

## RightNow Catalogue Products, Support and Professional Services

### Products

#### RightNow Instance

An instance of RightNow includes the knowledge foundation (Database), management & administrative capabilities, business rules, process management and reporting. For clarification purposes, one (1) RightNow Instance is included for the hosting term with initial product purchase.

Also includes:

- ◆ Storage limit of 5GB
- ◆ Bandwidth limit of 5GB per Month
- ◆ One (1) Email box
- ◆ One (1) Internal Interface

#### RightNow Standard Desktop

The RightNow Standard Desktop User includes access to select features from the following modules: Core Platform Capabilities, RightNow Service, RightNow Sales, and RightNow Analytics.

**Core Platform Capabilities** include workspace designer, profile management, business rules, escalations and routing, application management & administration, outlook integration, multi-language & multi-currency support, notifications, tasks, notes, quick/advanced search, audit trail, CTI screen pop and limited agent experience designer (limited to contextual workspaces).

**RightNow Service** includes the on-demand agent desktop, incident and SLA management, knowledge management, agent knowledgebase and email response management.

**RightNow Sales** functionality includes contact and account management, lead and opportunity management, forecasting management, territory management, quota management, sales methodology support, product catalog and quote generation, outlook integration, sales knowledgebase (professional services may be required), and disconnected access.

**RightNow Analytics** functionality includes inline role-based reports, dashboards & homepages, report design center, analytics explorer, custom dashboard designer, comparison reports and historical data trending, fixed / run-time filtering, data exceptions, hierarchical drilldowns, conditional formatting, column definitions, custom scripting and advanced charting.

**Usage Limits:** RightNow Standard Desktop Software is subject to usage limits based upon:

- ◆ a maximum number of Authorized Users

#### RightNow Chat Desktop

The RightNow Chat Desktop User includes access to select features from the following modules: Core Platform Capabilities, RightNow Service, RightNow Feedback, and RightNow Analytics.

**Core Platform Capabilities** include workspace designer, profile management, business rules, escalations and routing, and application management & administration.

**RightNow Service** includes the on-demand agent desktop, incident and SLA management, knowledge management, agent knowledgebase and RightNow Chat.

**RightNow Feedback** functionality includes chat surveys, customer and SmartSense emotion detection.

**RightNow Analytics** functionality includes inline role-based reports, dashboards & homepages, report design center, analytics explorer, custom dashboard designer, comparison reports and historical data trending, fixed / run-time filtering, data exceptions, hierarchical drilldowns, conditional formatting, column definitions, custom scripting and advanced charting.

**Usage Limits:** RightNow Chat Desktop Software is subject to usage limits based upon:

- a maximum number of Authorized Users
- Feedback: 500 Surveys Received per month included with initial Chat Desktop User purchase.

## **RightNow Enterprise Desktop**

The RightNow Enterprise Desktop User includes access to select features from the following modules: Core Platform Capabilities, RightNow Service, RightNow Sales, RightNow Feedback, RightNow Marketing and RightNow Analytics.

**Core Platform Capabilities** include workspace designer, profile management, business rules, escalations and routing, application management & administration, outlook integration, multi-language & multi-currency support, notifications, tasks, notes, quick/advanced search, audit trail, CTI screen pop and limited agent experience designer (limited to Contextual Workspaces, desktop add-in framework and Guided Assistance) and Cloud Monitor. Also includes RightNow Connect, which provides integration capabilities between RightNow and other applications via an application programming interface.

**RightNow Service** includes the on-demand agent desktop, incident and SLA management, knowledge management, agent knowledgebase, email response management, SmartAssistant and Offer Advisor,

**RightNow Sales** functionality includes contact and account management, lead and opportunity management, forecasting management, territory management, quota management, sales methodology support, product catalog and quote generation, outlook integration, sales knowledgebase (professional services may be required), and disconnected access.

**RightNow Feedback** functionality includes transactional surveys, broadcast surveys, chat surveys, customer segmentation, subscription management, survey creation, multi-channel survey execution, SmartSense emotion detection and topic monitoring.

**RightNow Analytics** functionality includes inline role-based reports, dashboards & homepages, report design center, analytics explorer, custom dashboard designer, comparison reports and historical data trending, fixed / run-time filtering, data exceptions, hierarchical drilldowns, conditional formatting, column definitions, custom scripting, advanced charting and alerts & scheduled reports.

**Usage Limits:** RightNow Enterprise Desktop Software is subject to usage limits based upon:

- a maximum number of Authorized Users
- Feedback: 500 Surveys Received per month included with initial Enterprise Desktop User purchase.
- Marketing: 5,000 Transactions per month and one (1) email box for outbound marketing included with initial Enterprise Desktop User purchase.
- Connect: 10,000 Transactions per month included with initial Enterprise Desktop User purchase

## **RightNow Enterprise Contact Center Desktop**

The RightNow Enterprise Contact Center Desktop User includes access to select features from the following modules: Core Platform Capabilities, RightNow Service, RightNow Sales, RightNow Feedback, RightNow Marketing and RightNow Analytics.

**Core Platform Capabilities** include workspace designer, profile management, business rules, escalations and routing, application management & administration, outlook integration, multi-language & multi-currency support, notifications, tasks, notes, quick/advanced search, audit trail, CTI screen pop, the full agent experience designer (Contextual Workspaces, desktop add-in framework, Guided Assistance, Agent Scripting and Desktop Workflow), Cloud monitor and Product Registration. Also includes RightNow Connect, which provides integration capabilities between RightNow and other applications via an application programming interface.

**RightNow Service** includes the on-demand agent desktop, incident and SLA management, knowledge management, agent knowledgebase, email response management, SmartAssistant, Offer Advisor and RightNow Chat.

**RightNow Sales** functionality includes contact and account management, lead and opportunity management, forecasting management, territory management, quota management, sales methodology support, product catalog and quote generation, outlook integration, sales knowledgebase (professional services may be required), and disconnected access.

**RightNow Feedback** functionality includes transactional surveys, broadcast surveys, chat surveys, customer segmentation, subscription management, survey creation, multi-channel survey execution, SmartSense emotion detection and topic monitoring.

**RightNow Analytics** functionality includes inline role-based reports, dashboards & homepages, report design center, analytics explorer, custom dashboard designer, comparison reports and historical data trending, fixed / run-time filtering, data exceptions, hierarchical drilldowns, conditional formatting, column definitions, custom scripting, advanced charting and alerts & scheduled reports.

**Additional Features** include one (1) Application Test Site, Active Directory Connector (for all interfaces), Custom Domain SSL (for all interfaces), Network VPN to Hosting Facility (for all connections), Five (5) Additional Mailboxes, ODBC Export (for one instance), and a Dedicated Outbound IP Address (for all interfaces).

Usage Limits: RightNow Enterprise Contact Center Desktop Software is subject to usage limits based upon:

- ◆ a maximum number of Authorized Users
- ◆ Feedback: 500 Surveys Received per month included with initial Enterprise Contact Center Desktop User purchase.
- ◆ Marketing: 5,000 Transactions per month and one (1) email box for outbound marketing included with initial Enterprise Contact Center Desktop User purchase.
- ◆ Connect: Unlimited Transactions per month included with initial Enterprise Contact Desktop User purchase

## SFA Desktop

The RightNow SFA Desktop User includes access to all features from the RightNow Sales module.

**RightNow Sales** functionality includes contact and account management, lead and opportunity management, forecasting management, territory management, quota management, sales methodology support, product catalog and quote generation, outlook integration, sales knowledgebase (professional services may be required), and disconnected access.

Usage Limits: RightNow SFA Desktop Software is subject to usage limits based upon:

- ◆ a maximum number of Authorized Users

## Internal Interfaces

Interfaces enable Customer to provide an additional language or additional data segmentation for its employees or agents. Internal interfaces may not be accessed by Customer's customers or by the public.

## Chat

RightNow Chat allows a customer to chat live (online) with support representatives.

Usage Limits: RightNow Chat Software is subject to usage limits based upon:

- ◆ a maximum number of Authorized Users

## RightNow Co-Browse

RightNow Co-Browse enables a consumer to share his or her browser, or other application, while engaging in a live chat or phone conversation with a contact center agent. Co-Browse facilitates the transition from self-service to assisted-service seamlessly by establishing a virtual connection between agents and consumers.

Usage Limits: RightNow Co-Browse Software is subject to usage limits based upon:

- ◆ a maximum number of Authorized Users

## Contextual Workspaces

Contextual Workspaces allow rules to be created to take specific actions with certain field values, thereby creating contextual workspaces. Actions include setting field values, setting required status of a field, setting the field to read-only or hidden, and showing only select groups of menu items. Rules to create contextual workspaces can define when the rule is evaluated and fired, what conditions will apply before the action is performed, and what the action will be.

Usage Limits: Contextual Workspaces Software is subject to usage limits based upon:

- ◆ a maximum number of Authorized Users

## Agent Guided Assistance

Agent Guided Assistance provides a highly effective way for agents to troubleshoot customer questions and issues by leveraging decision trees that walk an agent through a series of questions – including branching logic – to reach an appropriate answer. Answer

searches will return both answers as well as decision trees and customer responses to questions are stored on the incident record for review.

