

Services Descriptions Subscription Services and Professional Services

Subscription Services

RightNow Instance

Applicable SKUs: INS

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 6GB
- ◆ Bandwidth limit of 5GB per Month
- ◆ One (1) Email box
- ◆ One (1) Internal Interface

RightNow Chat Desktop

Applicable SKUs: SACHAT-NU, SACHAT-CU, SACHAT-SM, SACHAT-CSM

The RightNow Chat Desktop User includes access to select features from the following modules: Web Experience, Contact Center Experience, Engage, and Platform.

Web Experience functionality includes

- RightNow Chat, allowing a customer to chat live (online) with support representatives

Contact Center Experience includes:

- Case and SLA management (dynamic agent desktop including a consolidated view of all customer interactions, configurable workspaces, customizable hot keys, standard text responses, and customizable views and filters related to Chat only)
- Business rules, escalations and routing related to Chat only
- Contact Center Designer including service and common configuration capabilities

Engage functionality includes:

- **Feedback** - chat surveys, customer and SmartSense emotion detection
- **Analytics** - 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 scheduled reports.

Platform functionality includes:

- **One (1) RightNow Instance with the first purchase of a seat**
- **Mission Critical SaaS** - CX Cloud
- **RightNow Knowledge** – Self-learning knowledge foundation, answer management, agent knowledgebase, and SmartAssistant.

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

- ◆ a maximum number of Authorized Users (Named, Concurrent, Seat Months or Concurrent Seat Months)
- ◆ Feedback: 500 Emails Sent per month included with the initial Chat Desktop User purchase.

RightNow Standard Desktop

Applicable SKUs: ST-NU, ST-CU, ST-SM, ST-CSM

The RightNow Standard Desktop User includes access to select features from the following modules: Web Experience, Contact Center Experience, Engage, and Platform.

Web Experience functionality includes

- Email Response Management – Auto-Acknowledgement, Standard Response Template, Web Forms, Outlook Integration
- Web Designer - Customer Portal Studio including development framework, widgets, and Dreamweaver extension

Contact Center Experience includes:

- Case and SLA management (dynamic agent desktop including a consolidated view of all customer interactions, configurable workspaces, customizable hot keys, standard text responses, and customizable views and filters)
- Business rules, escalations and routing
- Interaction management including unified multi-channel management, basic screen-pop and Offer Advisor
- Contact Center Designer including service and common configuration capabilities and contextual workspaces

Engage functionality includes:

- **Sales** - 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.
- **Analytics** - 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 scheduled reports.

Platform functionality includes:

- **One (1) RightNow Instance with the first purchase of a seat**
- **Mission Critical SaaS** - CX Cloud
- **RightNow Knowledge** – Self-learning knowledge foundation, answer management, agent knowledgebase, and SmartAssistant.

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

- a maximum number of Authorized Users (Named, Concurrent, Seat Months or Concurrent Seat Months)

RightNow Enterprise Desktop

Applicable SKUs: ENT-NU, ENT-CU, ENT-SM, ENT-CSM

The RightNow Enterprise Desktop User includes access to select features from the following modules: Web Experience, Social Experience, Contact Center Experience, Engage, and Platform.

Web Experience functionality includes

- Email Response Management – Auto-Acknowledgement, Standard Response Template, Web Forms, Outlook Integration
- Web Designer - Customer Portal Studio including development framework, widgets, and Dreamweaver extension

Contact Center Experience includes:

- Case and SLA management (dynamic agent desktop including a consolidated view of all customer interactions, configurable workspaces, customizable hot keys, standard text responses, and customizable views and filters)
- Business rules, escalations and routing
- Interaction management including unified multi-channel management, basic screen-pop and Offer Advisor
- Contact Center Designer including service and common configuration capabilities, contextual workspaces and guided assistance

Social Experience includes:

- Cloud Monitor (dynamic agent desktop including cloud monitor capabilities)

Engage functionality includes:

- **Marketing** – Dynamic agent desktop (including marketing configuration capabilities, proactive service notifications, customer segmentation, subscription management (opt-in/opt-out, global suppression, frequency/recency limits), content creation (document designer, HTML editor, personalized and dynamic content, templates, reusable content, web forms), email marketing (email tracking, proof & market testing), multi-channel, multi-stage campaign design & execution with event triggering, and best –practice campaigns (online ad conversion, email promotion, event registration, information request, and subscription management)
- **RightNow Feedback** functionality includes transactional surveys, broadcast surveys, chat surveys (only available if customer has purchased RightNow Chat), customer segmentation, subscription management, survey creation, multi-channel survey execution, SmartSense emotion detection and topic monitoring
- **Sales** - 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
- **Analytics** - 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 scheduled reports

Platform functionality includes:

- **One (1) RightNow Instance with the first purchase of a seat**
- **Mission Critical SaaS** - CX Cloud
- **RightNow Connect** - Connect data integration which provides integration capabilities between RightNow and other applications via an application programming interface and the desktop add-In framework
- **RightNow Knowledge** – Self-learning knowledge foundation, answer management, agent knowledgebase, and SmartAssistant.

