

WaveMaker Helps KANA Revolutionize Customer Service

End-User Extensibility Forecast To Reduce Customization Costs By Up To 75%

SAN FRANCISCO—June 30, 2009—WaveMaker™, WaveMaker Software™, the leading visual development platform for web applications, announced that its technology is embedded in KANA 10, the new web-services based service experience management (SEM) solution launched today by KANA Software. KANA 10, which also incorporates IBM WebSphere and IBM's service oriented architecture, is the industry's first SEM platform for managing the entire customer service experience.

KANA 10 is designed specifically to give major corporations and institutions the control needed to help ensure their customers receive exceptional service. Business leaders can quickly and effectively design, deploy, modify, and extend customer service processes, allowing for real-time process optimization that helps increase revenue, reduce risk and ensure consistent service – all without needing any specialized programming skills.

"WaveMaker's visual Ajax studio turbocharged our web development effort for KANA 10, cutting at least 50 percent of our UI development time compared to a standard Ajax library" said Mark Angel, CTO of KANA. "Embedding WaveMaker's browser-based studio within KANA 10 enabled us to deliver an exceptional end-user extensibility feature to our customers, giving call center executives the ability to customize the application workflow in minutes, not months."

"KANA is proving that end-user extensibility is the next killer feature for enterprise software," said Christopher Keene, CEO of WaveMaker. "By embedding WaveMaker into their web-based software offering, KANA is giving customer service executives the revolutionary ability to control the end-to-end service experience."

Leading industry analyst Judith Hurwitz estimates that embedding the WaveMaker development platform within KANA 10 will enable end-users to perform self service customization and configuration, reducing installation and maintenance costs by up to 75%. A Hurwitz & Associates case study describing how KANA is using WaveMaker is available online at <http://www.wavemaker.com>.

Additional Benefits to KANA

As the Hurwitz study says, "by integrating WaveMaker directly into KANA, the customer service ISV will achieve a powerful competitive advantage." According to the Hurwitz study, the benefits of using WaveMaker to build a rich internet application are expected to include:

- Cut development time by 50% for developing the KANA 10 Web 2.0 application.
- Reduce customer installation costs by 75% for configuring the UI.
- Enable self-service extensibility by allowing business managers and process owners to customize the software themselves without requiring expensive technical experts.
- Respond to business changes in minutes rather than months by empowering business executives to change the customer service workflow through a visual UI.

WaveMaker's visual development platform is available under an open source license, as well as under a commercial license. Applications created using WaveMaker deploy as standard Java WAR files to Java servers such as IBM WebSphere, Weblogic, JBoss and Tomcat. With no proprietary code or languages involved, WaveMaker applications easily meet CIOs' architecture, security and data policies.

To download a copy of WaveMaker, go to: <http://www.wavemaker.com/downloads>.

About KANA Software

KANA is a world leader in multi-channel customer service. KANA's integrated solutions allow companies to deliver consistent, managed service across all channels, including email, chat, call centers and Web self-service, so customers have 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 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>.

About WaveMaker Software

WaveMaker Software™, the leading visual development platform for web applications, makes it easy for anyone to build great-looking web applications that can deploy anywhere. WaveMaker is privately held and headquartered in San Francisco, California, and is funded by Allegis Capital, Sippl Investments, Hummer-Winblad and Worldview Technology Partners. For more information, please visit <http://wavemaker.com>.

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