



FOR IMMEDIATE RELEASE

**KANA STRENGTHENS NEW ERA OF CUSTOMER SERVICE WITH AN IMPROVED
RELEASE OF KANA 10**

Menlo Park, Calif. – April 8, 2010 – [KANA Software](#), Inc., a world leader in software solutions for Service Experience Management, announces the availability of a significantly improved release of KANA 10 on April 12 at the [KANA Customer Summit](#). KANA 10 is the industry's first service experience management (SEM) platform for managing the entire customer service experience. This solution gives major corporations and institutions the business control needed to help ensure their customers receive exceptional service.

KANA 10 R2, the latest release, enhances the core KANA 10 capabilities, makes it easier for business analysts to model the service experience and brings a new era of flexibility and business control to customer service. KANA worked closely with IBM in the development of KANA 10 and leverages an IBM OEM licensing agreement to build the new release on IBM Information Management and WebSphere software.

The enhanced visual modeler, targeted for use by business users, simplifies the process of rapidly designing, deploying, and modifying customer service processes, or 'experience flows', allowing for real-time process optimization that helps increase revenue, reduce risk, and ensure consistent service. KANA CTO Mark Angel elaborated, "Customer feedback received from companies like priceline.com, Xerox and Sprint has shown us that customer service organizations today need dynamic new technology that lets service executives completely control service experiences and processes. KANA 10 puts the power in the hands of business users and minimizes the cost and time of changing technology to adapt to business requirements."

The new release of KANA 10 also enhances the ease of integration in order to provide business analysts and customer service representatives a unified view of all customer information. KANA 10 can leverage pre-built IBM-tested adapters for most leading applications, including SAP, Oracle/Siebel, and leading content management systems. KANA 10's SOA architecture and the embedded IBM WebSphere Integration Developer enable the integration of standards-based I.T.-built or third-party web services within minutes.

KANA 10 R2 also enhances the linking of knowledge to business processes to deliver the pertinent contextual knowledge and process at each step of a customer interaction, dynamically modifying the knowledge presented, and hence the service experience for unexpected responses and changing customer and business requirements.

KANA 10's adaptive desktop has been field-tested using KANA customer scenarios to provide unified access to the right process, data, and knowledge at the right time during each service interaction, delivering interactive experiences that lead customer service representatives and customers to fast resolutions.

A long-standing KANA customer, Priceline.com has used KANA products to continually innovate their processes which has allowed the company's customer service organization to not only keep up with Priceline's and the travel industry's rapidly changing business, but to continually improve customer experience while managing costs. Michael P. Diliberto, CIO of Priceline.com, said that "KANA 10, with its experience flows and adaptive desktop is well-suited to help companies increase their agility in accommodating varying business conditions and changes, and at the same time ensure that their customers receive exceptional service."

The release of KANA 10 is available immediately from KANA.

Additional Resources:

- KANA 10 webpage, which includes screenshots:
<http://www.kana.com/index.php/service-experience-management.html>
- KANA 10 demo:
http://www.kana.com/images/stories/flash/Kana10_short.html
- Service Experience Management White Papers
<http://www.kana.com/index.php/white-papers.html>

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About KANA Software, Inc.

KANA, the leader in Service Experience Management, provides solutions that deliver a customer-focused service experience that successfully balances customer interests with business goals. Service Experience Management uniquely unifies business process, case and knowledge management for customer service organizations. It leverages KANA's expertise in delivering consistent service across all communication channels, including email, chat, call centers, and Web self-service. KANA's Service Experience Management solutions allow companies to control every step within each customer interaction to deliver the ideal service experience. KANA's clients report double-digit increases in customer satisfaction, increased revenue growth while reducing contact center costs by an average of 20 percent. KANA's

award-winning solutions are proven in more than 600 companies worldwide, including approximately half of the world's largest 100 companies. For more information, visit <http://www.KANA.com>.

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