



THE KANA Difference:

KANA Secure Messaging

Delivers ultra-easy, transparent confidential messaging that makes it simple for agents, customers and partners to communicate securely.

Provides the confidentiality, operational compatibility and scalability you need to simultaneously streamline online communications and meet government privacy requirements.

KANA Secure Messaging

For companies that want to enhance the quality of their customer interactions through convenient Web-based channels, strict privacy laws present a tough challenge. Businesses are working hard to maintain the privacy of customer communications in order to avoid breaches of confidentiality that can result in losses in the millions, negative publicity, damage to reputation and lawsuits. What today's businesses need is a solution that makes it easy to communicate with customers, yet ensures the privacy of communications.

Secure Customer Interactions the Easy Way

KANA Secure Messaging makes confidential communication easy with a solution that combines the power of KANA Response email management with secure Web portals. This simple, elegant solution allows agents, customers and partners to interact securely without using cumbersome, costly encryption/decryption applications. With KANA Secure Messaging you can:

- Transparently engage in secure communications that do not require customers to install additional software or hardware.
- Automatically enforce corporate communication security policies.
- Exchange confidential messages without any change to current procedures for email processing and management.
- Leverage all the award-winning email management capabilities of KANA Response to cost-effectively manage rapid growth in secure messaging volume.

KANA Secure Messaging does not include any sensitive data in an email message. Instead, the solution uses standard emails that include hyperlinks to a secure portal. Messages can link to secured information placed anywhere on your Web site, such as knowledgebase articles. Multiple layers of security for transmission and user access maintain message privacy including industry-standard HTTPS, authentication and permissions that manage user actions on the secured Web site and a firewall-friendly architecture that prohibits direct client-to-database access.

KANA Secure Messaging can be used in any combination of confidential and standard email communications. For example, agents can be required to reply to a standard email message using secure messaging. Auto-replies can be sent confidentially. Customers can initiate a confidential message using a secure Web form accessible from their personal portals, and they can be prohibited from replying to a secured communication using unsecured email.

KANA makes secure messaging simple so that you can continue to provide fast, easy access to your contact center while satisfying corporate and government requirements for consumer privacy.

A Comprehensive Solution for Secure Online Communications

- **Secure messaging is automatic.** Rules determine which messages should be treated confidentially by scanning incoming message content, such as title, text or alphanumeric pattern.
- **A zero-footprint deployment reduces costs.** With no software downloads, users continue to use their regular e-mail programs and access secure Web portals via standard Web browsers.
- **Ease of use is guaranteed.** Customers do not have to learn to use new software, nor engage in any actions to encrypt or decrypt messages.
- **Agent-training time is non-existent.** Secure messaging is built into the agent's desktop so that agents can create confidential messages with just one click.
- **Sending and receiving secure emails does not interfere with current operations.** As email messages are not encrypted, you can continue current best practices for email management, including intercepting messages, analyzing content, applying routing rules and sending auto-acknowledgments or replies.
- **Message security is always maintained.** During multi-email communications, KANA Secure Messaging prohibits users from replying to secure messages over unsecured channels.
- **Authentication and authorization effectively manage user access.** Recipients must authenticate at the portal before they can view protected messages. You can further manage user access to data and resources within the portal with individual and group permissions.
- **Corporate security standards for communication are maintained.** Messages are delivered to Web portals via standard HTTPS with 64 or 128-bit encryption.
- **High-volume message growth is easily accommodated.** The flexible Web architecture provides proven scalability and reliability to handle exponential increases in secure message volume with ease.
- **Secure emails encourage customer self-service.** With confidential information delivered via secure Web portals, KANA Secure Messaging provides an excellent opportunity to increase customers' use of self-service.

KANA
181 Constitution Drive
Menlo Park, CA 94025
T 650.614.8300
F 650.614.8301
www.kana.com