Usage Limits: Agent Guided Assistance Software is subject to usage limits based upon:

- ◆ a maximum number of Authorized Users

## Agent Scripting

Agent Scripting provides the ability to enable agents with flexible call scripts, allowing them to consistently walk through customer interactions regardless of agent skill or experience. The Scripting Designer delivers a powerful, drag and drop environment for designers to build scripts. It provides complete control over script layout and formatting as well as the ability to drop any field (both standard and custom) into a script. Branching logic and contextual rules enable dynamic scripts, delivering the right content to the agent based on the context of the customer interaction. With Agent Scripting, customer interactions can be handled efficiently and effectively, reducing transfers and improving the overall customer experience.

Usage Limits: Agent Scripting Software is subject to usage limits based upon:

- ◆ a maximum number of Authorized Users

## Desktop Workflow

Desktop Workflow provides a powerful desktop workflow designer for defining sequences of workspaces, agent scripts, decisions, actions, and other nested workflows to guide staff members through complex business processes. Workflows can be selected in profiles in place of workspaces, extending the work environment provided to staff members and enabling them to perform a series of tasks using a flexible, decision-based interface. Four (4) predefined workflow templates are also included.

Usage Limits: Desktop Workflow is subject to usage limits based upon:

- ◆ a maximum number of Authorized Users

## Product Registration

Product Registration provides the ability for customers to register their products within Customer Portal, as well as provide intuitive tools to help them locate content. The end-user interface includes the nudge widget, which will help remind customers to register their products. The reminder message inside the widget will change based upon whether the customer is logged in, and whether they have existing registrations. Once the customer has registered products, they will gain the ability to easily search for answers and open incidents against those registered products. Product Registration also gives agents the ability to see the customer's product registration history as a component of the RightNow desktop and allows them to add and delete registrations on behalf of the customer. Product Registration implementation services are required for purchase.

Usage Limits: Product Registration is subject to usage limits based upon:

- ◆ a maximum number of Authorized Users

## Agent Knowledge Base

The RightNow Agent Knowledge Base software package is an Internet-based eService software solution powered by a self-learning knowledge base. Agents access the knowledge base via the Web Portal pages of the application. Includes one Web Portal Interface for reporting and knowledge segmentation.

Usage Limits: Agent Knowledge Base licenses are subject to usage limits based upon:

- ◆ a maximum number of Authorized Users

## Cloud Monitor

RightNow Cloud Monitor provides the ability for agents to search certain external data sources (YouTube and Twitter), review results, and in certain cases respond via the consumer submitted medium within the RightNow Agent Desktop. In addition to a potential response, results can also be used to create an Incident within RightNow Service. The Cloud Monitor feature is defaulted to English regardless of the language pack applied. Cloud Monitor searches do not specify a source language or region, and will return results as they are returned from the applicable source site. Customer is responsible to review and comply with the terms of service for external data sources it uses. Cloud Monitor features that interoperate with external services (e.g. Twitter, YouTube, etc) depend on the continued availability of those external services. If external services cease to make their service, external API, or program available on reasonable terms, RightNow may modify or cease to provide Cloud Monitor features without entitling Customer to any refund, credit, or other compensation. Usage Limits: RightNow Cloud Monitor is subject to usage limits based upon:

- ◆ a maximum number of Authorized Users

## TargusInfo Add-In

The TargusInfo Add-In provides the ability for agents to convert a phone number from the customer calling (ANI) into an address. The add-in is defaulted to English regardless of the language pack applied and is available in North America only. This Add-In does not include a subscription to the TargusInfo service.

Usage Limits: TargusInfo Add-In is subject to usage limits based upon:

- ◆ a maximum number of Authorized Users

### Web Portal – Page Views

Web Portal allows users to access self-service capabilities to search the knowledge base and receive relevant answers to their questions. Users may also submit questions and manage accounts via the Web Portal

Usage Limits: Web Portal licenses are subject to usage limits based upon:

- ◆ a maximum number of RightNow Web Portal pages which may be served to end users per calendar month per Instance

### Web Portal - Sessions

Web Portal - Sessions allows end users to access self-service capabilities to search the knowledge base and receive relevant answers to their questions. End users may also submit questions and manage accounts via the Web Portal

Usage Limits: Web Portal - Sessions is subject to usage limits based upon:

- ◆ A maximum number of RightNow Web Portal Sessions per calendar month per Instance
- ◆ Sessions are tracked during the interval of time beginning when an end user accesses the Web Portal and ends when the end user logs out or navigates off the Web Portal. Each fifteen minute period during this interval is counted as a session.
- ◆ Customer is entitled to 1GB of storage and 1GB of monthly bandwidth with each block of 5,000 Web Portal Sessions purchased

### Web Portal Interfaces (add on to Web Portal)

Web Portal Interfaces allow Customer to provide unique groups of Web Portal users a tailored experience based on their needs or attributes such as language, brand experience, or status. Further, utilizing the Web Portal Interface, information for all user segments may be managed within a common knowledge base which reduces the effort to manage and improves the quality of the information delivered. These are external facing interfaces that may be accessed by Customer's customers and the public. Includes two (2) email boxes.

### Web Site Search (add on to Web Portal)

Web Site Search allows customers accessing the search capability through the Web Portal to receive content from specified portions of a company's Internet site or intranet. These results are presented along with knowledge base Answers ordered by the degree of match with the search string. Results are presented with a short synopsis of the content to increase user understanding of the underlying document or knowledge base Answer. In addition, reporting available on those search terms and, as a hosted service, take on the administration that other, non-integrated search capabilities typically require.

Usage Limits: Web Self-Service licenses are subject to usage limits based upon:

- ◆ a maximum number of searchable documents

### RightNow Connect

RightNow Connect provides integration capabilities between RightNow and other applications via an application programming interface (API). Integrations or customizations are not included in this package.

Usage Limits: RightNow Connect licenses are subject to usage limits based upon:

- ◆ a maximum number of RightNow Connect API transactions per calendar month per Database

### RightNow Voice Shared Minutes

RightNow Voice Shared Minutes are monthly capacity blocks which may be purchased in varying increments and consumed via the following RightNow Voice Applications: Voice One Number Routing, Voice Contact Management, Voice Incident Management, Voice Knowledgebase, Voice Status Application, Voice Location Finder, and Voice Inbound Surveys.

Deployed RightNow Voice Applications automate certain caller interactions with customer systems via voice or touchtone commands. Each RightNow Voice Application requires separately available Voice Implementation Services to deploy. RightNow Voice Shared Minutes are measured in Minutes-of-Use (MOU) per month (the total number of minutes callers are connected to any RightNow Voice Application), but do not include any associated telecommunication charges (see "*Customer Responsibilities*" below).

Included in RightNow Voice Shared Minutes:

- ◆ On-Demand Voice Application Engine
- ◆ RightNow Voice Analytics
- ◆ Infrastructure to support customer's telecom circuits from major carriers within the US, Canada and UK
- ◆ Infrastructure to support the use of customer-owned non-geographic numbers for specific carriers in the US, Canada and UK
- ◆ PSTN connectivity to facilitate the transfers to customer-provided toll-free numbers within the US, Canada and UK
- ◆ A Tier of Voice Managed Services assigned based upon the number of minutes purchased as described in the following table:

		Tier 1 Monthly MOU < 60,000	Tier 2 Monthly MOU > 60,000 < 100,000	Tier 3 Monthly MOU > 100,000 < 300,000	Tier 4 Monthly MOU > 300,000
Service Tuning	Quarterly Hour Allocation for the following:	16 Hours/Quarter	30 Hours/Quarter	76 Hours/Quarter	Unlimited/Quarter
	Call Recording Analysis:	50-100 Calls	50-100 Calls	50-100 Calls	50-100 Calls
	Speech Recognition Analysis:	1,000 -10,000 Tokens	1,000 -10,000 Tokens	1,000 -10,000 Tokens	1,000 -10,000 Tokens
	Agent Transfer Analysis:	50-100 Responses	50-100 Responses	50-100 Responses	50-100 Responses
	Assessment Modifications:	Yes	Yes	Yes	Yes
Service Maintenance	Hour Allocation for the following:	16 Hours/Quarter	22 Hours/Quarter	68 Hours/Quarter	Unlimited/Quarter
	Application Changes:	Up to 2 Changes	Up to 3 Changes	Up to 5 Changes	Up to 10 Changes
	Prompt Rewording:	Up to 1 Change	Up to 1 Change	Up to 5 Changes	Up to 10 Changes
	Agent Transfer Numbers:	1 Change	1 Change	1 Change	2 Changes
	Business Hours:	1 Change	1 Change	1 Change	2 Changes
Required Lead Time:	4 Weeks	4 Weeks	2 Weeks	1 Week	
Change Management	Hour Allocation for the following: <ul style="list-style-type: none"> <li>▪ Project Management for projects issued out of Managed Services</li> <li>▪ A quarterly occurring meeting to review status of Change Management engagements</li> </ul>	16 Hours/Quarter	22 Hours/Quarter	68 Hours/Quarter	Unlimited/Quarter
Business Review	Business review of voice services to discuss current status and future direction	1 Per Year, 28 Hours for review	2 Per Year, 28 Hours for each review	4 Per Year, 32 Hours for each review; includes Onsite review of voice services scheduled with RightNow's QBR	4 Per Year, 32 Hours for each review; includes Onsite review of voice services scheduled with RightNow's QBR
Total MS Hours		55 Hours/Quarter	88 Hours/Quarter	220 Hours/Quarter	Custom CSA/Quarter

Usage Limits:

- ◆ RightNow Voice Shared Minutes are limited based upon a maximum number of minutes committed per month. Usage in excess of such maximum committed minutes will incur a per-minute charge for such overages based on the lower of \$0.06 per minute over the contracted rate or \$0.30 per minute.
- ◆ RightNow Managed Services are available from 8:00AM – 5:00PM EST, Monday through Friday.

