



LucidEra Announces First Complete and Affordable On-Demand Business Intelligence Solution

LucidEra Removes Barriers to Company Information; First Solution Focuses on Forecast-to-Billing

SAN MATEO, Calif. – March 6, 2007 – LucidEra, a leading provider of on-demand Business Intelligence (BI) solutions, today announced the general availability of the LucidEra Solution. LucidEra combines all the components needed to enable mid-size companies to take advantage of on-demand BI, including connectors to popular data sources, data extraction, data cleansing, OLAP and reporting services. For more detailed information on LucidEra and its on-demand BI solutions, please visit www.lucidera.com/solutions.php

LucidEra enables mid-size business users to view the most important data needed to succeed cost-effectively. LucidEra's simple to set up, simple to use, simple to buy, prebuilt solutions focus on specific business areas, such as the forecast-to-billing cycle. Following a simple online set-up, LucidEra combines key corporate data and applications delivering specific information in simple reports, on-demand. The business intelligence technology needed to access, combine, clean and present data is integrated behind the scenes in the LucidEra solution, allowing the business user to focus on their job.

“The on-demand, or Software as a Service model has tremendous potential for the small or medium size business,” said Claudia Imhoff, president and founder, Intelligent Solutions, Inc, “The business intelligence market is ready for the on-demand model. Mid-market businesses are increasingly in need of the ability to gain simple, quick, and cost-effective insight into their most important data, and LucidEra's approach makes sense for these companies.”

LucidEra is the first complete and affordable on-demand BI solution.

- Simple to set up: The solution is simple for a business user to set up as all BI components necessary are already integrated from the Software as a Service model. Most BI solutions

involve a lengthy and complex set-up that can only be pursued by IT or systems integration experts.

- Simple to use: LucidEra focuses intently on delivering the information necessary to answer your most important questions. Many BI solutions are complex and intimidating for business users, and as a result usability and simplicity suffer.
- Simple to buy: LucidEra gives the mid-size business user the information they need, on-demand, at a price they can afford. Most BI solutions are prohibitively expensive to buy and maintain. As a result, BI procurement decisions take time and can't simply be made by the employee who needs the information.

LucidEra recently completed a very successful customer Beta program that included several well known mid-size companies, among them Ingres. "LucidEra has the ability to add incredible value to a mid-sized business like ours," said Tom Berquist, EVP and CFO, Ingres. "Before LucidEra, we found ourselves downloading data from multiple sources and merging them into Excel spreadsheets. With LucidEra we see huge time savings, and it provides exactly the kind of business visibility that our management team looks for."

Forecast-to-billing: The first prebuilt solution from LucidEra – for finance, sales operations, and sales managers.

The LucidEra Forecast-to-Billing solution combines your sales and financial data to clearly see what happens from the time you create a sales opportunity to the time you invoice the customer. A unique differentiator of the LucidEra solution is its ability to access data from multiple sources. For example, LucidEra retrieves and combines in reports data from systems such as Salesforce.com, Oracle and NetSuite. It ties the sales and marketing data in the CRM system with the financial data in the order entry system. Information is viewed in easy to understand reports and users can quickly share financial and sales insights with colleagues.

With Forecast-to-Billing you can quickly review the metrics you need to be successful in your business, such as:

- Each customer's progress from opportunity, to order, to cash collection
- How well your sales team is doing -- quotas, pipeline, revenues, and expenses
- How fast opportunities are moving through the sales and billing cycle
- How competitors and partners affect your results

- Product sales, margins, and discounts

“We’ve been overwhelmed by the tremendous reception to LucidEra by customers and industry influencers,” said Ken Rudin, CEO and co-founder, LucidEra. “The attention that LucidEra has received in the past few months makes it clear that there is a huge need for an on-demand reporting and analysis solution that focuses on simplicity. We’re excited to be the first company to provide a solution that will be to Business Intelligence what Salesforce.com was to CRM.”

Pricing and Availability:

LucidEra is in general availability today and cost for the service begins at around \$3,000 per customer per month. The price includes the Forecast-to-Billing solution, the first 100 user seats, and prebuilt connectors to three data sources.

About LucidEra

LucidEra offers the industry’s first complete and affordable on-demand business intelligence solution. It is simple to set-up, simple to use, and simple to buy. The company is reinventing the way employees gain visibility into the business data they need to succeed. LucidEra was founded in 2005 by veterans of the Software-as-a-Service and BI industries. For more information on LucidEra, please visit www.lucidera.com