



FOR IMMEDIATE RELEASE

**Ontology Works & PURUS Technologies Inc.
Lead Next Generation Enterprise Decision Management**

Baltimore, Dec 1st /CNW/ - - Ontology Works Inc., a semantic technology company located in Baltimore Maryland, today announced a partnership with PURUS Technologies Inc. (PURUS) of Calgary, Alberta, Canada that both companies promise will lead the next generation of Enterprise Decision Management.

The partnership between OW and PURUS will integrate Ontology Works' flagship ontology-based deductive database software with its highly efficient inference capability as well as Ontology Works' Semantic Federation Solution for legacy databases with PURUS' Decision Catalyst Framework. This combination will create a revolutionary approach to Enterprise Decision Management.

Ontology Works' ontology-based deductive databases change the information management landscape by providing systems that efficiently answer high-value queries. This requires relating information in complex chains of inference in order to get the answers needed, a task at which Ontology Works' products excel. As well, their systems do not require expensive, brittle applications resulting in tremendous cost savings and flexibility that businesses need to remain competitive. The ability to do enormous amounts of inference quickly means that users don't need to be domain experts. "Users can ask *about* something, rather than simply *for* something, moving beyond data retrieval to knowledge discovery," states, Michael Davis, President and CEO of Ontology Works.

"Having achieved rapid query response doing inference over complex ontologies (models) and large data sets, Ontology Works' deductive databases make traditional relational databases obsolete for high-value answers to the difficult questions that drive innovation and crucial decision making," explains Mr. Davis.

Using OW's inference capability in its deductive database products and its Semantic Federation of existing databases, Purus' Decision Catalyst software delivers an unprecedented level of intelligence to the enterprise data that feeds its Decision Surface. "The OW technology gives us the ability to change the Enterprise Decision Management game", states Jim Gibson, President of PURUS. "By creating semantically aware decision scenarios that can be simply created, persisted and shared, our customers can quickly get answers to the hard questions that drive important strategic and tactical decisions." By persisting these decision scenarios, organizations reduce latency and create new decision assets that can be leveraged, reused and understood by others.

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About Ontology Works & PURUS Technologies Inc.:

Ontology Works has over 10 years experience providing semantic technology based software to customers in U.S. Department of Defense organizations and a broad range of corporate customers in the U.S., Canada and United Kingdom www.ontologyworks.com.

PURUS is building a new generation of software in the emerging area of Enterprise Decision Management. PURUS' Decision Catalyst software enables strategic decision support for the corporate executive by integrating the hindsight of information with the foresight of analytics www.purus.ca.