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Knoa Announces End User Experience Management for Siebel Version 8.0

Experience and Performance Management Software Key to Achieving Maximum Productivity and Return on Investment for Popular CRM package

NEW YORK, September 4, 2007 – Knoa, the leading provider of user experience and management software, today announced that Knoa Experience and Performance Management (EPM) is now available for Oracle Siebel CRM Version 8.0. Knoa previously supported versions 7.3 through 7.8 as well as the Siebel Computer Telephony Interface Toolbar and the eConfigurator product. Now organizations implementing or migrating to Siebel's latest version can monitor and optimize the end user experience to ensure a full return on investment with this popular enterprise application.

“Companies who have deployed Siebel CRM applications must have the tools to effectively measure adoption, or efficient and effective use of the application by the end users,” said Thad Eidman, president and CEO of Knoa Software, Inc. “Without these measurements, companies are unable to identify and resolve critical issues that impact the user's ability to effectively execute. The result is significantly reduced ROI and significantly increased cost of application support.”

Knoa EPM for Oracle Siebel CRM monitors real end user experiences and captures end-to-end transaction response times, ecosystem and application errors, and a time-synchronized workflow – from all users, at all locations, at all times. The software enables alerting and proactive remediation of end user issues (system errors, user errors or performance problems), identifies training requirements and highlights process compliance and adoption issues.

“In the absence of comprehensive and representative metrics, many companies make critical decisions about application performance based on reported user impressions, limited visual observations, and occasional stopwatch timings,” said Bernd Harzog, president of APM Experts, a consulting firm specializing in the performance management software industry. “This results in extrapolations about the performance of the whole system that are inaccurate, and lead to decisions that are not in the best interest of the business. Knoa EPM addresses that problem with comprehensive metrics about both the application performance and the quality of the end-user experience.”



Knoa EPM for Oracle Siebel CRM is the first end-user experience management solution that provides a complete picture of end user experience by focusing on both the end-user encounter with the application, and the performance the end user achieves working with the application.

Eidman continues, “This is a real point of differentiation for Knoa. What is often overlooked in the performance management discipline is that *application performance* is just one of the key drivers of ROI from enterprise applications. Of course, an efficient, responsive infrastructure, and a well-performing application are necessary, but, it’s all for naught if you do not build and sustain adoption and efficient and effective use of the application by your end users.”

Knoa EPM for Oracle Siebel CRM gives the business stakeholders a comprehensive perspective on application utilization – which transactions are used, in what sequence, for how long and by which users. This information is used to monitor adoption and compliant use. Knoa EPM for Oracle Siebel CRM also provides comprehensive insight into end-user generated application errors which helps target training interventions for maximum impact.

“Oracle Siebel CRM applications can drive significant business results through revenue growth, profitability and customer satisfaction,” said Eidman. “However, to achieve these benefits, your employees must adopt the application and use it efficiently and effectively. The Knoa EPM Suite for Oracle Siebel CRM gives Siebel users actionable insight that can be used to manage end user performance for efficient, effective and compliant process execution while simultaneously reducing the costs for end-user support, application support and training.”

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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