



Knoa EPM Wins Extraordinary Performance-Centered Tool Award

*Experience & Performance Management Leader Recognized for
Solution that Helps Drive Organizational Performance Through Human Performance*

NEW YORK, October 9, 2007 – [Knoa](#), the leading provider of user experience and performance management software, today announced that EPSScentral LLC, the leading worldwide provider of Electronic Performance Support Systems (EPSS) and Performance Centered Design (PCD™) methods, has selected Knoa as an award recipient for its annual Performance Centered Design (PCD) Awards. Knoa was selected for the category of “Extraordinary PCD Tools.”

Extraordinary PCD Tools are innovative technologies that help anticipate and resolve user performance challenges, eliminate complexity and reduce the need for conventional IT support. Knoa Experience and Performance Manager (EPM) was selected for its ability to identify end-user experience and performance issues quickly to save organizations significant dollars in implementation, training and support. “The extraordinary PCD solutions and tools, such as those offered by Knoa, foster performance by enabling immediate competency,” says Gary Dickelman, president and chief executive officer of EPSScentral. “Significant are the remarkable-returns-on-investment - as much as 10-fold and in the \$Millions – that organizations using Knoa EPM have realized.”

Knoa EPM monitors application execution from the perspective of the end-user, and provides precise metrics about the user experience as well as measurements on how people interact with software applications. The software delivers the most accurate metrics possible on the performance of the application, and an unprecedented level of visibility into the actual performance of the end users. Knoa EPM provides comprehensive insight into actual end-user behavior and actionable metrics about end-user proficiency measured by errors and utilization statistics. Knoa EPM uncovers the specific application functions where end-users do not have the proper knowledge and skills for effective execution. Knoa’s customers use this information to measure and drive adoption, monitor compliance, implement proactive application support programs, target training resources for maximum business impact and to measure their return on investment (ROI) from support and training expenditures.

“We were particularly intrigued by Knoa EPM because it provides direct feedback on how employee performance can be easily and effectively improved, allowing organizations to target remediation efforts for maximum impact with the lowest investment. In this sense, Knoa provides for knowledge work what W. Edwards Deming and his quality processes and tools achieved in manufacturing. Truly remarkable,” added Dickelman.

EPSScentral was the first to codify Performance-Centered Design (PCD) as a rigorous lifecycle for creating, evaluating and improving performance-centered systems. Through its solutions practice and affiliations EPSScentral evolved PCD to embrace a variety of powerful new technologies designed to enable organizational performance through human performance. EPSScentral instituted the prestigious annual [PCD Awards](#) in 1997 to recognize innovative performance-centered tools and solutions that make a difference.

“Performance management is all about understanding the difference between what you've planned and what actually happened. If that understanding stops short of end-user performance then it’s just not possible to identify the root cause of business performance shortfalls,” said Lori Wizdo, vice president of Marketing, Knoa Software. “Knoa EPM delivers an end-to-end analysis capability that helps our



customers achieve adoption and build effective and efficient use of enterprise applications so they can achieve the business objectives that drive the investment.”

The 2007 PCD Awards will be presented at the Training Tech Solutions Conference and Expo in Salt Lake City, Oct. 15 – 17, 2007.

About Knoa

Knoa® Software is leading the performance management industry with end-user experience monitoring solutions that reach beyond infrastructure and application performance to monitor, measure and manage how end-users are utilizing the application to optimize business process execution. Knoa customers not only know if core enterprise applications are delivering an acceptable user experience, but also, if application users are executing key processes effectively and efficiently -- the key to achieving business value and ROI. Knoa is headquartered in New York, NY. For more information about Knoa, please visit www.knoa.com.

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