Usage Limits: RightNow Enterprise Desktop Software is subject to usage limits based upon:
a maximum number of Authorized Users

- ◆ a maximum number of Authorized Users (Named, Concurrent, Seat Months or Concurrent Seat Months)
- ◆ Marketing and Feedback: One (1) email box for outbound marketing and feedback included with initial Enterprise Desktop User purchase)
 - 60,000 Emails Sent per year if purchase is under the Cloud Services Agreement (CSA)
 - 5,000 Marketing Transactions per month if purchase is not under the CSA
- ◆ A maximum of 100 Cloud Monitor additions of type RSS
- ◆ Connect: Included with initial Enterprise Desktop User purchase
 - 200,000 Transactions per year if purchase is under the Cloud Services Agreement (CSA)
 - 10,000 Transactions per month if if purchase is not under the CSA

RightNow Enterprise Contact Center Desktop

Applicable SKUs: ECC-NU, ECC-CU, ECC-SM, ECC-CSM

The RightNow Enterprise Contact Center Desktop User includes access to select features from the following modules: Web Experience, Social Experience, Contact Center Experience, Engage, and Platform.

Web Experience functionality includes

- **Chat** allowing a customer to chat live (online) with support
- Product Registration
- Email Response Management – Auto-acknowledgement, standard response template, web forms, outlook integration
- Web Designer - Customer Portal studio including development framework, widgets, and Dreamweaver extension

Contact Center Experience includes:

- Case and SLA management (dynamic agent desktop including a consolidated view of all customer interactions, configurable workspaces, customizable hot keys, standard text responses, and customizable views and filters)
- Business rules, escalations and routing
- Interaction management including unified multi-channel management, basic screen-pop and Offer Advisor
- Contact Center Designer including service and common configuration capabilities, contextual workspaces, guided assistance, agent scripting and desktop workflow

Social Experience includes:

- **Cloud Monitor** (dynamic agent desktop including cloud monitor capabilities)

Engage functionality includes:

- **Marketing** – Dynamic agent desktop (including marketing configuration capabilities, proactive service notifications, customer segmentation, subscription management (opt-in/opt-out, global suppression, frequency/recency limits), content creation (document designer, HTML editor, personalized and dynamic content, templates, reusable content, web forms), email marketing (email tracking, proof & market testing), multi-channel, multi-stage campaign design & execution with event triggering, and best –practice campaigns (online ad conversion, email promotion, event registration, information request, and subscription management)
- **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
- **Sales** - 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.
- **Analytics** - 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 scheduled reports

Platform functionality includes:

- **One (1) RightNow Instance with the first purchase of a seat**
- **Mission Critical SaaS** - CX Cloud, one (1) application test site, 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).
- **RightNow Connect** – Connect data integration which provides integration capabilities between RightNow and other applications via an application programming interface and the desktop add-In framework
- **RightNow Knowledge** – Self-learning knowledge foundation, answer management, agent knowledgebase, and SmartAssistant.

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

- a maximum number of Authorized Users (Named, Concurrent, Seat Months or Concurrent Seat Months)
- Marketing and Feedback: One (1) email box for outbound marketing and feedback included with initial Enterprise Desktop User purchase)
 - 60,000 Emails Sent per year if purchase is under the Cloud Services Agreement (CSA)
 - 5,000 Marketing Transactions per month if purchase is not under the CSA
- Connect: Unlimited Transactions per month included with initial Enterprise Contact Desktop User purchase
- A maximum of 100 Cloud Monitor additions of type RSS

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

Applicable SKUs: ISB

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.

