



FOR IMMEDIATE RELEASE

KANA SOFTWARE PARTNERS WITH LAYERED TECHNOLOGIES FOR A GLOBAL VIRTUAL PRIVATE DATA CENTER INFRASTRUCTURE

Menlo Park, Calif. – July 13, 2010 – KANA Software, Inc., a world leader in Service Experience Management, today announced that it will partner with Layered Technologies, Inc. (Layered Tech) to bring Service Experience Management to the cloud. The new partnership enables KANA to provide virtual private data centers (VPDCs) and disaster recovery solutions to KANA's enterprise customers worldwide. KANA chose Layered Tech to deliver cloud infrastructure for its customers because of Layered Tech's strong global presence, flexibility and highly scalable services.

"It was essential that we find an infrastructure provider capable of supporting KANA's growth on both sides of the Atlantic, while providing the cloud infrastructure required to meet our customers' highest security and disaster recovery requirements. KANA's cloud-based Service Experience Management solutions rely on Layered Tech to deliver customer service applications on a highly scalable and reliable infrastructure," said Stuart Mills, Vice President of International Global Consulting at KANA. "Layered Tech engineers worked closely with KANA to ensure a seamless transition to their VPDC, and this allowed us to more quickly realize the benefits of this relationship. For example, we have already shortened our time-to-go-live, enabling KANA's clients to expand their usage on-demand."

KANA delivers comprehensive customer service experience management to more than 600 clients worldwide, including more than half of the Fortune 100 companies. KANA offers both end-to-end cloud-based solutions for customers that need application management and a fully secure IT environment, as well as on-premise hosting for customers that prefer to have KANA solutions managed on their own infrastructure. With Layered Tech's VPDC, KANA customers of all sizes can easily scale up or down depending on their customer service demands.

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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>.

NOTE: KANA is a registered trademark of KANA

About Layered Technologies

Layered Technologies is a leading global provider of managed dedicated hosting, on-demand virtualization/cloud computing and Web services. By providing high-quality technology, infrastructure and support, Layered Tech enables customers to eliminate capital expenses and save on operating costs while focusing on core business issues. Layered Tech's scalable infrastructure powers millions of sites and Internet-enabled applications including e-commerce and software as a service (SaaS). Our clients range from leading-edge Web 2.0 startups, successful mid-sized enterprises and some of the world's largest consultancy and integration firms. For more information about Layered Technologies, please visit www.LayeredTech.com or call 1-866-584-6784.

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