

ASX Announcement
1 April 2019

Knosys launches KIQ Cloud

- **KIQ Cloud targeting mid-market customer sector**
- **Multi-tenanted cloud solution to drive adoption**
- **Cloud service to boost Microsoft co-seller opportunities**
- **New sales teams deployed to focus on cloud sales**
- **Regional sales offices to open in Sydney and Singapore**

Knosys (ASX: KNO) is pleased to announce that it has officially launched KIQ Cloud, a new market leading cloud service that will bring knowledge management to more businesses than ever before.

Knowledge can take the form of documents, creative content, brand guidelines, procedures and processes that, if not understood, can greatly affect customer profits. KIQ Cloud is a cloud-based, intuitive platform designed to simplify and centralise the organising and sharing of knowledge company wide.

KIQ Cloud makes it easy for teams and individuals to find the right information, exactly when they need it, and provides direction for work flows, processes and compliance. Perfect for any business that operates customer contact centres, service desks, frontline offices or online self-service channels.

“We are very excited over the KIQ launch as it signals a pivotal transformation of the business. Knosys is well positioned in the enterprise space and I expect this to continue. Our vision however for the company is greater than this.” said Knosys’ Managing Director John Thompson. “We want to bring knowledge management to the masses, by that I mean we want every mid-market business with 200 or more employees to have access to KIQ Cloud and reap the benefits previously only available to larger enterprises.

“The fact is, business information needs to be accurate, consistent and easily accessible by employees and customers alike and this is true for mid-market companies in today’s world. In a nutshell, KIQ Cloud was built to deliver improved employee productivity and deliver exceptional customer experience. It’s one of the few solutions available that can be implemented companywide to fill knowledge gaps in every team and department.”

Knosys has invested significantly in optimizing and transforming its enterprise grade knowledge management solution into a cloud service that will support multiple customers in a multi-tenanted environment. Customers will be able to sign up to one of two service subscription types, ‘Teams’ or ‘Business’, and will have the option of paying yearly in advance or monthly.

“Over the last six months we actively engaged with potential mid-market customers in APAC, listened



to their requirements and incorporated many new features which we know they value. We also examined the value proposition and developed a commercial model that we think is an outstanding and affordable offering to these businesses. This launch date has been selected to coincide with our recently announced **Microsoft Gold Partnership and co-sell arrangement** as it makes an attractive cloud solution available to their ecosystem of partners and resellers.” said Mr Thompson.

The business benefits to Knosys of the KIQ Cloud service are expected to be significant. It is designed to accelerate customer and revenue growth, provide robust re-curring revenue streams and shorten the current sales cycle. By sharing costs amongst a greater number of users and penetrating a much boarder market, overall margins are expected to improve.

To support this new offering the company is also deploying a new sales team focused on the mid-market to drive customer wins in the APAC region. New sales offices are being opened in Sydney and Singapore to locate sales resources closer to customers and to drive sales .

Knosys Managing Director, John Thompson, said: “This initiative is not without risks, but the rewards to the company and our investors could be enormous in the medium to long term. We take our lead from company’s like Xero and Elmo who have targeted mid-markets, evolved their offering to better meet customer demands and who continue to innovate. In today’s world the most successful cloud companies are those that integrate with other solutions, hence we are building connectors to other services and recently added cloud storage Dropbox and Box to our platform. In the next 12 months we will have more as we grow our solution with our customers.”

ABOUT KNOSYS

Knosys is a successful, fast-growing Australian cloud software company that is simplifying enterprise knowledge to improve productivity of employees and drive customer experience. Our KIQ Cloud service is the knowledge management platform transforming the digital workplace by ensuring all forms of knowledge are accurate, relevant to the user, compliant and easy to find. The KIQ Cloud knowledge management platform intuitively does the hard work. It uses the knowledge of real experts and the analytic power of machine learning, then organises and shares it for greater productivity and successful outcomes. It is an organisation-wide solution for all industries, trusted by businesses and enterprises in the banking, telecommunications and government sectors.

For more information please visit: www.knosys.it

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