Customer Responsibilities (not included in Voice Shared Minutes):

- ◆ All telecommunication charges associated with setup and/or ongoing costs associated with delivery of calls to the RightNow Voice Applications, including but not limited to:
  - All setup, configuration, termination and usage charges associated with the deployment and ongoing use of Customer's dedicated circuits terminated to integrate with the RightNow Voice Self-Service application (where applicable).
  - All setup, configuration, termination and usage charges associated with the deployment and ongoing use of customer-owned Non-Geographic numbers terminated to integrate with the RightNow Voice Self-Service application (where applicable).
  - All setup, configuration, termination, usage fees, transfer fees and taxes associated with the deployment and ongoing use of any Toll Free Number Services allocated by RightNow for customer convenience.
- ◆ All telecommunication charges associated with setup and/or ongoing costs associated with outbound transfer of calls from the RightNow Voice Applications, including but not limited to:
  - All setup, configuration, termination and usage charges associated with facilitation of outbound transfers over Customer's dedicated circuits terminated to integrate with the RightNow Voice Self-Service application (where applicable).
  - All setup, configuration, termination and usage charges associated with facilitating call transfer from Toll Free number services allocated by RightNow for customer convenience.

- All fees associated with customer-specific network connectivity required to accept incoming or outbound transfers including installation, configuration, ongoing usage, termination, maintenance and collocation fees associated with delivery or transfer of calls using VoIP (where available and applicable).
- All setup, configuration and usage charges associated with the deployment and ongoing use of any off-network call delivery for Disaster Recovery purposes.
- ◆ Coordination of all telecommunication resources including Long Distance carrier, internal client telecom group(s), third-party consultant(s) or any other technical resource(s) that may be necessary to deliver the final telecom solution required for successful deployment of the RightNow Voice Applications.
- ◆ All charges associated with setup and/or ongoing costs associated with any on-site hardware required. Co-location provisions must be contracted and paid for separately with the relevant Data Center vendor. Any such hardware required will not be co-located in the RightNow space.
- ◆ Payment of all setup, configuration, termination and usage charges associated with any telecommunication, transfer or co-location capabilities arranged by RightNow, or by third parties on behalf of RightNow, for customer convenience.

Optional, additional-cost services:

- ◆ Any in-bound Toll-Free numbers arranged by RightNow for the convenience of the customer
- ◆ Any consulting services necessary to design and implement telecommunication configurations not included in RightNow Voice Shared Minutes
- ◆ Any RightNow CRM functionality necessary to support the RightNow Voice Applications being deployed

### RightNow Custom Voice Teleco Arrangements

For the convenience of our customers, RightNow can arrange for teleco services such as inbound toll-free numbers, special feature transfers, and outbound transfers with our standard carriers (currently Spring or AT&T). RightNow will bill the customer, on a monthly basis, at RightNow's actual cost plus 15%.

### Locator

Locator directs customers and drives revenues by providing customers with detailed information (location specific product availability, maps & routing, and driving directions) to make real-world product purchases, obtain service, or make direct online contact to Customer's locations. Visitors to Customer's website can then enter search criteria, locate the nearest outlet and obtain maps\* and driving directions\* (\*geographical limitations may apply).

Usage Limits: Locator licenses are subject to usage limits based upon:

- ◆ a maximum number of locations in database

### RightNow Marketing

RightNow Marketing provides marketing automation capabilities for organizations that want to grow their businesses using blended email and/or web marketing strategies. RightNow Marketing includes the Graphical Campaign Editor which simplifies and enhances campaign design and execution. Workflow and event triggers allow automation of specific activities or marketing processes. Marketing email and web forms capabilities allow push and pull driven marketing interactions with customers or prospects. In-line analytics and creation and management of test cells assist to optimize the effectiveness of marketing programs. Customers entitled to more than 65,000 emails sent or web forms presented per month receive a unique IP address. Available on a RightNow hosted basis, or on-premise on Linux/MySQL.

Usage Limits: RightNow Marketing licenses are subject to usage limits based upon:

- ◆ a maximum number of transactions (emails sent or web forms presented) per month

### RightNow Feedback

The Feedback module allows Customer to develop a deeper dialog with its customers to better understand their needs, perceptions of Customer's company and its customer service. Customer may conduct transactional surveys on system activity (e.g. a closed incident), send out broadcast surveys via email or provide web link surveys via Customer's website. Results are automatically tabulated and reported in real-time.

Usage Limits: Feedback licenses are subject to usage limits based upon:

- ◆ a maximum number of on-demand surveys received per month

### Application Program Interface Access

Application Programming Interface Access (API) provides Customers with documentation on integration and access to the RightNow XML API. The RightNow API enables integration with 3<sup>rd</sup> party applications and provides access to RightNow data. Integrations or customizations are not included.

## Pass Through Authentication

Pass Through Authentication provides customers with the ability to pass customer login information from a web page to the RightNow Service database. Implementation of Pass Through Authentication will require changes to existing web pages. Applicable documentation is included.

## Premier Customization Access

RightNow's Premier Customization Access provides access to RightNow's Extended File Manager, enabling customization of the look and feel of the software in the event that specific web design requirements cannot be met through standard configuration changes. A separate charge will apply for any customization work performed by RightNow.

## Application Test Site

The Application Test Site service provides a copy of the Customer's live RightNow site to enable customization and testing prior to rolling out changes in a production environment. The test site may also be used as a training tool for new or existing staff members.

## Perpetual Maintenance

### Perpetual Maintenance & Support (0120)

Perpetual Maintenance Support is provided for the term specified in the Order Form or Order Confirmation. This package does not apply for RightNow Voice Software and does not include support for your customizations.

Elements include:

- ◆ Access to the RightNow Knowledgebase via the support portal
- ◆ Live 24x7 phone support via toll-free number
- ◆ Incidents handled on priority basis
- ◆ You assign up to a total of six (6) of your staff members for all support issue communications
- ◆ Access to site status web page for site information and problem notification
- ◆ Free software downloads – all upgrades are available for download from RightNow's Service site
- ◆ Biannual tune ups and success scorecard review
- ◆ Hosting, secured by SSL (Secure Socket Layer) is provided by RightNow Technologies

## Support

### Preferred Support Package (PREF)

The RightNow Preferred Support is provided for the term of Customer's license subject to Customer's payment of the annual Perpetual Maintenance Fee. This package does not include support for customizations performed by Customer.

Elements include:

- ◆ Access to the RightNow knowledge base via the support portal
- ◆ Live 24x7 phone support via toll-free number
- ◆ Incidents handled on priority basis
- ◆ Customer may assign up to a total of six (6) of its staff members for all support issue communications
- ◆ Access to site status Web page for site information and problem notification
- ◆ Free software upgrades –upgrades are available for download from RightNow's Service site
- ◆ Biannual Tune Ups and annual success scorecard review

### Premier Support Package (PREM)

The RightNow Premier Support is provided for the term of Customer's license subject to Customer's payment of the annual Perpetual Maintenance Fee plus an additional annual fee to upgrade your support. Includes the elements contained in the Preferred Support Package enhanced as follows. This package does not apply for RightNow Voice Software and does not include support customizations performed by Customer.

Elements include:

- ◆ Designated RightNow support contact and management escalation
- ◆ Customer may assign up to a total of eight (8) of its staff members for all support issue communications
- ◆ Free software upgrades –upgrades are available for download from RightNow's Service site.
- ◆ Biannual business review of service levels, metrics results, release visibility and success criteria
- ◆ Log monitoring for hosted Customers
- ◆ Biannual Tune Ups and success scorecard review

## RightNow Government Hosting

This offering is designed as a value-add option for US Government customers with enhanced security requirements. RightNow Government Hosting provides a dedicated, ultra-secure hosting facility for US Government Agencies. Housed in a carrier-class, tier-4 facility, the Government Hosting Center meets US Federal security and audit standards as defined by FISMA including NIST SP 800-37, NIST SP 800-53, and FIPS 199. All staff has been cleared at secret level and physical access requires 5 layers of security including biometric hand readers and visual verification by armed guards. Offsite data storage and disaster recovery capability is included. This offering also includes a baseline Certification and Accreditation (C&A) package which captures the hosting environment and RightNow application, including the following deliverables:

- System Security Plan (SSP)
- Security Assessment Report
- Risk Assessment Report
- Plan of Actions and Milestones (POA&M)

This package does not include customizations to the baseline C&A deliverables without additional services.

## Custom Domain Secure Socket Layer Hosting

Offers the ability for RightNow to host a Customer's Comodo or Verisign certificates on a custom domain in custom, wildcard or Subject Alternative Name configurations. Additional charge for the cost of the certificate from Verisign or Comodo may apply.

