



## VENDOR DATA

Knoa Software

New York, NY  
www.knoa.com

**Founded:** 2003

**Ownership:** Private

**Employees:** 50

**Employees in R&D:** 20

**Total Company Revenue:** NA

### Key Partners:

- SAP
- Oracle
- IBM

### Reference Accounts:

- AOL
- British Telecom
- Conagra
- Kimberly-Clark
- McKesson

### Key Verticals:

- Financial Services
- Government
- Manufacturing
- Pharmaceutical
- Telecom

**Product:** Knoa Experience & Performance Manager

**Number of Installations:** 50 customers including several F100 companies

# PRODUCT BRIEF

## Knoa EPM

### COMPANY OVERVIEW

Knoa Software offers a solution to the challenge that companies face with determining how well users are interacting with their computer-based functions. The company's flagship product, Knoa Experience & Performance Manager, seeks to add a new layer to Business Process Analysis and technical metrics for application performance by focusing on measuring how well business applications are delivering value to the business. Knoa EPM appeals to four separate stakeholders in the enterprise, including help desk, application support, education, and line of business managers. With more than 50 customers, who are using Knoa EPM to drive significant business value, including British Telecom and Kimberly-Clark, Knoa is carving out a new area in business performance management.

### COMPANY STRATEGY

- Provide the "missing link" in corporate performance management strategy with a solution that measures and manages adoption and usage of enterprise software from end user perspective.
- Develop and cultivate channel partnerships with major ERP and enterprise application vendors to drive value of solutions with business-focused metrics.
- Enable fast installation and perform remote system health checks of customers to ensure they are maximizing benefits of the Knoa solution.

### IMPLEMENTATION STRATEGY

Knoa EPM can be implemented relatively quickly into the enterprise. Average time for companies to be operational is one month, although some customers have been fully deployed in two weeks. Because of its straightforward nature, Knoa does not send consultants onsite for implementation. Typically, the customer will install the software on a separate server in a matter of hours. Once it has been up for a few weeks, Knoa then provides end user training by walking users through the console and reports. The intuitive nature of the environment makes the learning curve very fast compared with other analysis and performance management categories.

Pricing for Knoa EPM is based on a per-user charge linked to the target application, and can range from \$130 for Siebel to \$190 for SAP. One interesting component of Knoa's solution is its continual system health check-ups that it performs remotely. The company charges a standard 20% maintenance fee, for application upgrades and these periodic system checks. Then, the Value Engineering support team at Knoa will proactively check out their customers' system health and provide insight into any areas that in question.

## ROI ASSESSMENT

British Telecom implemented Knoa EPM in its call centers. With utilization statistics and workflow information, Knoa EPM showed management that the sales associates in one call center had 'invented' a more effective and efficient way of using the application. BT implemented this new process as standard practice at all call centers, improving the productivity of 300 call center associates by 25%. The annual savings of 75 FTE call center associates is £1,500,000.

### Upside Take

Business performance management is a hot area for companies to focus on, because finding the best way to maximize the effectiveness and efficiency of business applications delivers direct bottom-line results. Adding a new aspect to performance management and approaching it from the end-user perspective is a very compelling addendum to traditional metrics that are captured and analyzed in enterprise computing. Because Knoa applies to several constituents within the organization, Upside Research believes that the solution has the ability to make significant inroads as a critical enterprise-based tool for driving business value.

## CRITICAL SUCCESS FACTORS

- Successfully educate market about emerging Experience and Performance Management niche within business performance management.
- Build sales channels outside initial partnerships with SAP and Oracle to expand reach of solution into other key enterprise software categories including BPM, ECM, etc.
- Develop and market successful template-based solutions to mid-market to expand growth across verticals.
- Clearly articulate complementary positioning of user experience management in relation to an organization's existing investment in application and performance management solutions.

## UPSIDE ANALYSIS

Knoa Experience & Performance Manager has created a strong argument for approaching performance analysis and management from the end user experience perspective. The solution seeks to provide visibility into how users are interacting with their most critical productivity applications. Through its various metrics and tracking, Knoa EPM can pinpoint where users are having difficulties and enable IT to clearly see how to fix the problem. Collecting application response times, transactional response times, and quality of experience provide a more complete picture as to how well an application is providing business value to an organization.

Out of the gate, Upside Research is impressed with the inroads that Knoa has made with major global enterprises. The value that customers have experienced is encouraging for this new sub-category in performance management. Knoa's relationships with SAP and Oracle have been instrumental in the adoption of Knoa EPM by marquee customers. The company has plans to broaden its product portfolio to all enterprise applications that are being used to drive business value. There is a challenge in the efforts that Knoa needs to make educating the market, but the strong customer references and positive ROI stories should be proof enough to convince IT managers and LOB managers alike about the impact Knoa can have on end user productivity and effectiveness.

### About Upside Research

Upside Research is a research and consulting firm focused on helping clients put application development, Web services, business process management, integration, and enterprise infrastructure challenges in perspective.

Upside Research helps organizations find practical ways to achieve their IT goals and profit from the diversity of a changing technology landscape.

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