



KANA (NASDAQ: KANA) provides software solutions to the largest businesses in the world, helping them to better service, market to, and understand their customers.



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KANA: Introducing the Next Generation of Customer Relationship Management Software

KANA (NASDAQ: KANA) provides software solutions to the largest businesses in the world, helping them to better service, market to, and understand their customers. Specifically, we help bring intelligence and automation to your service and marketing operations to better manage your customer and partner relationships.

KANA provides the only suite of Web-architected J2EE and COM applications designed to scale and adapt with your business as it grows. KANA's e-business applications uniquely enable your customers to do business with you when, where, and how they want, whether that means Web contact, Web collaboration, e-mail, or telephone. We make it possible to increase interactions and improve customer experiences while decreasing costs in Contact Centers and Marketing departments.

Introducing the Next Generation of Customer Relationship Management Software

About KANA

KANA is uniquely positioned as the leading and fastest growing provider of "next generation" eCRM with the most comprehensive suite of applications. The company reaches the broadest customer base in the eCRM market – across financial services, manufacturing, high-tech, communications, retail, and services. We've extended our technology leadership through a combination of "Best in Class" operational and analytical eCRM applications. KANA provides additional leverage through key strategic partners and a world-class, proven management team for powerful execution capability.

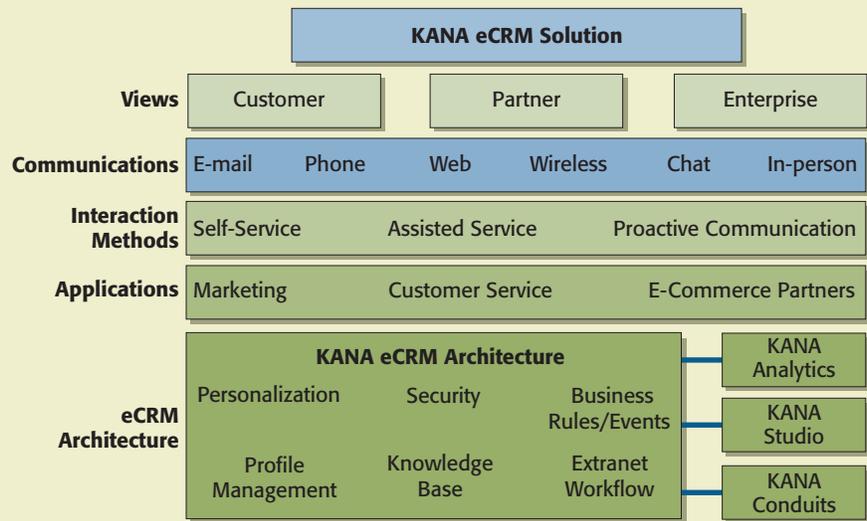


Figure 1 – KANA's eCRM architecture and enterprise applications integrate marketing and customer service activity across multiple channels and interaction methods.

Building Relationships Throughout the Extended Enterprise

In today's world of high customer expectations and increasingly competitive markets, connectivity has added both a new level of opportunity and complexity to managing customer relationships. Customers want to be able to serve themselves in a Web environment, yet at the same time demand the ability to transact business and solve problems through knowledgeable customer service representatives. Meanwhile, partners also play a critical role in maintaining and enhancing customer relationships in the "extended enterprise." And, data is

coming from all these points of interaction.

More than ever before, creating a strong brand, building trust and loyalty, and generating more business depends on delivering consistent, extraordinary service. The KANA eCRM solution enables enterprises to build relationships in which participants inside and outside the company walls are equally important, equally empowered, and tightly coupled.

Applications

KANA's e-business platform and enterprise applications (see Figure 1) integrate marketing and customer service activity across multiple

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channels and interaction methods. This gives organizations and their customers and partners a global platform to efficiently manage their relationships and make them more collaborative and profitable. Whether interactions and communications take place on the Web or in person, through the Web, e-mail, or on the phone, KANA can comprehensively manage them all to create a complete view of the customer and tap into knowledge within the organization in order to better meet every customer's needs.

KANA's eCRM technology can be deployed as a complete solution suite or as individual, best-in-class applications that include:

Customer Service

- **Service Applications** – manages service activities throughout the extended enterprise. Provides a universal customer history of interactions and transactions across communication channels and business functions. Also provides multi-channel case management, intelligent routing, extranet workflow of service requests and processes, and multimedia publishing of self-service solutions.
- **Knowledge Applications** – provides agent-assisted and self-service access to KANA's powerful knowledge base. Customers can help themselves, anywhere and at any time to the information they need, reducing call volume into the call center. And agents can answer questions quickly, accurately and productively – reducing support costs while providing a better customer experience.
- **E-mail Management** – lets companies manage inbound e-mail, live requests and Web interactions by automating the response process and providing customized reports on productivity, system performance, and message content.

Marketing and Commerce

- **Marketing Automation and Analytic Applications** – helps marketers identify, deliver, and measure highly targeted marketing campaigns and programs. KANA Marketing is a comprehensive marketing solution that includes best-of-breed analytics integrated with best-of-breed campaign automation capabilities.
- **Commerce Analytic Applications** – an analytic and real-time recommendation application that helps e-businesses interact more effectively with their customers over their website. Includes analytics as well as a real-time recommendation engine. Together they provide e-businesses with the ability to provide relevant, valuable content to both registered and unregistered users.

Architecture for eCRM

- KANA applications are built atop an extensible architecture, available for Unix and Microsoft environments, providing customers with capabilities for personalization, profile management, managing assistance requests, setting business rules, knowledge management and creating extranet workflows. It integrates with

customers' legacy systems to preserve their investments and speed deployments.

- **Connectors** – provide rapid and easy connectivity between KANA applications and contact center platforms, e-commerce platforms and enterprise data warehouses.
- **Design Environment** – lets organizations rapidly develop new, configurable e-business applications using KANA Studio.

Services

- **KANA Professional Services** – KANA offers comprehensive professional services, delivering implementation and integration assistance such as gap analysis and needs assessment, project management, system integration, business consulting, customer advocacy, ongoing technical support, a knowledge center and training both directly and through strategic partnerships with leading global system integration firms.

Based in Menlo Park, California, KANA has locations in 20 countries worldwide, in addition to an extensive global network of channel partners. The combined company boasts some 1,300 customers concentrated in the Global 2000 as well as a blue chip list of business partners including Accenture, Art Technology Group, Aspect, BEA Systems, BroadVision, CSC, Cisco, Deloitte & Touche, EDS, Hewlett-Packard, IBM, Intershop, KPMG, Nortel Clarify, Perot Systems, Sun Microsystems, and PwC. ■