



Ian Thacker Joins Kaidara Software as Executive Chairman of the Board

Former Oracle SVP Brings Global Service and Support Expertise and Leadership

20 October 2003 - Kaidara Software, a leading supplier of advanced service and support solutions, recently announced that Ian Thacker has joined Kaidara as Executive Chairman of the Board. Thacker brings more than 22 years of technology industry experience to Kaidara, including 18 years at Oracle Corporation where, in his most recent role as Senior Vice President of Support Services, he was responsible for generating annual revenues in excess of \$2 billion.

"Kaidara is both pleased and honoured that Ian Thacker will join the company as Executive Chairman of our board of directors," said Michel Manago, president and CEO of Kaidara Software. "His extensive experience in the support industry and record of leadership at Oracle will certainly benefit Kaidara as we accelerate the growth of the company. Ian's experience gives him unique insight into the demands of global organisations that will greatly benefit Kaidara."

Thacker joined Oracle in 1984 and served in a variety of roles that helped fuel Oracle's growth to its industry-dominant position. As Senior Vice President, Support Services, Thacker was instrumental in moving a large portion of the delivery of support to the Web and boosted gross margins significantly. With responsibility for a global organisation of thousands of professionals, Thacker oversaw revenue of more than \$2 billion. In the years 1994 to 2000, Thacker was Senior Vice President of International Product Development at Oracle working directly with Oracle's CEO Larry Ellison. Previously, Thacker served in a number of managerial roles at Oracle, including UK MD, CACI, Logica and Burroughs Computers. Thacker holds a BS in Mathematics from Liverpool University.

"I'm very thrilled to be associated with a company that has so clearly distinguished itself as an innovator and leader in technologies that help customers answer their client's questions, whether it be in customer support or in helping those clients decide which product best matches their needs, commented Thacker. "Kaidara's experience delivering solutions to some of the world's largest and most demanding organizations has amply proved its technology vision. Kaidara's success at companies such as Cisco Systems, NEC Computers International and DaimlerChrysler, and its consistent record of releasing enterprise-ready technologies to the support industry, favourably positions the company for dramatic growth. I am eager for an active role as chairman and expect that Kaidara will soon be broadly recognized for its ability to dramatically improve the way companies interact with their customers.

Firms such as Cisco Systems, NEC Computers International (NEC CI) and DaimlerChrysler Corporation use Kaidara Advisor in call centres, on customer support websites, and in dealer and partner networks to increase customer satisfaction and reduce cost by significantly increasing the number of support requests that can be resolved on the first interaction with the customer.

The recent release of Kaidara Advisor 3.0 enables tighter integration with existing customer and support management systems, new capabilities for managing support knowledge bases, as well as capabilities that enable support organizations to deliver consistent, accurate responses to customer requests across languages, geographies, service channels and lines of business. Kaidara Advisor 3.0 boosts customer's satisfaction with support services and reduces the cost of providing that support.

About Kaidara

Kaidara is a leading provider of advanced service and support solutions. By accelerating the resolution of customer service requests, Kaidara solutions enable Global 2000 firms to drastically reduce the cost of customer service delivery. Kaidara enables immediate and accurate first-time responses to customer requests through both self-service and assisted interaction channels. Call centre agents, online service centres, email, and other service channels correctly direct repairs, answer questions and solve difficult service problems using Kaidara solutions. Through any interaction channel, and in any language, Kaidara is the only platform proven to accelerate the delivery of customer service in the most complex support environments. Customers include Cisco Systems, DaimlerChrysler, NEC Computers International, Freightliner LLC, General Motors, CFM International, National Semiconductor, PSA Peugeot Citroën, Rhodia, and Wärtsilä NSD. Kaidara's headquarters are located in Los Altos, California and Paris. Kaidara is backed by leading venture capital firms Digital Networks, Galileo, CDC, Rothschild and ACE. For more information, visit www.kaidara.com.

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