RightNow Chat

Applicable SKUs: CHAT-NU, CHAT-CU, CHAT-SM, CHAT-CSM

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 (Named, Concurrent, Seat Months or Concurrent Seat Months)

RightNow Co-Browse

Applicable SKUs: COB-NU, COM-SM

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 or Seat Months

Contextual Workspaces

Applicable SKUs: CTW-NU, CTW-CU, CTW-SM, CTW-CSM

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 (Named, Concurrent, Seat Months or Concurrent Seat Months)

Agent Guided Assistance

Applicable SKUs: GA-NU, GA-CU, GA-SM, GA-CSM

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 (Named, Concurrent, Seat Months or Concurrent Seat Months)

Agent Scripting

Applicable SKUs: ASC-NU, ASC-CU, ASC-SM, ASC-CSM

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 (Named, Concurrent, Seat Months or Concurrent Seat Months)

Desktop Workflow

Applicable SKUs: DWF-NU, DWF-CU, DWF-SM, DWF-CSM

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 (Named, Concurrent, Seat Months or Concurrent Seat Months)

Product Registration

Applicable SKUs: PRDREG-NU, PRDREG-CU, PRDREG-SM, PRDREG-CSM

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 (Named, Concurrent, Seat Months or Concurrent Seat Months)

Agent Knowledge Base

Applicable SKUs: AKB-NU, AKB-CU, AKB-SM, AKB-CSM

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 Software is subject to usage limits based upon:

- ◆ a maximum number of Authorized Users (Named, Concurrent, Seat Months or Concurrent Seat Months)

Cloud Monitor

Applicable SKUs: CM-NU, CM-CU, CM-SM, CM-CSM

RightNow Cloud Monitor provides the ability for agents to search certain external data sources (YouTube, Twitter, RightNow Community and RSS 2.0 compliant endpoints), 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. 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. While not required for searching other existing sources, this product does not include the purchase, installation or implementation of a RightNow Community Instance which is necessary for Cloud Monitor to search that source.

Usage Limits: RightNow Cloud Monitor is subject to usage limits based upon:

- ◆ a maximum number of Authorized Users (Named, Concurrent, Seat Months or Concurrent Seat Months)
- ◆ a maximum of 100 Cloud Monitor additions of type RSS

TargusInfo Add-In

Applicable SKUs: TINF-NU, TINF-CU, TINF-SM, TINF-CSM

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 (Named, Concurrent, Seat Months or Concurrent Seat Months)

Order Management Add-Ins for Sterling Commerce

Applicable SKUs: STCOM-NU, STCOM-CU, STCOM-SM, STCOM-CSM

The Order Management Add-Ins for Sterling Commerce provide the ability for agents to review, place, update or cancel an order from the agent desktop via an integration with Sterling Commerce. 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 license to Sterling Commerce. Order Management Add-Ins for Sterling Commerce implementation services are required for purchase.

Usage Limits: Order Management Add-Ins for Sterling Commerce are subject to usage limits based upon:

- ◆ a maximum number of Authorized Users (Named, Concurrent, Seat Months or Concurrent Seat Months)

OpenMethods Telephony Adapter

Applicable SKUs: OMTA-NU, OMTA-CU, OMTA-SM, OMTA-CSM

A Genesys or Cisco adapter providing agents with telephony desktop call handling capabilities to speed agent handle time and improve the customer experience within the desktop through a softphone solution integrating to a back-end switch delivered through OpenMethods. Key capabilities include screen pop of a contact record, incident or reports, also enables desktop dialing and call control. The terms of the OPENMETHODS SOFTWARE LICENSE AGREEMENT apply.

Usage Limits: OpenMethods subject to usage limits based upon:

- ◆ a maximum number of Authorized Users (Named, Concurrent, Seat Months or Concurrent Seat Months)

OpenMethods Universal Queue Submitter

Applicable SKUs: OMUQS-NU, OMUQS-CU, OMUQS-SM, OMUQS-CSM

A configurable software component that polls or monitors RightNow incidents submitted via a service mailbox or through the Customer Portal and presents them to the underlying CTI/Universal Queue for distribution to agents, delivered through OpenMethods. The terms of the OPENMETHODS SOFTWARE LICENSE AGREEMENT apply.

Usage Limits: OpenMethods subject to usage limits based upon:

- ◆ a maximum number of Authorized Users (Named, Concurrent, Seat Months or Concurrent Seat Months)

Enterprise Analytics

Applicable SKUs: EA-DS-1GB, EA-DS-5GB, EA-DS-10GB, EA-DS-20GB, EA-DS-50GB, EA-DS-100GB. EAAH-NU, EADU-NU

RightNow Enterprise Analytics provides managers and agents advanced business intelligence capabilities using a data warehouse. It delivers advanced trending, complex measurements and high-performance analytics from pre-selected data residing in the RightNow database or in databases external to RightNow managed by RightNow's data warehouse partner. The ability to build custom dashboards, develop custom reports, and perform ad-hoc analyses is also provided. Database monitoring, database maintenance, database tuning and data warehouse tuning are included. RightNow Enterprise Analytics will export customer data from the RightNow application to the application managed by RightNow's data warehouse partner. Data used with Enterprise Analytics will be stored in North America. Includes an initial export of limited customer data using a standard script. RightNow will perform the export no more than once daily to keep the data current. Excludes the preparation or export of archived data or data cleansing.