Usage Limits: Custom Domain Secure Socket Layer Hosting:

- One (1) Certificate

## Network VPN to Hosting Facility

Provided as an added value option to our standard Application Hosting. The Network VPN solution provides for a secure (encrypted) connection between the Customer's network and the RightNow hosting facility, LAN to LAN, not offered for PC client use. The VPN solution uses a Cisco 3000 VPN concentrator with redundant subsystem and multiple chassis with fail-over to provide for maximum uptime. The VPN uses IPSEC protocol with 3DES (168 bit) encryption with at least a 1024 bit key.

## Mailboxes

Allows Customer to use RightNow servers to host email addresses. RightNow provides the infrastructure and management of mailboxes, reducing Customer's maintenance and infrastructure costs. Provided as an added value option.

## ODBC Export Access

Provides Customer with an ODBC connection to a copy of its RightNow Service database. Database replication will be setup to provide up to the second updates from Customer's production database to its ODBC copy on a separate server. The copy of the database can be used to report on information contained in the RightNow Service application. The copy of the database is READ-ONLY; data within it may not be modified. Includes the documentation on how to connect to the database. Customer is responsible for creating the connection and the corresponding reports. A separate charge will apply for consulting work performed. RightNow Technologies will make a best effort to keep database replication continually operating between the sites; however, there may be occasions where replication has stopped and may not be restarted for up to 72 hours. Provided as an added value option to our application hosting.

## Additional Bandwidth

Entitles Customer to consume additional bandwidth (amount of data transferred from the client and the RightNow servers) per month, above and beyond allocation in RightNow Instance and Web Portal – Sessions purchase, through any of the following mediums:

- Web Portal
- Administrative Pages
- XML API
- RightNow Connect

## Additional Storage

Entitles Customer to consume additional disk storage above and beyond allocation in RightNow Instance and Web Portal – Sessions, through any of the following:

- File Attachments
- Archived Incidents
- RightNow Product (e.g. Binaries, Programs, PHP Files, Assets, Code)
- All dynamic data (e.g. Incidents, Answers, Contacts, Rules, Reports, Customizable Menus)

## Customization Support

RightNow will work with the Customer to provide technical and upgrade services to support and maintain customer-specific customization(s) as part of a Statement of Work. The initial customization support term is 14 months from the date of purchase. In years two and beyond, the support expires 12 months from the time of renewal. Renewals are invoiced on an annual basis. Elements include:

- ◆ Post deployment technical support to resolve technical issues related to customizations developed by RightNow Professional Services. Technical issues related to all other customizations will be the responsibility of the Customer to resolve.
- ◆ RightNow will provide technical support to Customer through the Customer's designated contacts. Customization support services require the designated contact to report and communicate with RightNow via incidents submitted through RightNow's support site.
- ◆ RightNow will work with the Customer to upgrade customizations on new releases of the RightNow software. The customization will be configured to provide the same or similar functionality to that contained in the earlier release. RightNow will only carry-forward customizations developed by RightNow Professional Services. Other customizations will be the responsibility of the Customer to upgrade.
- ◆ Development and unit testing of the customizations on the upgrade test site and coordination at cutover of the customizations are also included in these services.

## Professional Services

### RightNow Implementation Service - Level 1

Level 1 Implementation Service is designed to provide Customer with consulting and limited project management assistance to implement the RightNow solution. Remote delivery is the recommended approach, but onsite engagement can be supported. Engagements are performed on a time and materials basis and are typically delivered within a four week timeframe. Customer is responsible for RightNow's travel and expenses for onsite implementations. See Level 1 Implementation Appendix at [http://www.rightnow.com/products/agreements/us\\_term.php](http://www.rightnow.com/products/agreements/us_term.php) for further details.

### RightNow Implementation Service - Level 2

Level 2 Implementation Service is designed to provide Customer with consulting and project management to implement the RightNow solution. Engagements are performed on a time and materials basis and are typically delivered within a six week timeframe. Customer is responsible for RightNow's travel and expenses for onsite implementations. See Level 2 Appendix at [http://www.rightnow.com/products/agreements/us\\_term.php](http://www.rightnow.com/products/agreements/us_term.php) for further details.

### RightNow Implementation Service - Level 3

Level 3 Implementation Service is designed to provide Customer with consulting and project management to support a more complex deployment. This implementation type often requires additional work products to support higher level requirements. Engagements are performed on a time and materials basis and are typically delivered within an eight week timeframe. Customer is responsible for RightNow's travel and expenses for onsite implementations. See Level 3 Appendix at [http://www.rightnow.com/products/agreements/us\\_term.php](http://www.rightnow.com/products/agreements/us_term.php) for further details.

### Co-Browse Implementation Services

Co-Browse Implementation Services will be managed remotely and configured to a limited RightNow service deployment focused exclusively for the RightNow Co-Browse product. Customer is responsible for designating a project manager who will assist with analysis, configuration and deployment activities. Customer is responsible for RightNow's travel and expenses when onsite consulting is required. Services must be used within 12 months of purchase or will expire. See the RightNow Implementation Appendix at [http://www.rightnow.com/products/agreements/us\\_term.php](http://www.rightnow.com/products/agreements/us_term.php) for further details.

Elements include:

- ◆ Configured RightNow Co-Browse on a single interface, limited to:
  - Co-Browse agent permissions
  - Look and feel updates for the Consumer Co-Browse Client, limited to one (1) message base update and addition of customer provided logo
  - Addition of Co-Browse control in up to 2 existing chat workspaces
  - Addition of Co-Browse control in up to 2 existing incident workspaces
  - Enablement of Co-Browse and association of Co-Browse Workspaces in up to 10 profiles
  - Validation and testing that Co-Browse is functioning as expected for associated profiles
- ◆ Remote Co-Browse Product Overview Training (1 hour)

### Chat Implementation Services

RightNow Chat Implementation Services will be managed remotely and configured to a limited RightNow service deployment focused exclusively for the RightNow Chat product. Customer is responsible for designating a project manager who will assist with analysis,

configuration and deployment activities. Customer is responsible for RightNow's travel and expenses when onsite consulting is required. Services must be used within 12 months of purchase or will expire. See the RightNow Implementation Appendix at [http://www.rightnow.com/products/agreements/us\\_term.php](http://www.rightnow.com/products/agreements/us_term.php) for further details.

Elements include:

- ◆ Functional Requirements Document
- ◆ Product Configuration Worksheet/Spreadsheet
- ◆ Configured RightNow Chat on a single interface (implemented to existing RightNow site only). Configuration services are limited to the RightNow Chat product as it relates to staff management (staff accounts and profiles), custom fields, customizing views, configuration settings, message bases, holidays and chat hours, standard text, end user logo .gif file, chat session queues and chat session rules:
  - Up to five (5) live session queues
  - Rule configuration limited to routing chat sessions to the configured live session queues
  - Up to 20 Seats (staff accounts)
  - Up to three (3) profiles
  - Up to three (3) navigation sets
  - Up to twelve (12) workspaces – limited to copying and customizing the 'Chat Agent Home', 'Chat Supervisor Home', 'Chat Sessions', and 'Chat Sidebar' for each of the 3 configured profiles
  - Up to ten (10) custom fields (incident and contact)
  - Up to twenty-five (25) pieces of standard text/URLs
  - End-User look and feel limited to the addition of the customer provided logo file
- ◆ Remote RightNow Chat Product Overview Training (Up to 2 Hours)

### Cloud Monitor Implementation Services

Cloud Monitor Implementation Services will be managed remotely and configured to a single RightNow interface for up to 5 users..

Customer is responsible for designating a project manager who will assist with analysis, configuration and deployment activities.

Customer is responsible for RightNow's travel and expenses when onsite consulting is required. Services must be used within 12 months of purchase or will expire.

Elements include:

- ◆ Configured Cloud Monitor on a single interface, limited to:
  - Up to five (5) staff accounts/groups
  - Up to two (2) user profiles
  - Up to two (2) workspaces
  - Up to two (2) navigation sets
  - Up to five (5) workflow routing rules
  - Configuration of Up to five (5) products, five (5) categories and five (5) incident dispositions
- ◆ Remote Cloud Monitor Overview Training (up to two (2) hours, includes overview of incident management)
- ◆ Engagement Summary Document

### Locator Implementation Services

RightNow Locator Implementation Services will be managed remotely and configured to a limited RightNow service deployment focused exclusively for the RightNow Locator product. Customer is responsible for designating a project manager who will assist with analysis, configuration and deployment activities. Customer is responsible for RightNow's travel and expenses when onsite consulting is required. Services must be used within 12 months of purchase or will expire. See the RightNow Implementation Appendix at [http://www.rightnow.com/products/agreements/us\\_term.php](http://www.rightnow.com/products/agreements/us_term.php) for further details.

Elements include:

- ◆ Functional Requirements Document
- ◆ Product Configuration Worksheet / Spreadsheet
- ◆ Data related services for importing one (1) data element for Locations, up to 2,500 records
  - The only fields that can be loaded: Location Name, Address 1, Address 2, City, State, Zip Code, Country, Phone Number, Fax Number, Email Address, URL, and Product/Services associated with each location.
- ◆ A data-mapping document outlining customer database fields mapped to RightNow database fields
- ◆ Script to manipulate the data to compile it in the proper format into the RightNow Application
- ◆ Configured RightNow Locator on a single interface. Configuration services are limited to the RightNow Locator product as it relates to staff management (staff accounts and profiles), customizable menus (location types, search distances, countries, states, product and sub-product lines), custom fields, locations, configuring the end-user interface with out-of-box configurations, and configuration settings
- ◆ Remote RightNow Locator Product Overview Training (Up to 2 Hours)

## Product Registration Implementation Services

RightNow Product Registration Implementation Services will be managed remotely and configured to a single RightNow English interface. Customer is responsible for designating a project manager who will assist with analysis, configuration and deployment activities. Services must be used within 12 months of purchase or will expire. See the RightNow Product Registration Implementation Appendix at [http://www.rightnow.com/products/agreements/us\\_term.php](http://www.rightnow.com/products/agreements/us_term.php) for further details.

