

FOR IMMEDIATE RELEASE

KANA Software Announces the Release of IQ to SEM Upgrade Tools

KANA automates Knowledge Management upgrades

Sunnyvale, Calif. April 8, 2011 -- KANA Software, Inc., a world leader in software solutions for [Service Experience Management](#) (SEM), today announced the release of the Upgrade Toolkit for KM. The new tools enable the extraction and importation of Solutions and Knowledge from KANA's IQ application into the SEM platform.

- By substantially automating the movement of knowledge from previous IQ releases into the unified SEM platform, the Upgrade Tools make it easy for KANA IQ clients to take advantage of the substantial power of KANA SEM 11.

Product Highlights

- **Extracts and Imports Solution and Knowledge Objects**

The upgrade tools automatically move knowledge from any version of IQ EJB to SEM.

- **Works across versions**

- **First phase release**

Additional Upgrade Tool releases in Q2 will enable movement of most IQ artifacts.

- To learn more about these KANA's Knowledge Management solutions, go to www.KANA.com.

Commentary

- "The IQ upgrade tools reflect the input of our large installed base of KM solutions and the experience of our professional services organization," said Terri Czerwinski, Product Owner for KANA Knowledge. "The SEM platform is the ultimate Knowledge Management solution for customer service, and its content management, version control, scripting, decision tree, configurable authoring, and self-service capabilities deliver everything KANA's clients have been asking for on our roadmap. Now, upgrades to next-generation KM are tool-enabled."
- In a recent report from Ovum published 2011, analyst Angela Eager said about SEM: "The value comes from its ability to blend knowledge with operational processes to improve the quality of customer service at a time when service is rising on the strategic agenda." She also noted, "SEM 11 reinforces KANA's established position as a provider of multi-channel customer service

solutions and reflects awareness that, in order to service customers properly, capabilities need to extend beyond call center agent desktops and e-service management.”

- “With the new upgrade tools, we make it even easier for our knowledge management clients to follow KANA’s roadmap to knowledge-infused process” said Mark Duffell, CEO of KANA Software.

Product Availability

- KANA KM Upgrade Tools are available immediately.

Additional Resources

- [KANA Software Website](#)
- [KANA Product Page](#)
- [Service Experience Management White Papers](#)

About KANA Software

KANA makes every customer experience a good experience. As the leader in Service Experience Management (SEM), KANA gives managers total control over the customer service process, so they can take care of their brand while taking care of their customers. By unifying and adapting customer journeys across the contact center, web site and social community, KANA’s solutions have reduced handling time, increased resolution rates and improved Net Promoter Score (NPS) at more than 600 enterprises, including half of the Global 100 and more than 200 government agencies. KANA is based in Silicon Valley and has office worldwide. For more information, visit www.kana.com

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