KANA Software

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OpSource Solution

- Optimal On-Demand℠
- Success-Based Pricing℠

Key Benefits

- Over 70% initial cost savings, 30% ongoing
- Improved customer satisfaction
- Accelerated time-to-market
- 24x7x365 monitoring and support
- 100% application availability guaranteed

KANA delivers its Software as a Service in partnership with OpSource

On-Demand Company

KANA Software (NASDAQ: KANA), a leading provider of Customer Service solutions. KANA's solutions allow enterprises to streamline the process of diagnosing and resolving customer inquiries for maximum responsiveness to customer needs and business opportunities. Designed to improve customer satisfaction, reduce service costs, and increase revenues, KANA's award-winning suite of customer service applications for assisted, self, and proactive service enables companies to resolve customer requests quickly and accurately across multiple channels. Built on the industry's most advanced web architecture, KANA's solutions are in use at more than half of the world's largest 100 companies.

KANA Requirement

KANA's challenge was twofold. The company faced increasing demand for an e-mail response management solution delivered in the Software as a Service (SaaS) model, offering customers lower costs, easier consumption, and rapid ROI, but was concerned that the investment in a costly infrastructure and required expertise would detract from its core focus on software development. As a result, KANA chose to move to the SaaS model with the help of a partner, OpSource, The SaaS Experts. OpSource's turnkey SaaS delivery solution, Optimal On-Demand℠, enabled KANA to efficiently and cost-effectively bring its SaaS offering to market and provide it to end users.

Complete Solution

KANA has traditionally delivered its software via perpetual licenses. In 2004, however, the company found itself facing "increasing demand from both mid-market companies and large enterprises for high-volume, automated customer e-mail management solutions, offered in an on-demand model," according to Brian Kelly, Executive Vice President of Corporate Strategy for KANA.

After weighing the company's options and conducting a thorough analysis of the risks and benefits of in-house vs. outsourced Software as a Service (SaaS) delivery, KANA's management team made the decision to work with a third party service provider to bring its first SaaS offering to market. "We felt that the length of time that it would take, and the investment that would be required, to build a scalable SaaS infrastructure from the ground up would put us at a disadvantage," said Kelly. By selecting a service provider, the company hoped to accelerate its time to market and quickly capitalize on customer demand for applications delivered in the

KANA

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-- Brian Kelly, Executive Vice President of Corporate Strategy, KANA

SaaS model. KANA ultimately chose Optimal On-Demand by OpSource, the most comprehensive SaaS enablement solution on the market.

Working with OpSource has enabled KANA to reduce its initial costs by more than 70%, and its ongoing costs by at least 30%. The innovative pricing model developed for Optimal On-Demand was designed to help vendors like KANA get to market with a low point of entry, thus significantly reducing risk and optimizing chances of success. This pricing structure differs fundamentally from the server-based pricing of conventional managed hosting and ensures that OpSource and KANA are aligned for mutual success, as KANA was able to start the service at a low cost that only increases in proportion to the size of its business.

Optimal On-Demand by OpSource has enabled KANA to take advantage of the significant benefits provided by the SaaS model—broadened sales opportunities, predictable streams of recurring revenue, and enhanced competitive differentiation—with accelerated time to market and minimized financial risks. By selecting a complete solution that combines all of the components required to successfully deliver SaaS, KANA can deliver a secure and reliable on-demand e-mail response management solution to its customers that is backed by OpSource's 100% application availability guarantees.

Why OpSource?

KANA evaluated several vendors, ultimately choosing OpSource. What the company was not looking for was "warmed over" managed hosting. "Of the providers that made our 'short list,' OpSource clearly offered the most comprehensive, and the most SaaS-focused, service delivery solution," said Kelly.

About OpSource

OpSource, The SaaS Experts, is solely focused on providing the operational infrastructure and ongoing services that enable software companies to deliver and maintain the highest quality Software as a Service (SaaS) solutions. By choosing OpSource as a SaaS partner, the software company is free from infrastructure management and can focus on improving its applications and finding new customers. OpSource's Optimal On-Demand[sm] infrastructure platform provides immediate and ongoing ROI to software companies and our Optimal Integration service helps ease the transition to SaaS. We enable software companies to deploy SaaS quickly, effortlessly, and without risk. Software companies at any stage in the application lifecycle, delivering any type of application, can benefit from OpSource's comprehensive services and expertise. Our Success-Based Pricing[sm] model allows companies to begin with a minimum commitment, and expenses scale only as revenue increases. For more information about OpSource, visit opsource.net.

OpSource™

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