Elements include:

- ◆ Project Management
- ◆ Nudge widget installed on home page
- ◆ Configured ability to end users to add and review existing registrations
- ◆ Configured ability for agents to add, review and delete registrations
- ◆ Implementation of campaign execution per registration (customer must have Marketing implemented prior to Product Registration configuration)
- ◆ Configured product exclusion list
- ◆ Application of customer specific product registration labels
- ◆ Product Registration Technical documentation
- ◆ Product Registration Overview upon completion of configuration

## Product Registration Localization Services

RightNow Product Registration Localization Services will be managed remotely and will provide the customer with translation services to translate product registration labels to a language other than English. Customer is responsible for designating a project manager who will assist with analysis, configuration and deployment activities. Services must be used within 12 months of purchase or will expire.

Elements include:

- ◆ Project Management
- ◆ Translation and application of customer specific product registration labels

## Targus Desktop Add In Implementation Services – North America Only

Targus Desktop Add In Implementation Services will be managed remotely and configured to a single RightNow English interface. Customer must have subscription to Targus Info in order to purchase and implement the Targus Desktop Add In. Customer is responsible for designating a project manager who will assist with analysis, configuration and deployment activities. Services must be used within 12 months of purchase or will expire.

Elements include:

- ◆ Configuration of Targus Desktop Add In
- ◆ Testing
- ◆ Standard documentation
- ◆ Engagement Summary

## Computer Telephony Integration (CTI) Discovery Services

Computer Telephony Integration (CTI) Discovery is a two-day onsite engagement providing customers with a technical survey to determine the best integrated telephony option for their environment. This survey includes a detailed review of high-level customer requirements and the available and/or planned telephony and network infrastructures. The results of the technical survey are then mapped against the available CTI options and capabilities, resulting in a recommended solution for the customer. Customer is responsible for RightNow's travel and expenses for the onsite visit.

Elements include:

- ◆ Summary Report, including the following:
  - Business Requirements
  - Available and Planned Infrastructure (both Telephony and Network)
  - CTI Recommendation
    - Documentation and sample code (if applicable)
    - Identified software requirements
    - Scope of work and quote (if applicable)
  - Dependencies
  - Assumptions
  - Exclusions

## RightNow Voice Discovery Services

A RightNow Professional Services Consultant will come onsite to review the high level business objectives of the customer as they apply to voice applications. They will visit the customer's call center and will listen to actual calls, review available data, meet with the call center supervisors, review routing strategies, analyze the data collected to identify the reasons people are calling, review agent training documentation, and assess VSS KB Application capability. They will document the call center study findings and business requirements.

They will also provide a go-forward plan positioning packaged and/or customized voice application service offerings to implement those requirements – including documentation any issues with using packaged RNT Voice Applications and services, customizations that may be required, assumptions and exclusions. See Voice Implementation Appendix at [http://www.rightnow.com/products/agreements/us\\_term.php](http://www.rightnow.com/products/agreements/us_term.php) for further details.

Elements include:

- ◆ Requirements Document
- ◆ Go-Forward Plan

### **RightNow Voice One Number Routing Implementation**

RightNow Voice One Number Routing is designed is a speech enabled application that allows callers to choose from a menu of service options. These service options allow callers to navigate to specific agent queues or self-service applications by calling a single number. See Voice Implementation Appendix at [http://www.rightnow.com/products/agreements/us\\_term.php](http://www.rightnow.com/products/agreements/us_term.php) for further details.

Elements include:

- ◆ Project Charter
- ◆ Weekly Status Reports
- ◆ Routing Strategy
- ◆ Success Criteria
- ◆ Voice User Interface (VUI) Specification
- ◆ Prompt Recording
- ◆ Voice One Number Routing Implementation
- ◆ Standard Analytics
- ◆ QA Testing
- ◆ User Acceptance Testing

### **RightNow Voice Contact Management and One Number Routing Implementation**

RightNow Contact Management and is RightNow One Number Routing plus the ability to manage contacts as they call into your contact center. Contact Management may identify an existing contact record or create a new contact record for a caller. Contact Management allows a VSS application to be personalized based on information contained in a contact record. Optionally, Contact Management supports the ability to look up name and address information using the customer's phone number.

See Voice Implementation Appendix at [http://www.rightnow.com/products/agreements/us\\_term.php](http://www.rightnow.com/products/agreements/us_term.php) for further details.

Elements include:

- ◆ Project Charter
- ◆ Weekly Status Reports
- ◆ Contact Management Strategy
- ◆ Success Criteria
- ◆ Voice User Interface (VUI) Specification
- ◆ Prompt Recording
- ◆ Voice Contact Management Implementation
- ◆ Standard Analytics
- ◆ QA Testing
- ◆ User Acceptance Testing

### **RightNow Voice Incident Management Implementation**

RightNow Incident Management is a VSS application that allows a caller to create an incident. The incident created can contain custom field information and/or allow the caller to create a recorded message that is attached to an incident. Incidents can be assigned to a generic contact or a specific contact identified using the Contact Management Application.

See Voice Implementation Appendix at [http://www.rightnow.com/products/agreements/us\\_term.php](http://www.rightnow.com/products/agreements/us_term.php) for further details.

Elements include:

- ◆ Project Charter
- ◆ Weekly Status Reports
- ◆ Incident Management Strategy
- ◆ Success Criteria
- ◆ Voice User Interface (VUI) Specification
- ◆ Prompt Recording
- ◆ Voice Incident Management Implementation
- ◆ Standard Analytics
- ◆ QA Testing
- ◆ User Acceptance Testing

## RightNow Voice Incident Screen Pop Implementation

RightNow Voice Screen Pop is a VSS application that creates an incident that has information about the caller's interaction with a VSS application for display using a custom report or standard editor. The information is popped from the RNT CRM incident to the agent's desktop at call arrival using a custom report or standard or customized RNT editor. The incidents can be posted to a generic contact record or a specific contact identified using Contact Management (not included).

See Voice Implementation Appendix at [http://www.rightnow.com/products/agreements/us\\_term.php](http://www.rightnow.com/products/agreements/us_term.php) for further details.

Elements include:

- ◆ Project Charter
- ◆ Weekly Status Reports
- ◆ Incident Screen Pop Strategy
- ◆ Success Criteria
- ◆ Functional Specification
- ◆ Voice Screen Pop Implementation
- ◆ Standard Analytics
- ◆ QA Testing
- ◆ User Acceptance Testing

## RightNow Voice Enabled Knowledgebase Implementation

The RightNow Voice Knowledgebase (KB) provides an additional channel to access KB answers – with the ability to leverage existing or unique KB answers. The RightNow Voice KB platform is highly configurable to provide different search strategies and focused access to information in order to address specific problem areas. Callers interact with the system using prompts and speech recognition technology, simply speaking the information that is used to search the KB, quickly and efficiently, and obtaining the most relevant selection of information. Leveraging the same proprietary search heuristics as the web based KB, the Voice KB technology delivers answers to consumers in real-time over the voice channel.

See Voice Implementation Appendix at [http://www.rightnow.com/products/agreements/us\\_term.php](http://www.rightnow.com/products/agreements/us_term.php) for further details.

Elements include:

- ◆ Project Charter
- ◆ Weekly Status Reports
- ◆ Content Strategy, Requirements and Adjustment
- ◆ Success Criteria
- ◆ Voice User Interface (VUI) Specification
- ◆ Custom Answer Voice User Interface (VUI) Specification
- ◆ Prompt Recording
- ◆ Voice Knowledgebase Implementation
- ◆ Custom Answer Implementation
- ◆ Standard Analytics
- ◆ QA Testing
- ◆ User Acceptance Testing

## RightNow Voice Enabled Location Finder Implementation

The RightNow Voice Enabled Location Finder allows the caller to find store locations closest to the postal code or city, state that they request. The VSS Store Locator uses the RNT locator product. The caller will hear the recorded or text to speech information provided by the customer for each identified store location.

See Voice Implementation Appendix at [http://www.rightnow.com/products/agreements/us\\_term.php](http://www.rightnow.com/products/agreements/us_term.php) for further details.

Elements include:

- ◆ Content Requirements/Strategy/Adjustment
- ◆ Success Criteria
- ◆ Content Adjustment
- ◆ Voice User Interface (VUI) Specification
- ◆ Prompt Recording
- ◆ Voice Locator Implementation
- ◆ RightNow CRM Configuration
- ◆ Standard Analytics
- ◆ QA Testing
- ◆ User Acceptance Testing

## RightNow Voice Enabled Survey Implementation (Inbound) Implementation

The Voice inbound survey application allows the customer to direct callers to a survey which can measure customer satisfaction with products, services, or customer service agents. Survey results are stored in incidents for each caller surveyed. See Voice Implementation Appendix at [http://www.rightnow.com/products/agreements/us\\_term.php](http://www.rightnow.com/products/agreements/us_term.php) for further details.

