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KANA NAMED AS FINALIST IN THE 2010 AMERICAN BUSINESS AWARDSSM

Service Experience Management is Recognized as a Business Innovation

Menlo Park, Calif. –May 14, 2010 – KANA Software, Inc., a world leader in software solutions for Service Experience Management, today announced today that KANA 10, the first Service Experience Management platform, has been chosen as a finalist in the 2010 American Business Stevie Awards, for the Business Innovation of the Year award.

The American Business Awards are the nation's premier business awards program. All organizations operating in the U.S.A. are eligible to submit entries – public and private, for-profit and non-profit, large and small.

More than 2,700 entries from organizations of all sizes and in virtually every industry were submitted for consideration in more than 40 categories, including Most Innovative Company of the Year, Management Team of the Year, Best New Product or Service of the Year.

The Business Innovation of the Year award recognizes singular innovations by an organization or an individual in products, sales, manufacturing and management.

KANA 10, KANA's Service Experience Management solution, allows business leaders and process managers to take total control of the service experience. KANA 10 is a Web services-based solution that fuses IBM's service-oriented architecture (SOA) portfolio with KANA's decade of experience in knowledge management and messaging with business process management.

KANA 10 brings a new era of adaptability and managerial control to customer service. The Service Experience Management platform replaces traditional approaches by enabling companies to rapidly model and deploy process-specific, deeply tailored service experiences. KANA 10 transcends point applications which have created channel silos and forced agents to ALT+TAB through a myriad of screens to do the simplest tasks.

With KANA 10's Web services architecture, a customer's existing technology and resources are linked into a single application, providing a seamless experience for customer service agents (CSRs). Business leaders can quickly and effectively design, deploy, and modify customer service processes allowing for real-time process optimization that helps increase revenue, reduce risk, and ensure consistent service.

Mark Angel, KANA's CTO, explains, "With Service Experience Management, businesses can realize dramatic increases in agent productivity, while reducing error rates, agent training time and the costs associated with high employee turnover. All these quantifiable, business-critical metrics can be balanced to achieve optimal cost savings and ensure the brand image is being upheld."

This is the second time in 2010 that KANA has been a finalist for an American Business Award. In February 2010, KANA was nominated as a finalist for the 2010 American Business Awards, for Best Use of Technology in Customer Service.

This award is part of the category of customer service and call center achievement awards which recognizes specific accomplishments in customer service, whether they are achievement by an individual, a team, or a department.

Details about The American Business Awards and the list of Finalists in all categories are available at www.stevieawards.com/aba.

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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 Software, Inc. All other company and product names may be trademarks of their respective owners.

About The Stevie Awards

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at www.stevieawards.com.

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