

FOR IMMEDIATE RELEASE

## **KANA Software Expands Relationship with Layered Technologies to Deliver Next Generation Cloud Platform**

**Sunnyvale, Calif. and Plano, Texas June 2, 2011** -- KANA Software, Inc., a world leader in software solutions for [Service Experience Management](#) (SEM), today announced it has expanded its strategic relationship with Layered Technologies, Inc. (Layered Tech) to develop and deploy Cloud Center, one of the world's largest cloud-based virtual private data centers (VPDC) for enterprise applications, including customer service solutions. KANA Software is the world leader in Service Experience Management, and Layered Tech is a leading global provider of compliant hosting, managed dedicated hosting and on-demand cloud computing services.

The cloud-based VPDC, which was custom-engineered by Layered Tech, enables KANA to deliver a wide range of offerings for public- and private-sector enterprises such as deploying cloud-based solutions for Web self-service, contact center desktops, knowledge management, social listening, social experience management, eService and multi-channel customer service analytics. With Cloud Center, enterprises can create their own hybrid cloud, source a managed VPDC or simply utilize KANA's on-demand solutions, all relying on a common cloud platform and concept of operations.

"Enterprises seeking to deploy next generation customer experience management technology will have unprecedented flexibility with KANA's Cloud Center VPDC, powered by Layered Tech," said Layered Tech President Brad Hokamp. "We are excited to expand our relationship with KANA and help them deliver this new, innovative approach to deploying enterprise software applications. Layered Tech's global presence, flexibility and our deep expertise as a managed service provider form a solid foundation for KANA's new Cloud Center VPDC offering."

With the Cloud Center VPDC, enterprises can rapidly bootstrap a solution in the on-demand model, move seamlessly to a completely secure, managed VPDC, and if desired, transition ownership to internal resources whenever convenient, all without re-deployment or re-integration.

"KANA's view is that the cloud is not a new name for traditional SaaS offerings, it's a new model for delivering software and enabling all the integration, configuration and security of on-premise deployment with the speed of deployment and cost efficiencies of on-demand IT infrastructure and applications," said KANA Software CEO Mark Duffell.

As part of the expanded relationship, KANA is utilizing Layered Tech's global footprint to deliver its cloud-based solutions from Layered Tech data centers in Berlin, Kansas City, Mo., Dallas, Chicago, Cedar Falls, Iowa, Atlanta, Tokyo, Santa Clara, Calif. and Amsterdam.

KANA and Layered Tech's initial relationship was established in 2010 when Layered Tech became KANA's infrastructure partner for delivering managed services within a dedicated hosting environment in Europe as well as across the U.S.

### **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](http://www.kana.com)

### **Layered Technologies**

Layered Technologies is a leading global provider of compliant hosting, managed dedicated hosting and on-demand virtualization/cloud computing services. By providing high-quality technology, infrastructure and support, Layered Tech enables clients to eliminate capital expenses and save on operating costs so they can focus 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). Clients range from large enterprises with advanced data security, compliance and uptime requirements to leading-edge Web 2.0 startups. For more information, visit [www.layeredtech.com](http://www.layeredtech.com).

Follow KANA on Twitter: <http://twitter.com/KANASoftware>

###

KANA is a registered trademark of KANA Software, Inc. All other company and product names may be trademarks of their respective owners.

Contact: Vikas Nehru  
KANA Software, Inc.  
+1-650-330-8645  
[vnehu@kana.com](mailto:vnehu@kana.com)

Christina Baldwin  
Jetstream PR for Layered Technologies  
[Baldwin@jetstreampr.com](mailto:Baldwin@jetstreampr.com)  
972-788-9456, ext. 302