Elements include:

- ◆ Project Charter
- ◆ Weekly Status Reports
- ◆ Survey Strategy
- ◆ Success Criteria
- ◆ Voice User Interface (VUI) Specification
- ◆ Prompt Recording
- ◆ Voice Inbound Survey Implementation
- ◆ RightNow CRM Configuration
- ◆ Standard Analytics
- ◆ QA Testing
- ◆ User Acceptance Testing

## On-Premise to On-Demand Migration Services

On-Premise to On-Demand Migration Services enables Customers to move from an on-premise to an on-demand (RightNow hosted) deployment. RightNow will complete a basic migration of the Customer's application on the same version of RightNow Software that they are currently running in their on-premise production environment. Does not include RightNow Professional Services to migrate customizations; including but not limited to PHP, External Events, XML API customizations, nor integrations, including code that queries directly to the RN database or write files to the RN file system, nor custom Cron Jobs (other than to schedule the documented RN utilities). Customer is responsible for RightNow's travel and expenses in the event of an onsite visit. Services must be used within 12 months of purchase or will expire.

Elements include:

- ◆ Planning & Discovery
- ◆ Dry Run Migration Document
- ◆ Final Run Migration Document

## Analytics Regional Workshop

Attendees will learn basic skills for creating, formatting and management of reports. This workshop will give attendees an understanding of general reporting concepts, the database schema, methods for creating basic custom reports, as well as an overview of standard reports available in the system. Customer is responsible for its own travel and expenses to attend the workshop. Services must be used within 12 months of purchase or will expire.

Elements include:

- ◆ RightNow Training site
- ◆ Certificate of Completion

## CRM Administrator Regional Workshop

RightNow offers the CRM Administrator Workshop in regional locations globally. Attendees will be allowed to work together with the instructor in an intensive, highly productive, co-learning environment. The RightNow CRM Administrator workshop is a hands-on workshop that focuses on the configuration and management of the most recent version of the RightNow solution. Attendees will learn to set up profiles, create navigation sets and data load customers, configure and manage workflow, and apply the RightNow best practices to the system configuration. Customer is responsible for its own travel and expenses to attend the workshop. Services must be used within 12 months of purchase or will expire.

Elements include:

- ◆ RightNow Training site
- ◆ Certificate of Completion

## Introduction to Service Administrator Regional Workshop – North America

The Introduction to RightNow Service Workshop is a hands-on workshop that focuses on the configuration and management of the most recent version of the RightNow Service solution. Attendees will learn to set up profiles, create navigation sets, configure and manage workflow, and apply the RightNow best practices to the system configuration. Customer is responsible for its travel and expenses to attend this workshop. Services must be used within 12 months of purchase or will expire. This regional workshop is offered in North America only.

Elements include:

- ◆ RightNow Training site

- ◆ Certificate of Completion

### Introduction to Service Administrator Workshop Onsite – North America

RightNow Technologies will bring our training courses to your facility allowing you to train your entire team at once, while minimizing expenses, travel time, and time away from work. Attendees will be allowed to work together with the instructor in an intensive, highly productive, co-learning environment. This Foundation level four day workshop will teach you how to effectively deploy and administer the most current version of RightNow Service to increase your customer service agent's efficiency and enhance your customer's experience. Topics covered include: logging in and system navigation; creating and managing workspaces and navigation sets; staff management; workflow; incident management; knowledge base configuration and administration; and service level agreements. Customer is responsible for RightNow's travel and expenses for this onsite workshop. Services must be used within 12 months of purchase or will expire.

Elements include:

- ◆ RightNow Training site
- ◆ Certificate of Completion

### CRM Administrator Workshop Onsite

RightNow Technologies will bring our training courses to your facility allowing you to train your entire team at once, while minimizing expenses, travel time, and time away from work. This custom training event is ideal for training larger groups of RightNow users with system administrator responsibilities. Attendees will be allowed to work together with the instructor in an intensive, highly productive, co-learning environment. The RightNow CRM Administrator workshop is a hands-on workshop that focuses on the configuration and management of the most recent version of the RightNow solution. Attendees will learn to set up profiles, create navigation sets and data load customers, configure and manage workflow, and apply the RightNow best practices to the system configuration. Customer is responsible for RightNow's travel and expenses for this onsite workshop. Analytics Workshop Onsite package must be used within 12 months of purchase or will expire.

Elements include:

- ◆ RightNow Training site
- ◆ Certificate of Completion

### RightNow Analytics Workshop Onsite

RightNow Technologies will bring our training courses to your facility allowing you to train your entire team at once, while minimizing expenses, travel time, and time away from work. Attendees will be allowed to work together with the instructor in an intensive, highly productive, co-learning environment. You will also learn the basic skills for creating and formatting your own powerful reports as well as the administration and management of the reports you use. This class is not specific to any one RNT product, but is intended to give Customers an understanding of the reporting concepts to understand the database schema, the construction of basic custom reports as well as the standard reports currently available in the system. Customer is responsible for RightNow's travel and expenses for this onsite workshop. Analytics Workshop Onsite package must be used within 12 months of purchase or will expire.

Elements include:

- ◆ RightNow Training site
- ◆ Training Workbook
- ◆ Learning Assessment
- ◆ Certificate of Completion

### RightNow Train the Trainer Workshop Onsite

RightNow Technologies will bring our training courses to your facility allowing you to train up to five (5) internal trainers while minimizing expenses, travel time, and time away from work. This training workshop is ideal for customers who have a training department who is responsible for training the RightNow application to their agents. Attendees will be allowed to work together with the instructor in an intensive, highly productive, co-learning environment. The instructor will educate your staff on the agent workflow of the RightNow application and provide coaching on the customization of materials, agendas, best practices and assessments. This training will be scheduled based on the timeline for the completion of the configuration and customization of the RightNow application and should take place close to the scheduled go-live date. Customer is responsible for RightNow's travel and expenses for this onsite training workshop. RightNow Train the Trainer Workshop Onsite package must be used within 12 months of purchase or will expire.

Elements include:

- ◆ Standard RightNow Training site
- ◆
- ◆ Best practices for training delivery
- ◆ Certificate of Completion

## Remote Administrator Training

Remote Administrator training provides a RightNow Administrator with one day of training to touch on/review/introduce administrative topics. The training is delivered and completed over the course of one day in segments of up to 2 hours. The sessions are delivered via Microsoft Live Meeting.

## Remote End-User/Agent Web Training

Remote End-User/Agent Web Training provides a customized training session to Customer's end-users/agents via a two (2) hour Microsoft Live Meeting session. Up to 15 attendees may participate in each session. The training agenda is customized to instruct the Customer's Agents/representatives on the configured RightNow application. Examples of topics for a two hour session include service agent incident management (navigating and managing the incident process) or sales professional sale process management (tracking/updating deals). Services must be used within 12 months of purchase or will expire.

## Online Common & Service Administration Workshop

This five-day online administration workshop covers the basics of management and configuration of the Common and Service components of the RightNow solution as well as an introduction to Analytics. Online instructors guide students through a curriculum designed to familiarize them with the core, critical components of the RightNow solution. Sessions are delivered via Microsoft LiveMeeting for 2.5 hours per day for five (5) days. Services must be used within 12 months of purchase or will expire.

## Online Introduction to Customer Portal Workshop

Introduction to Customer Portal is a three hour remote workshop offered by RightNow Education Services. This course will familiarize attendees with terminology and key concepts of Customer Portal and to provide them with the knowledge required to prepare for, implement, and maintain Customer Portal. The workshop is delivered through Microsoft Live Meeting/phone. Customers will receive a Customer Portal Resource Guide which will contain content covered in the training session. Customers must register online to attend. Services must be used within 12 months of purchase or will expire.

## Data Import - One (1) Data Element

RightNow will work with the Customer to mutually agree to the import's data mapping. RightNow will write the necessary import scripts, run the test scripts on the clone site, and import Customer data to the RightNow production database. The Customer will provide a standard CSV (comma-separated value) file (ex: "first", "last", "email") to ensure data is imported to correct columns and tables. All data files must be in a CSV format and ready for importing with no additional data manipulation. Import files provided by the customer shall be no more than one (1) GB in size. If greater than one (1) GB of data is required to be imported, the customer must break the data into multiple files, each less than one (1) GB in size. The Customer is responsible for final testing and verification on the clone site before any final import will be run. The Customer is responsible for the creation of any custom fields in the RightNow database, and for review and correction of data. This service does not include data cleansing. The number of times the Customer may send RightNow an import file is limited to three (3) attempts. Additional files/attempts will generate a change order to account for the time required to accept and process the files. Services must be used within 12 months of purchase or will expire.