RightNow Enterprise Analytics is subject to usage limits based upon:

Data Capacity (EA-DS-1GB, EA-DS-5GB, EA-DS-10GB, EA-DS-20GB, EA-DS-50GB, EA-DS-100GB): Data capacity is a maximum volume of data that can be loaded into the data warehouse from all data sources combined. Data sources include data from RightNow and data from any source external to RightNow. Data volume capacity is cumulative, including data volume from the initial load of the data warehouse and data volume from all subsequent incremental loads keeping the data warehouse current.

- ◆ a maximum amount (in GB) of data loaded into the data warehouse

Dashboard Users (EADU-NU): Dashboard Users are users who can access RightNow Enterprise Analytics dashboards. Access includes the ability to view, create, edit, delete or otherwise configure a dashboard.

- ◆ a maximum number of Authorized Users

Ad-Hoc Users (EAAH-NU): Ad-hoc Users are users who can access the analytics development tool. Access includes the ability to run, create, edit, delete or otherwise configure individual reports within this tool.

- ◆ a maximum number of Authorized Users

Web Portal – Monthly Capacity Block of Page Views

Applicable SKUs: WP-10K, WP-20K, WP-100K, WP-500K, WP-1M, WP-2M, WP-5M, WP-10M

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 Software is 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 – Monthly Capacity Block of Sessions

Applicable SKUs: WPSES-5K, WPSES20K

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 Monthly Web Portal Sessions purchased
- ◆ Customer receives one (1) Web Portal Interface with the first purchase of sessions.

Web Portal – Annual Pool of Sessions

Applicable SKUs: WPSSES-ANPL

Sessions allow consumers to access web self-service, feedback and marketing capabilities delivered through a web page. End users may submit questions and manage accounts, access self-service capabilities to search the knowledge base and receive relevant answers to their questions, participate in surveys and complete web forms.

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

- ◆ A maximum number of RightNow Web Portal Sessions per year (starting on first day of the term) 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 50,000 annual sessions purchased
- ◆ Customer receives one (1) Web Portal Interface with the first purchase of sessions.

Web Portal Interfaces (add on to Web Portal)

Applicable SKUs: WPI

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.

Also includes:

- ◆ Two (2) additional GB of storage per Web Portal Interface
- ◆ Two (2) Email boxes

Web Site Search (add on to Web Portal)

Applicable SKUs: WP-WS

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 Software is subject to usage limits based upon:

- ◆ a maximum number of searchable documents

RightNow Connect – Monthly Capacity Block of Transactions

Applicable SKUs: RNC-100K

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 Software is subject to usage limits based upon:

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

RightNow Connect – Annual Pool of Transactions

Applicable SKUs: RNC-ANPL-1M

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 Software is subject to usage limits based upon:

- ◆ a maximum number of RightNow Connect API transactions per year (starting on first day of the term) per Instance

RightNow Voice Shared Minutes – Monthly Capacity Block

Applicable SKUs: VSS-5K, VSS-10K, VSS-20K, VSS-50K, VSS-100K, VSS-250K, VSS-500K

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 >40,000 < 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"> ▪ Project Management for projects issued out of Managed Services ▪ A quarterly occurring meeting to review status of Change Management engagements 	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

Applicable SKUs: VSS-800

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 Sprint or AT&T). RightNow will bill the customer, on a monthly basis, at RightNow's actual cost plus 15%.

Locator

Applicable SKUs: LOC

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 Software is subject to usage limits based upon:

- ◆ a maximum number of locations in database

RightNow Marketing – Monthly Capacity Block of Transactions

Applicable SKUs: RNM-20K, RNM-100K, RNM-500K, RNM-1MIL, RNM-2MIL, RNM-5MIL

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.

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

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

RightNow Emails Sent – Annual Pool of Transactions

Applicable SKUs: [EMST--ANPL-BAND1](#), [EMST-ANPL--BAND2](#), [EMST-ANPL-BAND3](#), [EMST-ANPL-BAND4](#), [EMST-ANPL-BAND5](#), [EMST-ANPL-BAND6](#), [EMST-ANPL-BAND7](#), [EMST-ANPL-BAND8](#)

RightNow CX provides the capability to send emails through RightNow Marketing and RightNow Feedback. Both applications include the ability to send broadcast and transactional mailings. Broadcast mailings reach mass audiences quickly and cost-effectively. Transactional mailings are event-triggered communications that delivers relevant, personalized, time-critical messages based on rules and events. Customers in Bands 2-8 receive a unique IP address.

