



Knoa Cited as an Industry Leader in Passive Agent End User Experience Monitoring

Independent Research Firm Calls Knoa “Best Suited for Monitoring End User Behavior”

NEW YORK, October 16, 2007 – [Knoa](#) Software today announced that its Experience and Performance Manager product (EPM) has been named a leader in The Forrester Wave: Passive Agent End User Experience Monitoring, Q3 2007, [Forrester Research, Inc.](#), September 2007. In this report for IT Infrastructure and Operations professionals, Knoa EPM received the highest current offering score and was described by Forrester as an especially good fit for buyers that want to focus on true end user experience monitoring. “Knoa Software’s solution in this market is grounded in its vision of fulfilling all the end user experience measurement needs of IT organizations,” wrote Forrester’s JP Garbani.

Forrester evaluated four independent vendors of desktop-based end user monitoring solutions across 43 criteria important to IT Operations. These criteria stem from Forrester’s examination of past research, user need assessment and vendor and customer interviews. Knoa’s current offering score led the group and included analysis of architecture, initial configuration, type of data collected, updates and changes, desktop load, monitoring capabilities, console integration, archiving, performance management and content and transaction errors.

The report noted that Knoa is an especially good fit for buyers who want a product that crosses IT operation and application development boundaries. “In an integrated IT organization that cares for the end user experience, it is probably as important to create applications that are easy to use and minimize usability issues as it is to provide good online performance,” wrote Garbani. “Knoa’s product allows the whole IT organization to work together on improving end user productivity.”

Although this report focused on Knoa’s IT functionality, Knoa’s integrated experience and performance management suite provides extensive offerings for other corporate functions including end user support, training, process engineering and governance/risk/compliance

The breadth of Knoa’s product line stems from its Universal Client Engine which monitors from the perspective of the end-user, and provides precise metrics about the end user experience as well as measurements on the user’s interaction with software applications. The result is 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, which can be used to drive adoption and efficient and effective use of corporate applications. Knoa believes a responsive infrastructure, and a well-performing application are all for naught if you don’t have efficient, effective and compliant use by your end users.

“IT organizations can not continue to deploy a bevy of purpose-built agents to capture execution, utilization and performance metrics that meet the needs of both IT and business management,” said Lori Wizdo, vice president, marketing at Knoa. “Knoa’s Universal Client Engine is the only monitoring technology designed to collect, analyze and report the metrics needed to simultaneously drive IT performance and corporate performance.”



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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Editorial Contacts:

Kim McCrossen
PAN Communications
978.474.1900
knoa@pancomm.com

Lori Wizdo
Knoa Software, Inc.
212-807-9608
Lwizdo@knoa.com