pre-qualified to install the product, conduct user training and provide a broad range of customization for users with specialized requirements.

While Microsoft CRM presented an obvious first integration platform on which to deploy, users of other major databases face many of the same barriers to unlocking the hidden value of their data. Semantra has initiated integration work with a variety of ERP and CRM applications, including Oracle Siebel and other Microsoft Dynamics solutions.

Semantra was recognized as a *KMWorld* 2007 Product of the Year.

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About Microsoft Dynamics

Microsoft Dynamics is a line of financial, customer relationship and supply chain management solutions that help businesses work more effectively. Delivered through a network of channel partners providing specialized services, these integrated, adaptable business management solutions work like and with familiar Microsoft software to streamline processes across an entire business.

About Semantra

Semantra is a pioneer in Natural Language and Semantics that is applied in a search and information access context that enables enterprises to quickly and easily retrieve precise, critical information from complex corporate databases through inquiries in the language of a user's business. With an understanding of linguistics, conceptual modeling and relational theory, Semantra built its software to empower business users with real time, common language commands and requests unavailable through traditional BI or enterprise search solutions. Semantra significantly improves the value of any enterprise business application. Semantra's headquarters are located in Dallas, Texas. Please visit www.semantra.com for more information.

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