Usage Limits: Emails Sent are subject to usage limits based upon:

- ◆ a maximum number of emails sent per year (starting on first day of the term) per Instance

RightNow Feedback - Monthly Capacity Block of Transactions

Applicable SKUs: MSFC-500

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 Software is subject to usage limits based upon:

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

Application Program Interface Access

Applicable SKUs: API

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

Pass Through Authentication

Applicable SKUs: PTA

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

Applicable SKUs: PCA

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

Applicable SKUs: TS

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.

RightNow Salesnet Standard Desktop

Applicable SKUs: SN-ST

RightNow Salesnet Standard allows organizations to manage all customer and prospect contact, account and communication histories centrally. RightNow Salesnet Standard functionality includes: patent-pending workflow engine, process builder, reports, email integration

with Microsoft Outlook, synchronization data with other applications, communications manager, calendar, multi-field record update, document library, list queries and layout, and quick search. For clarification purposes, RightNow Instance is not applicable to RightNow Salesnet Desktop purchases.

Usage Limits: Subject to usage limits based upon:

- ◆ a maximum number of Authorized Users

RightNow Salesnet Offline (add on to RightNow Salesnet Standard)

Applicable SKUs: SN-DU

RightNow Salesnet Offline allows organizations to add, edit or delete accounts, contacts, deals, multi-notes, appointments, and tasks while offline. Data is synched when an internet connection is available.

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

- ◆ a maximum number of Authorized Users

RightNow Salesnet Wireless (add on to RightNow Salesnet Standard)

Applicable SKUs: SN-WL

RightNow Salesnet Wireless allows organizations to access and query, update account management data via wireless PDA or web-enabled mobile phone.

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

- ◆ a maximum number of Authorized Users

RightNow Salesnet Extended Desktop

Applicable SKUs: SN-EX

Salesnet Extended Desktop includes the functionality provided in the Salesnet Standard Desktop. Additional functionality includes: drill-down dynamic dashboards, report snapshot and comparisons, RightNow Salesnet Offline & Wireless, RightNow-Salesnet Integration, campaigns, custom tabs, privilege profiles and summary, remote login, custom help file and web services API. For clarification purposes, RightNow Instance is not applicable to RightNow Salesnet Desktop purchases.

Usage Limits: Subject to usage limits based upon:

- ◆ a maximum number of Authorized Users

RightNow Salesnet De-duplication Tool

Applicable SKUs: SN-DD

Salesnet offers powerful data cleansing capabilities that enable Customer to regularly clean and maintain all its account and contact information.

RightNow Salesnet Record Update Tool

Applicable SKUs: SN-RU

RightNow Salesnet is a next-generation CRM system, so it is designed to easily allow Customer to update its existing account, contact and deal data in bulk. The easy to use update wizards guide Customer through the process making updating data in bulk easy.

RightNow Salesnet AptSoft Connectors

Connect RightNow Salesnet to other systems, including web sites, service centers, back-office reporting and campaign management. Most common integrations include Exchange, Lotus Notes, and Group Wise. The terms of the **ADDENDUM TO MASTER SERVICES AGREEMENT FOR APTSOFT CONNECTOR apply.

RightNow Salesnet Miller Heiman Edition

Applicable SKUs: SN-MH

This RightNow Salesnet edition leverages Miller Heiman proprietary Sales Access Manager tool to embed pre-configured account views, reports, processes, and interactive workflow components designed to manage and convert sales into new business. The terms of the ***MILLER HEIMAN (SAM) ADDENDUM apply.

RightNow Support Community

Applicable SKUs: SCOM

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.

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

- ◆ Access to the Social Designer
- ◆ A maximum number of RightNow Web Portal Sessions per year (starting on contract start date) per Instance
- ◆ Sessions are tracked during the interval of time beginning when an end user accesses the Web Portal or Community 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
- ◆ 500,000 Web Portal Sessions (for use in the RightNow Community only) per year included with initial Support Community purchase
- ◆ If the Community is a stand-alone deployment, one (1) RightNow Instance is included
- ◆ One (1) Support Community

RightNow Innovation Community

Applicable SKUs: ICOM

An Innovation Community Innovation 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.

