

FOR IMMEDIATE RELEASE

KANA Announces Quick-Switch Conversion Program for InQuira®*Provides Customers, Partners and Prospects With a Safe Alternative*

Sunnyvale, Calif. August 24, 2011 -- KANA Software, Inc., a world leader in software solutions for Service Experience Management (SEM), today announced a Quick-Switch Conversion Program for InQuira customers, partners and prospects, unsure of continued support plans for their product or a valid knowledge management roadmap, following the recent acquisition agreement of InQuira by Oracle®.

“Knowledge Management (KM) serves an essential need within customer service organizations – done right, it guides customer service agents and customers, in the contact center, on the website, or via mobile device through the process of finding the best possible resolution in the shortest amount of time,” said James Norwood, CMO, KANA Software. “Understanding the mission critical nature of KM to InQuira customers, who may justifiably be concerned, KANA is offering a comprehensive program that includes rapid migration to KANA SEM, coordinated training and transition support.”

KANA's Quick-Switch Conversion Program is designed to deliver rapid time-to-value. InQuira customers can adopt the KANA KM offering through either cloud or on-premise deployment options. KANA is one of the few companies in the market that continues to offer viable options for both cloud and on-premise software deployment. This flexibility enables companies to choose the delivery method that makes most sense for them, or to combine options in a phased approach. In this model, an InQuira customer might choose to deploy KANA SEM next generation KM initially via the cloud for low cost, rapid deployment and/or pilot programming, and then elect to move their software in-house if required later on.

“Our experience working with large banks, telecommunication service providers and retailers has given us unique insight into the challenges of providing end-to-end service using traditional knowledge management applications. The main issue is that business owners do not have the tools they need to control the entire service experience. Even more importantly, this insight has enabled us to build a modern business platform, based on a context-aware service oriented architecture (SOA) that

fundamentally changes how customer service organizations can achieve their goals – through knowledge infused processes,” continued Norwood.

In a recent report by analyst firm Ovum, published 2011, analyst Angela Eager said about KANA 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.”

Norwood added, “This is the promise that KANA SEM delivers, and InQuira customers can rest assured that with KANA they will have a partner that is completely focused on customer service solutions centered on knowledge management and one that will continue to provide business solutions that drive immense value.”

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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