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BOSTON, MA--(Marketwire - May 27, 2010) - Cambridge Semantics ([www.cambridgesemantics.com](http://www.cambridgesemantics.com)) today announced that it has seen rapid acceptance of its semantic technology-powered application development product suite in 2010. Customers such as Biogen Idec, GroupM, and Merck are taking advantage of the company's flagship Anzo platform to address their persistent data aggregation challenges, especially data locked in Excel spreadsheets. Non-technical knowledge workers are now empowered with a tool that they are already familiar with to self-service their own information needs without having to formally involve IT. Fueled by the demand for Anzo and the flexibility it offers, Cambridge Semantics has made key strategic hires to the management team and expanded its office space.

*To learn more about how Cambridge Semantics can help business users get the information they need visit us at Semantic Technology Conference, June 21-25. [www.semtech2010.com](http://www.semtech2010.com).*

As the pace of business accelerates, decision makers at every level of a company require access to current, relevant, and accurate data in order to make critical decisions. Cambridge Semantics enables users to find, collect, share, and report on critical business information stored in Excel spreadsheets or in traditional databases across the enterprise without requiring the formal engagement of IT. Users of Anzo, including financial analysts, research scientists, and general

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business users are empowered to meet their own information needs rapidly, at the pace of business.

"It's no secret that despite the proliferation of BI applications, the use of Excel spreadsheets for most information and reporting needs still dominates," said Sean Martin, co-founder and CTO of Cambridge Semantics. "If anything, usage of Excel has become even more prevalent over the last decade, earning its moniker, 'the cockroach of IT.' Users prefer excel and use spreadsheets for critical day-to-day operations regardless of any formal IT system. By leveraging the Anzo platform, knowledge workers can get the information they need and organizations can be sure data sources are tracked, monitored, measured, and reported on."

Buoyed by their early success in 2009 and continuing to grow rapidly in 2010, Cambridge Semantics has made two key hires this year and moved into larger office space in downtown Boston. Strategic additions to the team include Steve Kludt ([www.cambridgesemantics.com/company/team#skludt](http://www.cambridgesemantics.com/company/team#skludt)), EVP of Marketing, and Alok Prasad ([www.cambridgesemantics.com/company/team#aprasad](http://www.cambridgesemantics.com/company/team#aprasad)), EVP of Business Development. Together they bring 60 years of experience building companies in the enterprise computing market, including IBM, SAP, and Xerox.

Emmett Eldred, CEO of Cambridge Semantics, commented, "We are absolutely delighted with the value being achieved by our early Anzo customers as our vision of providing business users the ability to self-serve their information needs is being realized. From pharmaceuticals to energy to healthcare, companies are discovering they can have the best of both worlds: end users who can service their own information needs via Excel, complemented by state-of-the-art web-based reporting tools, and an IT organization that has the ability to backup, protect, find, and reuse data within those spreadsheets."

### **About Cambridge Semantics**

Cambridge Semantics provides semantic technology-powered application development products. The company's Anzo Suite enables non-technical knowledge workers, such as financial analysts, research scientists, and general business users, to respond to dynamic and unanticipated situations at the speed of business using tools they already know, including Microsoft Excel and web browsers. Using Anzo, end users, without having to rely on IT, can create enterprise applications complete with access control and data lineage that enable reporting on data previously trapped in Excel silos. Cambridge Semantics is a privately held company based in Cambridge, Massachusetts. For more information visit [www.cambridgesemantics.com](http://www.cambridgesemantics.com).

Contact:  
Julie Crotty  
781.353.6021  
[jecrotty@gmail.com](mailto:jecrotty@gmail.com)

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