NETSUITE
ONE SYSTEM. NO LIMITS.

KANA
www.kana.com

At A Glance:

- **Company:** KANA is a leader in customer service software solutions.

- **Location:** Menlo Park, CA

- **Industry:** Computer Software

- **Challenges:**
- Growth through acquisition produced heterogeneous, poorly integrated operating environment
- Disparate systems required nearly a month to perform financial close
- Sales and ordering processes were cumbersome, requiring redundant data entry

- **Software switched from:**
- Epicor, in-house development, SugarCRM

- **Other software considered:**
- Salesforce.com, Oracle On Demand, Microsoft Great Plains

- **Results with NetSuite:**
- NetSuite OneWorld providing stable and fully integrated platform for divisions on three continents
- Financial close takes just one-third the time as previous environment
- Order processing time reduced 20 percent

- **NetSuite Partner:**
- Adaptive Planning

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— James Jones, Director of Financial Planning and Analysis, KANA

Results

KANA brought order and consistency to its worldwide operations with NetSuite OneWorld, which provided the power and credibility the company needs to manage its future growth. Working with NetSuite Professional Services, KANA embraced a fully-integrated, on-demand solution for all its business operational needs, achieving worldwide deployment in the US, Europe, and Asia on-time and on-budget.

Simply having access to NetSuite's pre-rolled financial analysis suite gave KANA a tremendous step up in financial visibility and insight, and the consolidated product catalog eliminated confusion and inaccuracy in the quote-to-order process, which had been a long-standing nuisance. KANA has made many such improvements to its operating procedures since adopting NetSuite. "Because NetSuite is so easy and transparent to configure, we are much more inclined to make incremental improvements to our business processes," says James Jones, director of financial planning and analysis at KANA. "It's much easier to make changes than it would have been with a complex, expensive on-premise solution."

Because the integrated NetSuite OneWorld solution provides a consistent and comprehensive picture of the company's global operations, there are no longer any disputes over accuracy or a single version of the truth. Any business user can conduct sophisticated analysis using NetSuite's reporting and analytical tools, giving KANA a clearer picture into customer and product segment profitability. "The accuracy and detail of the data we use to make our business decisions has increased dramatically," he says. "We now trust our numbers, and that improves our ability to collaborate and make better business decisions." Similar reports could take two weeks to prepare in the old environment.

NetSuite's advanced revenue recognition capabilities give KANA the flexibility it needs to manage a fully VSOE-compliant business, and easily enables the company to book European revenues in preferred countries and currencies for tax purposes. "That wasn't easy for other ERP solutions to do, but NetSuite recognized the important difference between our sales structure and our tax structure, and that is a significant improvement for us," he says.

Find out more: contact NetSuite Inc. at 1 877 NETSUITE or visit www.netsuite.com

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— James Jones , Director of Financial Planning and Analysis KANA

Now that KANA trusts its business to NetSuite's end-to-end business platform, the company has enjoyed a rapid return on investment. KANA can close its financials in just one-third the time as its previous solution, and order processing time has been reduced by at least 20 percent. The NetSuite central product catalog helped the company consolidate what had been several thousand product entries down to just 100. The sales organization benefits from keeping the entire cycle in the same solution, instead of having to migrate prospects from a custom opportunity management product to a CRM system later.

Jones credits NetSuite with helping streamline the recent purchase and rapid integration of a professional services company which also ran its business on NetSuite — eVergance — and in enabling the company to prepare for the launch of KANA 10, 'Service Experience Management.'

"That sort of strategic value is most important to me — knowing that it is much more viable to make an acquisition or launch a new product category because we have a solid technological infrastructure that makes M&A and organic growth much easier," he says. "That's the kind of thing which really impacts shareholder value."

Challenges

KANA is a recognized leader in customer service experience management software. With customers worldwide, publicly-traded shares, and offices in the US, Japan, Hong Kong and several European nations, KANA faces all the challenges of modern enterprise.

KANA's business has been built through acquisition, so the firm has inherited a wide range of operational software over the years. Before adopting NetSuite OneWorld, KANA strained under the weight of too many loosely-connected operational systems, and lacked clarity and unified reporting between its front- and back-office operations. These data silos led to questions of data accuracy and difficulty establishing a single view of the truth for all divisions and operating segments. Because the systems were so complex, there were only two people in the company who could produce new reports. "We had multiple databases for multiple systems, and the result was that very few people on the business side really understood the structure of the data and how it was being used," Jones says.

Trying to standardize on Epicor and KANA's home-grown CRM system did not help the situation, and other solutions were either underpowered or overpriced. "There was a tremendous amount of work being done just to keep these systems running and reliable, and they couldn't produce analytics we had any faith in," he says. "That's when we decided we needed a proper, integrated infrastructure."

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Solution

With the NetSuite OneWorld approach, KANA's publicly-traded business is completely integrated, from order management to revenue recognition to analytics. "We had already seen the amount of effort required to integrate a number of different point solutions, and that was something we wanted to avoid," Jones says. "NetSuite made sense for us, because we could introduce an integrated suite of enterprise applications with functionality leaps and bounds beyond what we already had, and the SaaS approach produced cost advantages perfect for a company our size."

For advanced forecasting and budgeting, KANA turns to NetSuite partner Adaptive Planning, whose namesake product enabled KANA to eliminate cumbersome spreadsheets. "Any time Excel is at the center of complex business processes, there is a high risk of problems of consistency, version control, and collaboration," he says. "Our pain point perfectly fit Adaptive Planning's value proposition, so it was an easy decision to make, and it is very easy to transfer results into NetSuite."

As part of its process improvements, KANA has worked extensively with NetSuite's customization options, including new record fields and scripting features. "Between the ability to script our own functionality, use ODBC with Java behind it, and work with the NetSuite partner community, we're confident that no matter what challenge or requirement comes up, we will have the tools to address it," he says.

Bringing NetSuite into the KANA organization has streamlined the entire quote-to-order process, allowing the KANA sales group to close better deals faster. With more than 200 NetSuite users already implemented worldwide, KANA already has dramatically improved its financial visibility without adding to its operational overhead. "NetSuite was on-time and on-budget, and much less expensive than the alternatives," he says.

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