



## **Knoa Software Customer Kimberly-Clark to Present at SAP SAPHIRE**

*Global Leader in Health and Hygiene Products to Speak on the Value Gained  
by Deploying Experience and Performance Management Technology*

**NEW YORK, April 23, 2007** – Knoa, a leading provider of end-user experience and performance management software, today announced that its customer, Kimberly-Clark Corporation (K-C), will co-present with SAP at SAP SAPHIRE, the comprehensive business and technical event, being held April 22-25, 2007 in Atlanta, Georgia. Kay Chase, senior analyst, Kimberly-Clark will demonstrate how Knoa EPM has helped Kimberly-Clark pinpoint response time issues, track real usage, prioritize support efforts, improve end-user proficiency, and ensure process compliance.

When Kimberly-Clark wanted to determine how well its end users were doing with its SAP solution, it turned to Knoa Enterprise Performance Management (EPM). Knoa EPM monitors real end-user experience 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. During the SAPHIRE event, Ms. Chase will demonstrate how Kimberly-Clark has used Knoa EPM to optimize the performance the SAP application delivers to end-users and the performance end-users are achieving using SAP software. Examples include:

- When Knoa EPM's end-user error metrics showed that only four transactions were responsible for 90% of end-user errors, K-C was able to redesign an annual refresher course for one group of users from one week to 3 hours of targeted training, resulting in significant end-user productivity gains and reduced training expenditures.
- Knoa EPM metrics highlighted that more than 50% of the end-to-end transaction time for a problematic transaction was caused by issues end-users were having navigating the 'drop down' menus, not the result of a system performance problem. A simple training aid was developed with the result that average transactions times improved by 20%.
- When Knoa EPM utilization metrics proved that several highly customized transactions had limited usage, K-C made the decision to eliminate the functionality from the application, which allows them to avoid significant development effort with each new system release.
- Knoa EPM response time metrics obviated an expensive manual "stop-watch timing" process that yielded limited point-data and made it difficult to see response time variations across a wide group of people. With response time metrics collected from all transactions executed by all users, K-C was able to pinpoint worst performing transactions and focus their remediation efforts. Once

corrected, transaction response times dropped from 5 minutes to 20 seconds for one of those transactions.

“Knoa’s EPM has enabled us to optimize the use of SAP in our Polaris project which affects 16,000 employees,” said Kay Chase, senior analyst, Kimberly-Clark Corporation. “The system gives us truly actionable insight that we have used to simultaneously improve the performance of the SAP application and improve end-user proficiency, while reducing support costs.”

**Who:** Kay Chase, senior analyst, Kimberly-Clark Corporation

Mark Tarallo, business development manager, SAP

**What:** “Optimizing SAP User Performance at Kimberly-Clark”

**When:** Monday, April 23, 12:30 p.m.

**Where:** SAP Services Theater

### **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](http://www.knoa.com).

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