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

- ◆ Access to the Social Designer
- ◆ A maximum number of RightNow Web Portal Sessions per year (starting on contract start date) per Instance
- ◆ Sessions are tracked during the interval of time beginning when an end user accesses the Web Portal or Community 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
- ◆ 500,000 Web Portal Sessions (for use in the RightNow Community only) per year included with initial Support Community purchase
- ◆ If the Community is a stand-alone deployment, one (1) RightNow Instance is included
- ◆ One (1) Innovation Community

RightNow Social Designer

Applicable SKUs: COMPL

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.

Usage Limits: RightNow Social Designer is subject to usage limits based upon:

- ◆ Access to the social media platform
- ◆ A maximum number of RightNow Web Portal Sessions per year (starting on contract start date) per Instance
- ◆ Sessions are tracked during the interval of time beginning when an end user accesses the Web Portal or Community 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
- ◆ 500,000 Web Portal Sessions (for use in the RightNow Community only) per year included with initial Support Community purchase
- ◆ If the Community is a stand-alone deployment, one (1) RightNow Instance is included
- ◆ One (1) Community Instance

Outsourced Solution Administration (OSA) – Monthly

Applicable SKUs: OSA-TIER1, OSA-TIER2, OSA-TIER3, OSA-TIER4

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.

RightNow Basic Support Package

Applicable SKUs: BASIC

This package does not include support for customizations performed by Customer.

Elements include:

- ◆ Questions submitted by up to two (2) designated contacts are answered by RightNow Technologies support representatives via email from 7am-6pm, MDT, Monday-Friday
- ◆ Access to site status Web page for site information and problem notification
- ◆ Free software upgrades
- ◆ Annual Tune Ups

Preferred Support Package

Applicable SKUs: PREF

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
- ◆ Biannual Tune Ups and annual success scorecard review

Premier Support Package (PREM)

Applicable SKUs: PREM

The RightNow Premier 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. The Premier Support Package is not available for Enterprise Analytics.

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
- ◆ 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

Basic Customer Care Package

Applicable SKUs: BASIC-CCP

The RightNow Basic Customer Care Package includes the following elements. This package does not include support for customizations performed by Customer.

Elements include:

- ◆ Access to the RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Provision of the following support for version upgrades:
 - ✓ Communication of major release changes
 - ✓ Support in the creation of upgrade test site
 - ✓ General support of upgrade process questions via incident
- ◆ Limited email support – agent allocation based on pool
 - ◆ Unlimited Severity 1 Incidents
 - ◆ Up to 12 Severity 2,3 and 4 Incidents per year
- ◆ Customer Care Service Level Objectives and Hosting Availability based on table below

		Basic		
Customer Care Service Level Objectives	Severity Level 1	Target Response	5x24 BD*	24 Hours
		Target Resolve	5x24 BD*	48 Hours
	Severity Level 2	Target Response	5x24 BD*	48 Hours
		Target Resolve	5x24 BD*	96 Hours
	Severity Level 3	Target Response	5x24 BD	96 Hours
		Target Resolve	5x24 BD	Reasonable Commercial Effort
	Severity Level 4	Target Response	5x24 BD	144 Hours
		Target Resolve	5x24 BD	Reasonable Commercial Effort
Customization Support	RightNow will not provide technical or upgrade services to support or maintain customer-specific customization(s) previously written by Professional Services, or the customer. New customizations will not be written by RightNow Professional Services. Documented API frameworks will be supported to validate that they are working as expected, but not customizations written using the API frameworks.			
Hosting Availability	Target: 99.5% (measured at the end of each calendar quarter) No Service Level Credits			
Hosting Availability Monitoring	Internal site monitoring at 15 minute increments			

See definitions and further details at http://www.rightnow.com/products/agreements/us_term.php*

The following limitations apply for Support for Enterprise Analytics:

- ◆ Business Day means: Monday through Friday between the hours of 8am to 8pm US Central Standard Time (CST) each day;
- ◆ Maintenance to be performed based on CST up to a maximum of 16 hours per month and 156 hours per year.
- ◆ Target Resolve time for Severity Level 1 Incidents reported outside Business Day is 12 noon CST the next Business Day.

