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## **Knoa unveils product, service line up for CRM**

Supports new versions of ISV packages for on-premise and SaaS deployments

Knoa, a provider of end-user experience management software, has unveiled new capabilities for companies who are planning to upgrade their CRM applications or looking to drive more return from current investments.

According to Knoa, the Experience and Performance Manager (EPM) monitors application execution at the end-user level, and provides metrics about the end-user experience as well as measurements on how effectively people execute when working with enterprise applications. It also captures metrics on end-user error rates, utilisation and compliance as well as user behavior and the workflow that the user experienced before, during and after transaction execution.

For companies looking to upgrade their existing CRM systems, Knoa is launching full monitoring coverage for SAP CRM 7.0 and SAP CRM 2007 as well as a new end-user upgrade planning service, offered in conjunction with a deployment of EPM, which will help companies to, benchmark application performance and quality prior to an upgrade; profile utilisation patterns to target areas for optimisation; and shorten hyper-care period after the application upgrade go-live.

In addition, the company is also offering Knoa Virtual/Cloud Experience Manager (VCEM), a product designed to monitor and manage real end-user experience for enterprise applications that are running in virtualised environments, delivered via SaaS, or provisioned via cloud computing.

The company claims that the EPM presents an analysis of system performance in business contexts, such as 'create new account,' or 'search opportunities' and delivers the ability to associate application components with end-to-end business processes.

Lori Wizdo, vice president of marketing at Knoa Software, said: "Knoa's end-user experience monitoring gives the IT organisation access to real-time metrics to proactively address response time issues while end-user support professionals have immediate visibility into actual user workflow when problems happen.

"Finally, the business stakeholders can determine usage concerns, such as who is using which transactions, how long are they active and how long are they idle."