



## **KANA to Spotlight the Utility of IBM SOA Industry Frameworks at IMPACT 2009 Smart SOA Conference**

*KANA and IBM Progress toward Q2 2009 Launch of KANA's  
Next-Generation Service Experience Management Solution*

**Las Vegas, Nev. – May 4, 2009** – [KANA Software, Inc.](#) (OTCBB: KANA.OB), a world leader in multi-channel [customer service](#) solutions, this week at the IMPACT 2009 Smart SOA Conference will highlight IBM SOA Industry Frameworks as invaluable resources for bridging the gap between general purpose middleware and industry specific business applications to help companies solve their most challenging business issues. KANA's activities will focus on new customer service applications.

This IBM-focused event centers on the role service oriented architecture ([SOA](#)) plays in resolving pressing business issues, cutting costs and increasing revenue. IMPACT is being held May 3-8 at the Venetian Resort Hotel Casino in Las Vegas.

KANA endorses IBM's frameworks which blend KANA's customer service solutions with IBM's vast industry knowledge, SOA expertise and open-systems SOA and middleware solutions. KANA's customer service solutions have been validated and certified on IBM Health Integration Framework, IBM Banking Customer Care and Insight Solution, and IBM Insurance Process Acceleration Framework. Each of these IBM SOA Industry Frameworks addresses industry-specific business challenges with industry-specific, pre-built assets and an integrated ecosystem of business partners

Specifically, at IMPACT, KANA will show how the IBM Banking Customer Care and Insight Solution enhances the capabilities of its customer service management solutions. Visit KANA's pedestal in the Customer Care and Insight Solution Center at IBM IMPACT to learn more and see a product demonstration.

"Most companies still experience a significant division between their business and IT departments, which increases reaction times and decreases the quality of customer service," said Michael Fields, CEO, KANA Software, Inc. "Along with IBM, we're breaking down these silos and providing customer service executives with the multi-channel and next-generation solutions they need to radically improve their customer service. With IBM's framework approach, our joint solution reduces a customer's time to market, time to value and overall risk. We're doing this in entirely new ways designed specifically for today's demanding end customers. Especially in this economy, it's crucial to provide exemplary customer service to fuel business growth, and to have solutions that can rapidly adapt to customers' constantly changing needs."

(more)

Also at IBM IMPACT, KANA's vice president of strategic alliances, Linda Bruning, will address the conference during a panel discussion on "Working Smarter in Your Industry," along with executives from IBM, Walgreens, and CenterPoint Energy. The panelists will answer the key question, "How do organizations move their business agenda forward, reducing risk and boosting time-to-value on their IT projects?" It will include a discussion of how IBM customers across different industries are leveraging IBM SOA Industry Frameworks.

KANA and IBM, which have a longstanding global strategic cross-industry partnership, will announce general availability of KANA's next-generation Service Experience Management ([SEM](#)) solution later this quarter. The new solution is built upon KANA's decade of experience in the customer service market and IBM's SOA platform. It is designed for companies that must deliver superior customer service in the face of tighter resources, increased competition, and constant business change. The new KANA service experience management solution enables organizations to rapidly deliver the ideal service experience based on customer profile, business context, and cost constraints. It gives customer service executives unprecedented control over the end-to-end service experience -- helping them make customer service a strategic differentiator for their business.

The KANA service experience management solution is built on IBM's market-leading SOA and Information Management foundation. IBM's SOA solutions are used by more than 7,000 global customers and its community includes more than 120,000 architects and developers, 300 SOA-specific technology patents, 2,000 universities advancing the SOA curriculum, and 7,420 Business Partners building SOA skills, solutions, and practices.

#### **About KANA Software, Inc.**

KANA Software, Inc. is a world leader in multi-channel customer service solutions. KANA's solutions allow companies to deliver consistent service across all channels, including email, chat, call centers, and Web self-service, giving their customers the freedom to choose the service they want, how and when they want it. KANA's clients report double-digit increases in customer satisfaction, while reducing call volumes by an average of 20%. KANA's award-winning solutions are proven in hundreds of companies worldwide, including approximately half of the Fortune 50. For more information, please visit [www.kana.com](http://www.kana.com) or call 1-800-737-8738.

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