



FOR IMMEDIATE RELEASE

Software Company Unveils Conversational Analytics for Microsoft Dynamics CRM

Semantra 2.0 empowers users with unprecedented ad hoc BI capability for easy access to critical data

DALLAS, Texas – March 11, 2008— Semantra, a Dallas based software company, today announced the launch of Semantra 2.0 for Microsoft Dynamics CRM. The Semantra application is a business intelligence tool designed to make it easy for all types of business users, including non-technical users, to access critical data from existing databases via common language commands and requests.

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 via a familiar search box and the terms and concepts of their CRM system.

“With Semantra 2.0, a sales or marketing executive or front-line employee can access their CRM data in terms they commonly use to do their jobs, giving them the ability to make real time, fact-based decisions,” said Chris Davis, CEO, Semantra. “Until now, the market has been missing an analytics application for ad hoc CRM data inquiries. This new Semantra release truly puts the power of information in the user’s hands, offering an exceptional user experience and dramatically increases velocity in decision making.”

Semantra Beta users have already begun to experience the power of Semantra 2.0.

“Companies are often frustrated with the inability to access critical information from their CRM systems. Semantra has addressed this pain with a simple, intuitive search application that can empower all CRM users with a self-service ad hoc analytics capability. Finally, a BI tool for the masses,” said Alan Hopp, general manager, ePartners.

Semantra empowers users with:

- Improved pipeline visibility
- More accurate sales forecasting
- Increased sales productivity
- Cross-department collaboration
- Improved market analysis
- Improved customer loyalty and retention

Availability and Channel Strategy

General availability of Semantra 2.0 for Microsoft CRM Dynamics Solution will be in April 2008. While this is the first Semantra integration with a Microsoft Dynamics product, future releases will follow in 2008 and 2009 to address a variety of ERP and CRM applications, including Dynamics AX. Semantra is currently building their partner channel which includes Microsoft's national channel partners. Semantra software was recognized as a KM World 2007 Product of the Year.

"For enterprises to get the most mileage out of their data, they need familiar, easy interfaces for knowledge workers to use. The search box is a paradigm that is well known," said Sue Feldman, vice president for Search and Digital Marketplace Technologies, IDC. "It invites simple queries and doesn't require complex commands or specialized knowledge. As a front end to both structured and unstructured information, it invites broad use that should improve business intelligence and strategic planning."

The Semantra 2.0 for Microsoft Dynamics CRM release has been in extensive use by multiple early access customers representing a broad range of user profiles and business types.

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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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