Elements include:

- ◆ Import services for one (1) data element of Contacts, Organizations, Incidents, Opportunities, Products, categories or Answers
- ◆ A data-mapping document outlining Customer database fields mapped to RightNow database fields
- ◆ Script to manipulate the data to compile it in the proper format for import into the RightNow Application

## Data Import - Two (2) Data Elements

RightNow will work with the Customer to mutually agree to the import's data mapping. RightNow will write the necessary import scripts, run the test scripts on the clone site, and import Customer data to the RightNow production database. The Customer will provide a standard CSV (comma-separated value) file (ex: "first", "last", "email") to ensure data is imported to correct columns and tables. Import files provided by the customer shall be no more than one (1) GB in size. If greater than one (1) GB of data is required to be imported, the customer must break the data into multiple files, each less than one (1) GB in size. Customer is responsible for final testing and verification on the clone site before any final import will be run. The Customer is responsible for the creation of any custom fields in the RightNow database, and for review and correction of data. The number of times the Customer may send RightNow an import file is limited to three (3) attempts. Additional files/attempts will generate a change order to account for the time required to accept and process the files. All data files must be in a CSV format and ready for importing with no additional data manipulation. Services must be used within 12 months of purchase or will expire.

Elements include:

- ◆ Import services for up to two (2) data elements of Contacts, Organizations, Incidents, Opportunities, Products, Categories or Answers
- ◆ A data-mapping document outlining Customer database fields mapped to RightNow database fields
- ◆ Script to manipulate the data to compile it in the proper format for import into the RightNow Application

## Data Import - Three (3) Data Elements

RightNow will work with the Customer to mutually agree to the import's data mapping. RightNow will write the necessary import scripts, run the test scripts on the clone site, and import Customer data to RightNow production database. The Customer will provide a standard CSV (comma-separated value) file (ex: "first", "last", "email") to ensure data is imported to correct columns and tables. Import files provided by the customer shall be no more than one (1) GB in size. If greater than one (1) GB of data is required to be imported, the customer must break the data into multiple files, each less than one (1) GB in size. Customer is responsible for final testing and verification on the clone site before any final import will be run. The Customer is responsible for the creation of any custom fields in the RightNow database, and for review and correction of data. The number of times the Customer may send RightNow an import file is limited to three (3) attempts. Additional files/attempts will generate a change order to account for the time required to accept and process the files. All data files must be in a CSV format and ready for importing with no additional data manipulation. Services must be used within 12 months of purchase or will expire.

Elements include:

- ◆ Import services for up to three (3) data elements of Contacts, Organizations, Incidents, Opportunities, Products, Categories or Answers
- ◆ A data-mapping document outlining Customer database fields mapped to RightNow database fields
- ◆ Script to manipulate the data to compile it in the proper format for import into the RightNow Application

### Database Export Services (for RN Hosted Customers)

RightNow will work with hosted customers interested in storing or using their data outside of the RightNow hosting environment. Data will be exported using the products 'kexport' format, which includes a CSV file for each table within the RightNow database instance, as well as an 'IMP' file for each table, specifying the column information. Data can be retrieved by the Customer in two ways (numbered below) – one of the following methods must be selected before implementation. Each export will be provided in the 'tarball' format (tar/gzip), with a naming convention of [databasename]\_yymmdd. Files that RightNow are storing are removed after three (3) weeks.

1. FTP – Data will be transmitted to the client using FTP. Client must provide FTP location, as well as username & password for RightNow authentication to the FTP server. Alternatively, RightNow can place in an open directory on our FTP server for the client to retrieve. RightNow recommends the client provide a public GPG key so RightNow can encrypt the file before placing it on the FTP server.
2. WebDAV – Data will be accessible to the client via the WebDAV protocol. A username & password will be provided to the client for access to their data. RightNow recommends the client communicate over SSL using this method.

Customer is responsible for data cleansing, file formatting or data transformation. For FTP option, SFTP is not available. Services must be used within 12 months of purchase or will expire. Renewals are invoiced on an annual basis for quarterly, monthly, and weekly exports.

### Birst Data Export Services

RightNow will export customer data from the RightNow application to Birst for use in Birst's analytical applications. Services include an initial export of limited customer data using a standard script. RightNow will perform the export no more than once daily to keep data current. Data will be exported from RightNow's hosting facilities to Birst's hosting facilities. This service excludes the preparation or export of archived data or data cleansing.

### Knowledge Base Optimization Engagement – Option 1

A RightNow consultant will work with the customer's Knowledge Base Manager to evaluate the customer's Knowledge Base for one (1) interface; perform an analysis of the Knowledge Base content and configurations; provide the customer a Knowledge Base Assessment Report; review recommendations for configuration updates; and apply agreed-to configuration changes to the Knowledge Base. Customer is responsible for designating a project manager who will assist with analysis, configuration and deployment activities. This service is sold per interface. Services must be used within 12 months of purchase or will expire.

Elements include:

- ◆ Knowledge Base Optimization Report (per interface).
- ◆ Updates to Knowledge Base configuration
- ◆ Remote post-configuration 30 day Knowledge Base follow up

### Knowledge Base Optimization Engagement – Option 2

A RightNow consultant will work with the customer's Knowledge Base Manager to evaluate the current site content and settings of the customer's Knowledge Base for up to five (5) interfaces; The consultant will perform an analysis of the Knowledge Base content and configurations; provide the customer a Knowledge Base Assessment Report; provide cross-interface answer analysis; provide recommendations for configuration updates; and apply agreed-to configuration changes to the Knowledge Base. Customer is responsible for designating a project manager who will assist with analysis, configuration and deployment activities and will provide a plan for ongoing management of Knowledge Base. Services must be used within 12 months of purchase or will expire.

Elements include:

- ◆ Knowledge Base Optimization Report (per interface)
- ◆ Cross Interface Analysis

- ◆ Updates to Knowledge Base configuration
- ◆ Knowledge Base Management Plan
- ◆ Remote post-configuration 30 day Knowledge Base follow up

### Optimization Engagement – Remote

Through remote consulting, RightNow will review Customer's initial implementation project goals, evaluate current and future goals, and determine if Customer is in line with RightNow best practices. RightNow will take into consideration the following areas to ensure Customer is using RightNow in the most efficient and effective way possible: technology, business process, user adoption & effectiveness and provide suggestions to optimize the capabilities of the customer's implementation. RightNow will review Customer's original implementation goals and objectives, solution effectiveness, the system environment (hosted), configuration variables, knowledge base status, site performance, reporting interpretation and approach, and best practice scores with actionable recommendations. RightNow will also evaluate business processes and associated workflow to identify inefficiencies and misalignments between the solution and processes and observe agents in action to assess their current skill with the solution and suggest methods for increasing their effectiveness. This engagement is limited to the optimization of one RightNow modules. Customer is responsible for RightNow's travel and expenses in the event of an onsite visit. Services must be used within 12 months of purchase or will expire.

Elements include:

- ◆ Optimization Report, including documentation of Initial Interview with Customer Administrator to compare Analytics installation settings with current settings to determine a real, current state of reporting – document differences, possible inefficiencies and recommendations for improvement; and observation of appropriate users (by product) in their work state, to determine work-flow efficiencies – make note of inefficiencies and make recommendations for improvement.

### Optimization Engagement – Onsite/Remote

Through onsite and/or remote consulting, RightNow will review Customer's initial implementation project goals, evaluate current and future goals, and determine if Customer is in line with RightNow best practices. RightNow will take into consideration the following areas to ensure Customer is using RightNow in the most efficient and effective way possible: technology, business process, user adoption & effectiveness and provide suggestions to optimize the capabilities of the customer's implementation. RightNow will review Customer's original implementation goals and objectives, solution effectiveness, the system environment (hosted), configuration variables, knowledge base status, site performance, reporting interpretation and approach, and best practice scores with actionable recommendations. RightNow will also evaluate business processes and associated workflow to identify inefficiencies and misalignments between the solution and processes and observe agents in action to assess their current skill with the solution and suggest methods for increasing their effectiveness. This engagement is limited to the optimization of up to two (2) RightNow modules.

Customer is responsible for RightNow's travel and expenses in the event of an onsite visit. Services must be used within 12 months of purchase or will expire.

Elements include:

- ◆ Optimization Report, including documentation of Initial Interview with Customer Administrator to compare Analytics installation settings with current settings to determine a real, current state of reporting – document differences, possible inefficiencies and recommendations for improvement; and observation of appropriate users (by product) in their work state, to determine work-flow efficiencies – make note of inefficiencies and make recommendations for improvement.

### Enterprise Technical Account Management

RightNow will provide a Technical Account Manager for (TAM) service for a period of 12 months. The TAM will serve as the primary point of contact for strategic and operational account planning and management for the following areas: Service Delivery; Incident Escalation Support & Resolution; and Metrics & Monitoring. Customer is responsible for travel and expenses for the TAM if onsite engagement is requested. See Enterprise Technical Account Manager for further details

[http://www.rightnow.com/products/agreements/us\\_term.php](http://www.rightnow.com/products/agreements/us_term.php).

### Remote Product Coaching – Option 1

RightNow will provide a consultant to deliver 8 hours of remote product coaching. The RightNow resource will work with the customer to create a detailed agenda, schedule and deliver coaching based on the agenda, and schedule a follow up Q&A session with documented results, recommendations and next steps within the time block purchased. The method which the coaching hours are to be consumed will be determined based on customer need (ie: via Live Meeting, etc.) Hours must be consumed within 5 business days after the completion of the agenda. Hours remaining after 5 business days will not roll over or transfer to other services.