Preferred Customer Care Package

Applicable SKUs: PREF-CCP

The RightNow Preferred Customer Care Package includes the following elements. This package does not include support for customizations performed by Customer. Elements include:

- ◆ Access to the RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Provision of the following support for version upgrades:
 - ✓ Communication of major release changes
 - ✓ Support in the creation of upgrade test site
 - ✓ General support of upgrade process questions via incident
 - ✓ Kick off meeting to outline important upgrade topics
 - ✓ Management incidents submitted during upgrade test site stage (pre and post cutover)
- ◆ Annual Tune-Up
- ◆ Unlimited email support – agent allocation based on pool
- ◆ Phone support
 - ◆ Severity 1: 24x7x365
 - ◆ Severity 2,3 and 4: 8-5 Business Days
- ◆ Customer Care Service Level Objectives and Hosting Availability based on table below

Preferred

Customer Care Service Level Objectives	Severity Level 1	Target Response	7x24X365*	1 Hour
		Target Resolve	7x24X365*	4 Hours
	Severity Level 2	Target Response	7x24X365*	4 Hours
		Target Resolve	7x24X365*	72 Hours
	Severity Level 3	Target Response	5x24 Business Days	24 Hours
		Target Resolve	5x24 Business Days	Reasonable Commercial Effort
	Severity Level 4	Target Response	5x24 Business Days	72 Hours
		Target Resolve	5x24 Business Days	Reasonable Commercial Effort
Customization Support	Support of Customizations (Integrations, Extensions) written by RightNow Professional Services <ul style="list-style-type: none"> • Upgrade of Customizations (Integrations, Extensions) written by PS • Requirements Document • Test Plan Document • Migration of Customizations • QA Testing of Customizations against Test Plan 			
Hosting Availability	Target: 99.9% (measured at the end of each calendar quarter) Service Level Credit Threshold: 99.5% (measured at the end of each calendar quarter). Service Level Credit paid if Availability below Service Level Credit Threshold			
Hosting Availability Monitoring	Internal site monitoring at 5 minute increments			

See definitions and further details at http://www.rightnow.com/products/agreements/us_term.php

*The following limitations apply for Support for Enterprise Analytics:

- Business Day means: Monday through Friday between the hours of 8am to 8pm US Central Standard Time (CST) each day;
- Maintenance to be performed based on CST up to a maximum of 16 hours per month and 156 hours per year.
- Target Resolve time for Severity Level 1 Incidents reported outside Business Day is 12 noon CST the next Business Day.

Premier Customer Care Package

Applicable SKUs: PREM-CCP

The RightNow Premier Customer Care Package includes the following elements. This package does not include support for customizations performed by Customer. The Premier Customer Care Package is not available for Enterprise Analytics. Elements include:

- Access to the RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Provision of the following support for version upgrades:
 - ✓ Communication of major release changes
 - ✓ Support in the creation of upgrade test site
 - ✓ General support of upgrade process questions via incident
 - ✓ Kick off meeting to outline important upgrade topics
 - ✓ Management incidents submitted during upgrade test site stage (pre and post cutover)
 - ✓ Regularly scheduled status meetings
 - ✓ Facilitation of successful User Acceptance Testing process utilizing Upgrade Checklist
 - ✓ Cutover Plan
 - ✓ RNT Project Manager available for post-cutover assistance
- Biannual Tune-Up
- Unlimited email support – agent allocation based on pool
- Assigned Customer Care Specialist
- Phone support
 - Severity 1: 24x7x365

- ◆ Severity 2,3 and 4: 5x24 Business Days
- ◆ Customer Care Service Level Objectives and Hosting Availability based on table below

		Premier		
Customer Care Service Level Objectives	Severity Level 1	Target Response	7x24X365	15 Minutes
		Target Resolve	7x24X365	1 Hour
	Severity Level 2	Target Response	7x24X365	1 Hour
		Target Resolve	7x24X365	24 Hours
	Severity Level 3	Target Response	5x24 Business Days	24 Hours
		Target Resolve	5x24 Business Days	Reasonable Commercial Effort
	Severity Level 4	Target Response	5x24 Business Days	72 Hours
		Target Resolve	5x24 Business Days	Reasonable Commercial Effort
Customization Support	Support of Customizations (Integrations, Extensions) written by RightNow Professional Services <ul style="list-style-type: none"> • Upgrade of Customizations (Integrations, Extensions) written by PS • Requirements Document • Test Plan Document • Migration of Customizations • QA Testing of Customizations against Test Plan 			
Hosting Availability	Target: 99.95% (measured at the end of each calendar quarter) Service Level Credit Threshold: 99.9% (measured at the end of each calendar quarter). Service Level Credit paid if Availability below Service Level Credit Threshold			
Hosting Availability Monitoring	Internal site monitoring at 1 minute increments			

See definitions and further details at http://www.rightnow.com/products/agreements/us_term.php

