



**Press Release
FOR IMMEDIATE RELEASE**

Semantra Launches Channel Partner Program

Teams with leading Microsoft business partners to provide sales, services and support for Semantra conversational analytics, enhancing the CRM user experience

September 23, 2008—DALLAS, TX—[Semantra](#), a pioneering developer of conversational analytics software that simplifies the reporting and analysis of business-critical data, today announced the launch of the new [Semantra Partner Program](#). With a strategic focus on CRM, BI and analytics, Semantra is building a team of strategic business partners who will distribute Semantra for Microsoft Dynamics CRM. Semantra partners include Microsoft NSIs (National Systems Integrators) and leading regional VARs including Tectura, ePartners, Hitachi, Quest, First Tech Direct and I.B.I.S.

Semantra's technology addresses a very common and acute pain for CRM users: ad-hoc access to business data. Semantra for Microsoft Dynamics CRM empowers common business users to execute inquiries by simply entering familiar business terms into a Google-like search box.

Semantra helps all types of knowledge workers become more productive: salespeople by significantly improving pipeline visibility and sales close ratios; marketing personnel by actively managing campaigns and other marketing metrics; and service and support personnel by enabling quick and easy access to case information, service requests and overall customer satisfaction levels.

"Semantra's technology makes sense to our clients. Shortening their sales cycles, improving customer retention and increasing marketing ROI are important business metrics. Semantra helps our clients quickly access information in a usable format for more insightful decision-making," said John McKeague, Tectura North America Microsoft Dynamics CRM Practice Lead.

Semantra's Partner Program benefits:

- 24/7 sales and services support
- Lucrative partner revenue program
- Co-marketing programs
- Sales incentive and reward programs
- Customized bundled offerings
- Business development funds
- 30-day free customer trial

"We are energized to join forces with such a strong team of partners. Semantra customers will benefit from the extensive Microsoft knowledge and domain expertise these companies bring to the table," said Chris Davis, CEO of Semantra.

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In a move designed to deepen support of its growing partner network, Semantra has launched a new Partner Portal featuring a comprehensive collection of resources developed to facilitate Semantra sales and installs. The portal arms partners with the tools needed to seamlessly add Semantra's intuitive search and analytics capabilities to their clients' CRM functionality.

To ensure exceptional channel support and product benefits that exceed client expectations, the company has also established the Semantra Product Advisory Board (PAB). The advisory board is comprised of ten industry thought leaders responsible for participating in product discussions, periodic surveys and feedback sessions during a series of 90-day appointment periods. PAB members are shaping the direction of Semantra's product road map and go-to-market strategies for Microsoft Dynamics CRM. The inaugural PAB Board includes professionals from Avanade, ePartners, Microsoft, Pariveda Solutions and Quest.

"No other analytics or BI solution on the market today approaches the analytics problem in such a pragmatic way. As a PAB member, it's great to represent our clients' needs and make sure the Semantra solution continues to exceed their expectations," said Bill Anderson, ePartners' vice president of marketing.

Semantra 2.5 for Microsoft Dynamics CRM will be available October 1, 2008.

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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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