

# Knoa: Enterprises Take Control of Business Return on Application Investments

Knoa's application-specific analytical solution translates detailed understanding of how users actually behave into powerful, data-driven insights. Those insights provide a solid foundation for optimizing application performance, user productivity, and business processes. Unlike general-purpose tools that look for systemic impacts on end-user experience, Knoa analyzes user interactions with an application in the context of business processes and objectives, as well as the application experience.

No matter how simple an application or process may be (and they are rarely simple), the human element is always a critical performance factor. Frequently, it is also an unknown. For better or worse, the best solution running on a well-tuned system is just code and expense until it gets in the hands of users.

Despite this obvious truth, organizations routinely overlook the impact users have on the success of application investments. CEOs spend millions of dollars and thousands of resource hours on bet-your-business implementations with no way to quantify or control that critical end-user element. Knoa eliminates that blind spot.

**Providing a bidirectional view of performance, Knoa not only surfaces how an application is working for the users, but how the users are working with the application.** The most skilled user's productivity will take a hit when network response is sluggish, but lightning-fast response is powerless when faced with a user who is under-trained or working outside established processes and workflows. Applications only deliver their intended value when they are adopted, operate well, function efficiently, and are used correctly.

Knoa understands both user-induced problems and IT-related performance issues. Balancing application usability with user accountability, Knoa is also useful for identifying processes and workflows that are overly complex. **Knoa quickly shines a spotlight on areas for improvement across people, processes, and technologies.**

Serving as a business-centric language for communication between IT and the business stakeholders it serves, Knoa's data-driven reporting ends finger pointing. It replaces perception with fact and technical jargon with business values. Time to resolution is slashed and, in many cases, problems are avoided altogether by proactive improvements that are identified and made before issues arise. Additionally, Knoa can identify training needs from the macro view down to the screen level of a specific user.

## SAP Proof Point

When it comes to strategic enterprise applications with demanding implementations, SAP is certainly at the top of any list. Pleased to be able to offer its customer base a way to quantify adoption, smooth implementation, plan for migrations, and optimize application performance, SAP has long sold Knoa's solution as "SAP User Experience Management by Knoa."

Constrained by confidentiality, Knoa is only able to share those clients who have gone public with SAP, including such companies as: GE, Graybar, Boticário Group, Salt River Project, and Dulux Group. These "SAP UEM by Knoa" enthusiasts and others tout Knoa's quantifiable functionality for migration planning, movement to SAP S/4HANA and Fiori, change management, user adoption and compliance, user experience management, business process tuning, service monitoring, continuous improvement such as 6 Sigma initiatives, end-user training, and ongoing end-user support. Built for ease of implementation and instrumentation, Knoa can be game-changing to any enterprise using SAP-caliber applications.

**Knoa eliminates application-level blind spots by detailing full visibility of performance issues that users experience—and sometimes create.**

## Top Use Cases

- Real-world application usability and performance: optimize user experience and application usage
- Full lifecycle support that is fast and effective: common language and user-eye view of events
- Unification of development and operations teams with common sets of insights
- Training that is targeted and efficient: measure training effectiveness and identify underperformers
- Migration planning and execution: establish priorities, measure outcomes and issues
- Adoption and compliance: is adoption at planned levels, and if not, what areas are behind and why
- Business process and workflow: are processes being followed, and are they as simple as possible
- Clear communication of IT value in support of enterprise business services: costs and outcomes

## EMA Perspective

EMA has followed Knoa since it first started making inroads in some of the most demanding enterprises, predating its success with SAP. During this time, EMA argued that user experience management (UEM) is logically more than a subset of application management and that Knoa, with its bidirectional view of user/application interaction, is almost in a class by itself. Ironically, the quality of uniqueness is a double-edged sword in a crowded market, carrying as it does the risk of submerged or muddied visibility.

The challenge for Knoa is one of market awareness, not technology. Knoa addresses a problem that almost all organizations have and that few have identified. The solution makes good business sense. After all, if a first-rate racing team were to field a superbly equipped car that repeatedly lost, the owner would soon take a look at the driver. Yet enterprises routinely field first-rate applications on optimized infrastructures, with little regard for the impact that business processes and users have on the long-term success of that investment.

This paper focused on the organizational blind spot of the user's impact on application performance because it is a factor largely overlooked today. However, that focus does not ignore the business-critical role that user experience of an application has on its adoption, effectiveness, and eventual success as an investment. Knoa's application-specific approach excels at pinpointing the precise experience of the user in a way that general-purpose IT tools are not designed to deliver.

Knoa's detailed analytic solution is not only application-specific, but operates within the context of business processes and workflows. With this set of capabilities, application performance, usage, and support can all be optimized on a fact-driven basis, removing perception, guesswork, and finger-pointing from the equation. Although the budget tends to land in IT operations, the Knoa advantage is a C-level discussion.

## About Knoa

Headquartered in New York, NY, venture-backed Knoa has been successfully delivering analytic solutions to the largest global enterprises for ten years. Best known for its long-term partnership with SAP, Knoa also works directly with enterprise clients and reselling partners worldwide. Knoa solutions are available for any web-based enterprise application, on-premise and hosted on IBM Cloud.

## About EMA

Founded in 1996, Enterprise Management Associates (EMA) is a leading industry analyst firm that provides deep insight across the full spectrum of IT and data management technologies. EMA analysts leverage a unique combination of practical experience, insight into industry best practices, and in-depth knowledge of current and planned vendor solutions to help EMA's clients achieve their goals. Learn more about EMA research, analysis, and consulting services for enterprise line of business users, IT professionals, and IT vendors at [www.enterprisemanagement.com](http://www.enterprisemanagement.com) or [blogs.enterprisemanagement.com](http://blogs.enterprisemanagement.com). You can also follow EMA on [Twitter](#), [Facebook](#), or [LinkedIn](#).

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