



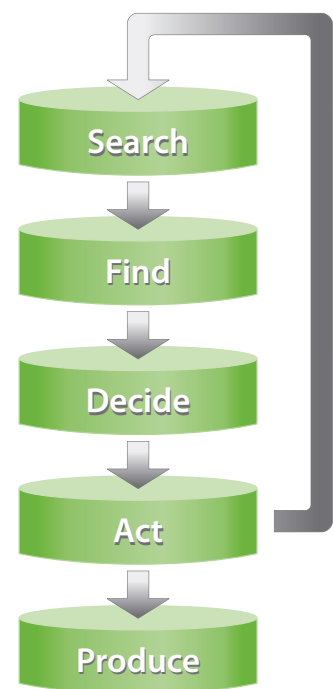
I know the data is there.  
**Why is it so  
hard to get?**

## Now you can make BI a reality for non-technical users

What happens when you simply can't get the data you need? Do you get in line for custom reporting? Do you find a BI power user? Do you rely on static or out-of-date information for critical decision making?

The facts are, that over 80% of your employees do not have the information they need to be effective in their jobs. Traditional BI solutions are used by less than 20% of employees, while the others spend an average of eight hours per week looking for information. This costs billions of dollars in lost productivity, not to mention the cost of poor decision making.

Semantra resolves this problem by allowing companies like yours to incorporate your most valuable but hard to get data into everyday productivity.



# Increasing revenue and decreasing cost in a tough economy

## Introducing Semantra for Enterprise Databases

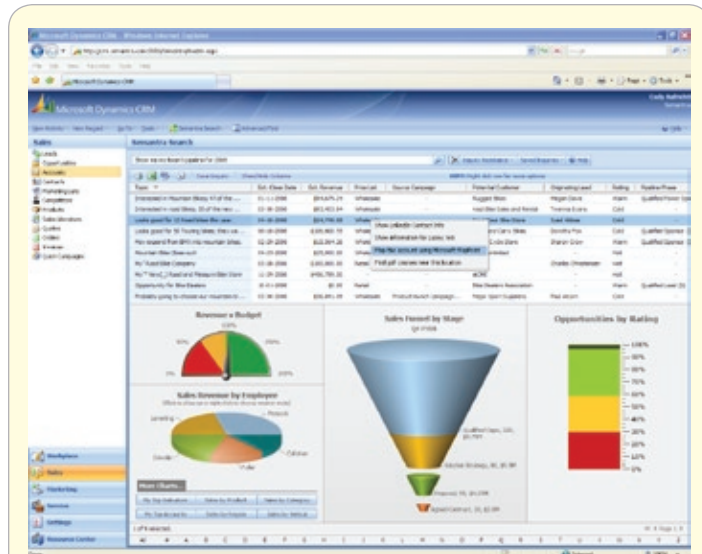
Semantra breaks down the barriers that exist between critical business data and your employees. We accept your words into a simple search box and quickly transform them into computer language to generate results on the fly. We can make every one of your employees - from your executives to your administrators - more productive by empowering them with real-time facts, trends, and analyses never before realized.

## Self Service Data Access

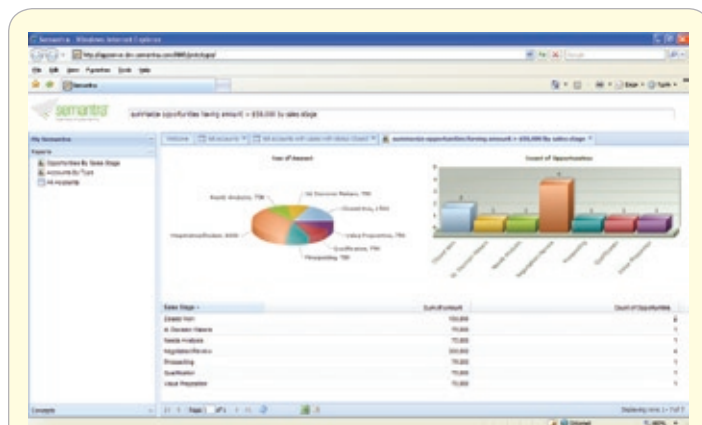
Semantra removes conventional bottlenecks to retrieving critical information by transferring reporting and operational BI to your employees so they are no longer dependent on incomplete, untimely or static information sources.

## Rapid Deployment

Semantra can be deployed quickly and cost effectively as an embedded application in your system of record or as a stand-alone BI application. Unlike traditional BI solutions, Semantra delivers instant value to your employees regardless of their technical acumen or training.



Semantra embedded into Microsoft Dynamics CRM



Semantra as a stand-alone BI application

For a demo, and more details, visit  
[www.semantra.com/enterprise](http://www.semantra.com/enterprise)

# Semantra Snapshots

## Case Studies:

### Regional executive recruiting firm:

- Decreased time to find qualified candidates by 30%
- Increased revenue per recruiter by 18%
- Shifted analytic and reporting burden from IT to recruiters reducing IT expense by 25%

### Global technology systems integrator:

- Improved sales close rates by 28%
- Reduced sales cycle times by average 43 days
- Provided real-time visibility to pipeline resulting in more accurate forecasts for resource allocation

### State agency:

- Reduced monitoring costs by 90%
- Identified safety issues in minutes VS weeks ensuring safety of 600,000 citizens
- Established agency as national leader in the areas of environmental compliance, technology and efficient use of tax payers money

### Here are what some of the leading analysts and technology writers are saying about Semantra:

*"Rather than learn an entire application, an employee can type into a search text box a question in the form of a statement like 'list accounts scheduled to close before July 2008' to generate a list of opportunities from a customer relationship management (CRM) system."*

**Forrester: Search + BI + Unified Information Access**

Boris Evelson and Matthew Brown, May 2008

*"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."*

**Sue Feldman**

VP for Search and Digital Marketplace Technologies, IDC

*"Semantra, a four-year-old company in Dallas, has developed what sounds like the Holy Grail of the database technologies: A business intelligence-like search tool that lets non-technical users make ad hoc queries in plain English."*

**John Foley**

InformationWeek

For a demo, and more details, visit  
[www.semantra.com/enterprise](http://www.semantra.com/enterprise)