Elements include:

- Detailed agenda
- Product coaching
- Engagement summary document with recommendations/next steps

### Remote Product Coaching – Option 2

RightNow will provide a consultant to deliver 16 hours of remote product coaching. The RightNow resource will work with the customer to create an agenda, schedule and deliver coaching based on the agenda, and schedule a follow up Q&A session with documented results, recommendations and next steps within the time block purchased. The method which the coaching hours are to be consumed will be determined based on customer need (ie: via Live Meeting, etc.) Hours must be consumed within 10 business days after the completion of the agenda. Hours remaining after 10 business days will not roll over or transfer to other services.

Elements include:

- Coaching agenda
- Product coaching
- Engagement summary document with recommendations/next steps

### **Remote Product Coaching – Option 3**

RightNow will provide a consultant to deliver 24 hours of remote product coaching. The RightNow resource will work with the customer to create an agenda, schedule and deliver coaching based on the agenda, and schedule a follow up Q&A session with documented results, recommendations and next steps within the time block purchased. The method which the coaching hours are to be consumed will be determined based on customer need (ie: via Live Meeting, etc.) Hours must be consumed within 15 business days after the completion of the agenda. Hours remaining after 15 business days will not roll over or transfer to other services.

Elements include:

- Detailed agenda
- Product coaching
- Engagement summary document with recommendations/next steps

### **RightNow Community Discovery Services**

RightNow Professional Services will go onsite to engage in a customer community discovery session to define business goals, member goals and key interactions. Deliverables for this engagement will include a community schematic as well as a project timeline and estimate (Statement of Work). Customer is responsible for RightNow's travel and expenses in the event of an onsite visit.

### **Outsourced Solution Administration (OSA) - Monthly**

Outsourced Solution Administration is designed for Customers that would like to use a RightNow resource to outsource the management, monitoring, and administration of their RightNow deployment. A RightNow employee will be assigned to help administer the Customer's application with specifics to be determined based on the Customer's business needs. OSA Services do not cover: data cleansing, data imports, file formatting and/or data transformation, or system/application integration. This package includes up to 16 hours of OSA services for one month. All hours expire at the end of one month. Customer is responsible for RightNow's travel and expenses in the event of an onsite visit.

### **Active Directory Connector**

The Active Directory Connector is for Customers wanting to leverage their Active Directory installation for Agents to allow for the management of most staff accounts. The connector is installed at the Customer site on an existing IIS web server with the .NET framework. RightNow will provide the Active Directory code. The Customer is responsible for the installation and deployment within the Customer's infrastructure. This service will not be supported after any upgrades unless upgrade support is purchased. Services must be used within 12 months of purchase or will expire.

### **Web Indexing Setup and Support (16 hours)**

RightNow will configure the Web-Indexer or spider including indexing mode, target domains, included and excluded URL patterns, external documents, and best practices in design of web pages to be indexed.

### **Universal Credits (UC)**

The purchase of Universal Credits allows Customers the flexibility to pre-pay an amount to be applied toward future purchases of RightNow Professional Services. Customers can subsequently determine the type of services that will be most useful to them. Customers can apply Universal Credits toward the purchase of packaged Professional Services offerings such as data imports and training; and custom Professional Services such as time and materials or fixed-fee engagements. Customers may also purchase a type of Universal Credit to be used to fund RightNow travel and related expenses in conjunction with the delivery of RightNow Professional Services. Universal Credits must be used within 12 months of purchase or will expire.

### **Universal Service Credits (USC)**

The purchase of Universal Service Credits allows the Customer the flexibility to pre-pay an amount to be applied toward RightNow Technologies' Professional Services based on the hourly rate specified in this Order Form. The Customer can then determine the type of consulting, training, or technical services (i.e., customization/ integration/data imports) that will be of most use to them at a future date.

USCs may also be applied toward education services (i.e., workshops, onsite training) at the list price at the time such education services are used. Universal Service Credits must be used within 12 months of purchase or will expire. The following highlights the number of USCs required for some of our service offerings:

- ◆ One Hour of Consulting – 1 USC
- ◆ One Regional Workshop Day for one person\* - 2.5
- ◆ One day Onsite Training for up to five people – 12.5
- ◆ One Day Custom Training for up to five people – 12.5
- ◆ Each person above five for onsite/custom training – 2.5
- ◆ => Note: As an example, if a regional workshop is four days long, the Customer can use 10 USCs to attend

## Software and Services Bundles

### RightNow Support Community Quick Start Package

A Support Community instance which includes: discussion areas (area to allow discussion for any number of topics generated by both members and moderators), answers (area to allow users to find useful information about the community and other topics); bug reports (allow users to highlight product issues), feature requests (ability to invite customers to contribute their desired features to product development); announcement resource (ability to broadcast tailored announcements to targeted segments of the community); and resource center (ability to keep a repository for resources of all types, including reports, webinars, team documents, and links).

Community will reside on a platform which is defined as all server and infrastructure hardware, software, frameworks, architectures, libraries, files, resources, configurations, procedures, and settings used by RightNow to host the Support Community. Implementation Services limited to: Support Community blueprint; configuration of community as defined by Support Community blueprint; skinning to brand the Support Community with customer logo and color scheme; testing of configured product based on standard test plan; training on the management of the configured community; and post-live support of final product configuration for a period of 30 days. Managed Services includes best practices review, product coaching, and community tune-up. Customer is responsible for RightNow's travel and expenses in the event of an onsite visit.

Usage Limits: RightNow Support Community is subject to usage limits based upon:

- ◆ Access to the social media platform
- ◆ One (1) Support Community
- ◆ Community Implementation Services (as outlined above)
- ◆ Community Managed Services (Includes up to 4 hours of services per month. All unused hours-at the end of each month shall expire.

### RightNow Innovation Community Quick Start Package

An Innovation Community instance which includes: discussion area (area to allow discussion for any number of topics generated by both members and moderators), idea center (area to allow users to generate, prioritize, and vote for new features or product ideas); concept tester (application specifically designed for the testing and viability of new products, product features, package design, ad spots and marketing messages); and announcement resource (ability to broadcast tailored announcements to targeted segments of the community). Community will reside on a platform which is defined as all server and infrastructure hardware, software, frameworks, architectures, libraries, files, resources, configurations, procedures, and settings used by RightNow to host the Support Community. Implementation Services limited to: Innovation Community blueprint; configuration of community as defined by Innovation Community blueprint; skinning to brand the Innovation Community with customer logo and color scheme; testing of configured product based on standard test plan; training on the management of the configured community; and post-live support of final product configuration for a period of 30 days. Managed Services include best practices review, product coaching, and community tune-up. Customer is responsible for RightNow's travel and expenses in the event of an onsite visit.

Usage Limits: RightNow Support Community is subject to usage limits based upon:

- ◆ Access to the social media platform
- ◆ One (1) Innovation Community
- ◆ Community Implementation Services (as outlined above)
- ◆ Community Managed Services (includes up to 4 hours of services per month. All unused hours-at the end of each month shall expire.

### RightNow Support & Innovation Community Quick Start Package

A Support and Innovation Community which includes: Support (discussion areas - area to allow discussion for any number of topics generated by both members and moderators; answers - area to allow users to find useful information about the community and other

topics; bug reports - allow users to highlight product issues; feature requests - ability to invite customers to contribute their desired features to product development; announcement resource - ability to broadcast tailored announcements to targeted segments of the community; and resource center - ability to keep a repository for resources of all types, including reports, webinars, team documents, and links); and Innovation (discussion center - center to allow discussion for any number of topics generated by both members and moderators; idea center - area to allow users to generate, prioritize, and vote for new features or product ideas; concept tester - application specifically designed for the testing and viability of new products, product features, package design, ad spots and marketing messages; and announcement resource - ability to broadcast tailored announcements to targeted segments of the community). Community will reside on a platform which is defined as all server and infrastructure hardware, software, frameworks, architectures, libraries, files, resources, configurations, procedures, and settings used by RightNow to host the Support & Innovation Community. Implementation Services limited to: Support & Innovation Community blueprint; configuration of community as defined by Support & Innovation Community blueprint; skinning to brand the Support & Innovation Community with customer logo and color scheme; testing of configured product based on standard test plan; training on the management of the configured community; and post-live support of final product configuration for a period of 30 days. Customer is responsible for RightNow's travel and expenses in the event of an onsite visit.

Usage Limits: RightNow Support Community is subject to usage limits based upon:

- ◆ Access to the social media platform
- ◆ One (1) Support & Innovation Community
- ◆ Community Implementation Services (as outlined above)
- ◆ Community Managed Services (includes up to 8 hours of services per month. All unused hours-at the end of each month shall expire.

### RightNow Community Platform Quick Start Package

One (1) Community Instance which will reside on platform which is defined as all server and infrastructure hardware, software, frameworks, architectures, libraries, files, resources, configurations, procedures, and settings used by RightNow to host the Community. Custom Community includes Community Discovery Package. Customer is responsible for RightNow's travel and expenses in the event of an onsite visit.

Usage Limits: RightNow Community Platform is subject to usage limits based upon:

- ◆ Access to the social media platform
- ◆ Community Discovery Services (Professional Services SKU): RightNow Professional Services will go onsite to engage in a customer community discovery session to define business goals, member goals and key interactions. Deliverables for this engagement will include a community schematic as well as a project timeline and estimate.
- ◆ Community Managed Services (includes up to 4 hours of services per month. All unused hours-at the end of each month shall expire.

