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Independent Research Firm Names KANA a Leader in Interaction-Centric Customer Service Software Evaluation

KANA Earns #1 Score for Strategy

MENLO PARK, Calif. – October 30, 2008 – KANA Software, Inc. (OTCBB: KANA.OB), a world leader in multi-channel customer service, today announced that it has been recognized as a Leader in Interaction-Centric Customer Service Software by Forrester Research in the 2008 Forrester Wave™: Customer Service Software Solutions, Q4 2008. According to the report by Senior Analyst Dr. Natalie L. Petouhoff, “KANA...has made its mark with highly scalable multichannel customer service solutions that combine eService, knowledge management, case management, process management, and Web collaboration.”

KANA receives #1 Score for Strategy in Interaction-Centric Customer Service

In addition to being named a leader in Interaction-Centric Customer Service Software, KANA received the highest score for “Strategy” of all ten vendors evaluated, earning a score of 4.84 on a 5-point scale. In assessing Strategy, Forrester compares the strength of the vendors across product strategy, corporate strategy, and time-to-value.

Comprehensive Evaluation Process

The Forrester Wave is an in-depth assessment of the customer service software market. Forrester evaluated 10 companies in the interaction-centric space, with analysts grading each company on over 160 technology and business criteria. Vendors were scored from 1 (low) to 5 (high) in each area.

KANA earned the highest score for Usability (4.77) among all 10 vendors in its category, as well as perfect 5-out-of-5 scores on over half the criteria, including Product Strategy, Integration, Scalability, Security, and Time-to-Value.

In addition KANA received perfect scores on its Self-service Search Capabilities, Content Authoring and Publishing, Email Response Management, Chat, Co-Browsing, and Workflow Sophistication.

KANA's Multichannel Customer Service Solutions

According to the report by Forrester Senior Analyst Dr. Natalie L. Petouhoff, "KANA, a best-of-breed eService provider, continues to evolve its breadth and depth. KANA Software's strategy is to help the world's leading brands deliver service experiences that drive customer retention and loyalty and differentiate them from the competition by blending technology, services, and strategy. ...KANA has evolved into a robust, capable customer interaction solution provider," (Source: "The Forrester Wave™: Customer Service Software Solutions, Q4 2008.")

"Forrester's in-depth evaluation process is unmatched in the industry," said Suzanne Deppe, Vice President of Corporate Marketing for KANA. "KANA is honored to be recognized as a Leader, and will continue to focus on delivering the innovative solutions that customer service executives need to be successful."