



KANA

www.kana.com



Snapshot success story:

- **Company:** KANA Software, Inc. (OTCBB: KANA.OB) is a world leader in multi-channel customer service, including approximately half of the world's largest 100 companies as customers.

“Having access to NetSuite's pre-rolled financial analysis suite has given us a tremendous step up in financial visibility and insight.”

— Jay Jones, COO

KANA

Challenges:

- Menlo Park, Calif.-based global company with 200+ employees with \$54M revenue needed to improve quality of data and manage it more effectively
- Needed integrated analytics for worldwide information visibility, and was not getting that from Epicor
- Wanted rapid deployment for its global implementation (without the usual cost and headaches) in the Netherlands, UK, Ireland, Germany, Japan, Hong Kong, and Austria
- Looked at MS Dynamics GP, Oracle, Softrax, Epicor, but had issues with all on implementation time, expense — would still need build integration and analytics

Solution:

- NetSuite Professional Services implemented on time and within budget — much less expensive than the alternative
- NetSuite recognized the important difference between the sales structure and the tax structure
- Using NetSuite for global CRM, global ERP and global analytics, including: order management, revenue recognition, and business analytics (leads to opportunities to quotes to orders to revenue recognition)
- Used SuiteFlex SuiteScripts to customize of maintenance renewals

Results with NetSuite:

- KANA now enjoys consolidated CRM for the global sales organization
- Integrated customer records across CRM and ERP
- Analytics provide global, real-time visibility across the organization
- Reporting flexibility and ease of use
- Integrated sales tax schedules
- Financials are compliant (i.e. how revenue is derived is driven by tax structure)
- Elimination of need for systems and DBA support
- Easy to configure now due to flexibility of NetSuite — just tweak the business processes

 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit www.netsuite.com

