



FOR IMMEDIATE RELEASE

North Ayrshire Council Set to Deploy KANA Smartphone Solution

Lagan Connect2Tell Will Support Increased Citizen Engagement and Cleaner, Safer Streets.

Sunnyvale, Calif. September 27, 2011 -- Lagan, a Division of KANA Software, Inc. and the global leader in Government to Citizen Technology, today announced that North Ayrshire Council have signed a deal that will see them deploy Lagan Connect2Tell iPhone in a move that it is expected to lead to cleaner, safer streets and lower administrative costs.

North Ayrshire Council plan to launch the iPhone App for citizens to download free and use to pinpoint issues while on the move. The App will take advantage of the features of the iPhone, using photos and GPS to support the precise description and location of street-based issues and enabling citizens to track the resolution of their issue. Intelligent routing and seamless integration with Lagan will enable problems ranging from graffiti and fly tipping to traffic light failures and potholes to be reported instantly to the responsible council team.

“We’re delighted to be extending our service experience for citizens using this innovative on-demand solution. Crucially, unlike other apps and websites, the Lagan solution links directly to our systems. The fact that all this happens in the cloud means that we have no additional hardware requirements - making it easier and quicker for us to deploy. It provides a great opportunity to explore how we can best use smartphone technology to broaden our engagement with the community and put real power in the hands of local residents,” said Esther Gunn-Stewart, Customer Services Manager at North Ayrshire Council

The initiative has been championed by the Improvement Service in Scotland. “We are delighted to assist North Ayrshire Council with the development and release of this solution. It will help meet customers’ expectations in the digital age and is designed to take cost and demand out of the system for North

Ayrshire. It is an important part of the wider Customer First channel shift programme in Scotland and highlights our commitment to make more key services available online," *said Martin Brown*, Head of Customer Relationship Management, at the Improvement Service.

Connect2Tell iPhone is part of the growing Lagan Connect2Tell suite of applications that provide solutions for government organizations in support of their Channel Shift strategies through the Web, Smartphones and Social Media like Twitter and Facebook.

According to David Moody, co-founder of Lagan and VP Solutions Marketing at KANA "The use of mobile devices to communicate with local councils is something we expect to soar in the years ahead. All over the world, local governments are looking at ways in which smartphones can create a closer link between local residents and the people directly responsible for service delivery and, in so doing, improve service, and reduce cost. Connect2Tell iPhone is designed to help make this happen."

About Lagan

Lagan, a Division of KANA Software, Inc., is the global leader in G2C (government to citizen) solutions connecting government and citizens worldwide. Lagan enables governments and citizens to communicate online, on the phone and on the move. With 200 public sector customers worldwide, Lagan helps local governments serve the everyday interests of more than 60 million citizens.

Lagan's solutions for Service Experience Management have been designed to streamline the service delivery functions of government, enabling improved efficiency and more citizen-centric public services. Lagan manages the interactions between citizens and government and provides full support for a wide variety of government service delivery processes. Lagan's solutions have proven utility for state and local governments and offer a range of flexible delivery methods: on-premise, on-demand and hosted.

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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