

KANA counts on Layered Tech

Layered Tech's 5 levels of superiority add value for our customers.

Layered Tech's
5 Levels of Superiority

- > VALUE
- > VISION
- > EXPERTISE
- > RELIABILITY
- > CHOICE

5

"We chose Layered Tech because they are the only provider that could deliver both the enterprise expertise and global data centers needed to provide our clients with customer service applications on a highly scalable infrastructure."

– Stuart Mills,
Vice President of International
Global Consulting at KANA



More than half of the world's 100 largest companies rely on KANA Software to help them more easily manage daily interactions with customers across multiple channels, including e-mail, chat, phone and the Web.

KANA enables clients to improve resolution rates, personalize customer interaction, comply with regulations and turn service centers into profit centers, and KANA's clients regularly report double-digit increases in customer satisfaction, enhanced productivity and better use of customer-service resources.

A recognized leader in business innovation, KANA constantly evolves its services and technology to better support its clients. For instance, in 2006 KANA purchased its own equipment and data center space in Palo Alto, California, to offer on-demand hosting solutions. Recently, KANA launched the industry's first customer service management platform, called KANA 10, to give business leaders and process managers added functionality and control of their customer service processes, as well as a way to boost revenue and ensure consistent service.

KANA's innovation and client satisfaction have been major factors in the company's rapid growth, which brought on new challenges, including increasing customer demands. For example, KANA serves clients such as AT&T, Best Buy and eBay who may have tens of thousands of agents handling calls, e-mails and chat sessions at any given time, requiring that KANA's infrastructure be flexible enough to handle ongoing volume fluctuations. It became clear that a highly

scalable IT infrastructure was needed for KANA to continue on its growth path, so the company determined that outsourcing its infrastructure to a global cloud provider was essential.

“We were experiencing tremendous growth, especially in our hosting business, and we wanted to partner with someone who had the experience, capabilities and superior facilities to support our infrastructure so that we could focus our time, our money and our energy on our own clients,” said Stuart Mills, vice president of international global consulting at KANA.

Searching for the Right Partner

Before choosing Layered Tech, KANA conducted a thorough search and surveyed numerous providers, evaluating their cloud strategies, performance records and enterprise experience. While some providers met performance qualifications, they lacked the internationally based data centers and flexible solutions that KANA required.



“We chose Layered Tech because they are the only provider that could deliver both the enterprise expertise and global data centers needed to provide our clients with customer service applications on a highly scalable infrastructure,” said Mills. “They have a solid cloud strategy in place, and unlike other cloud providers’ one-size-fits-all platforms, Layered Tech’s virtual private data center solution is portable and flexible enough to meet all of our current and future infrastructure needs.”

From day one, Layered Tech engineers worked closely with KANA to create a customized package of virtual private data centers (VPDCs), managed services and disaster recovery solutions that would support KANA’s clients, large and small. Layered Tech tailored KANA’s architecture to meet the highest enterprise security requirements, as well as ensured that the world’s leading brands who depend on KANA for all of their customer service capabilities could deploy applications that scale according to their customer base.

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“Layered Tech’s personalized support has exceeded our expectations. They’ve got a can-do attitude, they’re always there, and they’re always willing to help. They are a great partner, and we know they’ll continue to complement our business strategy moving forward.”

– Stuart Mills,
Vice President of International
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Early Success

After a seamless transition to Layered Tech's VPDC, KANA quickly realized the benefits of their new relationship. For example, KANA was able to shorten its time-to-market, which resulted in more revenue on an annualized basis.

"Layered Tech has been highly responsive and has already delivered a lot of value. They customized their managed services offering to supplement the areas where we needed help, blending our skill sets with theirs instead of pushing unnecessary services on us. Layered Tech understands our unique business needs, and they are very comfortable creating custom solutions to meet our precise requirements," said Mills.

KANA's clients also quickly saw the benefits of Layered Tech's robust infrastructure. After moving two of KANA's largest European clients out of a London data center and into Layered Tech's Berlin-based data center, the clients reported significantly better performance even though they were located only 20 miles away from the London facility.

Partnering for Growth

For KANA, it was very important that their infrastructure partner fit seamlessly within their overall service offering, and Layered Tech's enterprise solutions and expertise give KANA peace of mind that their clients will receive the superior infrastructure they need. By using Layered Tech's VPDC and disaster recovery solutions, KANA can ensure that client data is fully secure and geographically redundant, meeting the highest security requirements.

Highlights

- > KANA needed a global cloud provider to support its rapidly growing business.
- > Layered Tech was the only provider with both the enterprise expertise and internationally based data centers capable of supporting KANA's growth and meeting its unique infrastructure requirements.
- > KANA has shortened its time-to-market, and its clients have experienced significantly better performance with Layered Tech's VPDC.

Layered Tech Solutions

- > Global virtual private data centers (VPDCs)
- > Customized DEFCON Managed Services for support where they need it
- > Highly available and geographically redundant infrastructure for business continuity