MSP Partner Customer Care Package

Applicable SKUs:MSP-CCP

The MSP Partner Customer Care Package includes the following elements. This package does not include support for customizations performed by Partner or Partner's clients. Elements include:

- ◆ Access to the RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Provision of the following support for version upgrades:
 - ✓ Communication of major release changes
 - ✓ Support in the creation of upgrade test site
 - ✓ General support of upgrade process questions via incident
 - ✓ Kick off meeting to outline important upgrade topics
 - ✓ Management incidents submitted during upgrade test site stage (pre and post cutover)
- ◆ Annual Tune-Up
- ◆ Unlimited email support – agent allocation based on pool
- ◆ Phone support
 - ◆ Severity 1: 24x7x365
 - ◆ Severity 2,3 and 4: 8-5 Business Days
- ◆ Customer Care Service Level Objectives and Hosting Availability based on table below

		Preferred		
Customer Care Service Level Objectives	Severity Level 1	Target Response	7x24X365*	1 Hour
		Target Resolve	7x24X365*	4 Hours
	Severity Level 2	Target Response	7x24X365*	4 Hours
		Target Resolve	7x24X365*	72 Hours
	Severity Level 3	Target Response	5x24 Business Days	24 Hours
		Target Resolve	5x24 Business Days	Reasonable Commercial Effort
	Severity Level 4	Target Response	5x24 Business Days	72 Hours
		Target Resolve	5x24 Business Days	Reasonable Commercial Effort
Hosting Availability	Target: 99.9% (measured at the end of each calendar quarter)			
Hosting Availability Monitoring	Internal site monitoring at 5 minute increments			

*The following limitations apply for Support for Enterprise Analytics:

- Business Day means: Monday through Friday between the hours of 8am to 8pm US Central Standard Time (CST) each day;
- Maintenance to be performed based on CST up to a maximum of 16 hours per month and 156 hours per year.
- Target Resolve time for Severity Level 1 Incidents reported outside Business Day is 12 noon CST the next Business Day.

See definitions and further details at http://www.rightnow.com/products/agreements/us_term.php

RightNow On-Premise Support Package

Applicable SKUs: OP-SP

This package does not include support for customizations performed by Customer.

Elements include:

- Access to the RightNow knowledge base via the support portal
- Access to the RightNow Community portal
- Nov '07 on-premise release available for download from RightNow's support portal (no other on-premise release available)
- RightNow will not support old versions indefinitely.
- RightNow has policy that sets out what happens when old versions reach end-of-life (to view the current policy, click on this link: <http://community.rightnow.com/customer/library/release/supportpolicy.php>.)

RightNow Government Cloud

Applicable SKUs: GH

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 SSL is included (for all interfaces),

RightNow PCI Certified Cloud

Applicable SKUs: PCI

This offering is designed as an option for customers with enhanced security requirements. The PCI DSS (Payment Card Industry Data Security Standards), a set of comprehensive requirements for enhancing payment account data security, was developed by the founding payment brands of the PCI Security Standards Council, including American Express, Discover Financial Services, JCB International, MasterCard Worldwide and Visa Inc., to help facilitate the broad adoption of consistent data security measures on a global basis. PCI Certified Hosting meets the standards set out by PCI for Service Provider Level 1 Certification.

Elements include:

- Customer PCI DSS Service Provider Level 1 Certified Hosting Services
- Initial review of Customer's existing customizations
- Customization reviews of organizations in the PCI pod performed on a routine basis
- Immediate notification to Customer of any known loss of Customer's cardholder data ("cardholder data" as defined by the PCI Standards)

The following terms apply:

- During the Hosting Term, Customer's use of the Hosting Services shall comply with the PCI Standards outlined in the following location: https://www.pcisecuritystandards.org/security_standards/pci_dss.shtml
- Customer shall be on version August '09, or later
- ODBC Data Export access is not available for customers with PCI Certified Hosting
- Customer shall have SSL (Secure Socket Layer) enabled for all sites hosted by RightNow
- All existing customizations shall follow PCI Standards and shall be reviewed and approved by RightNow prior to Customer's use of PCI Certified Hosting services. If customizations are not approved to be PCI compliant, the customer must re-write them or sign a statement of work with RightNow to have them re-written. This cost is not included within the scope of this package or covered by Customization Support.
- All future customizations shall follow PCI Standards and shall be reviewed and approved by RightNow prior to implementation
- All RightNow determined site security settings shall be accepted by Customer
- RightNow Voice is not included in PCI Certified Hosting

RightNow reserves the right to immediately suspend Customer's PCI Certified Hosting services in the event of Customer's violations or alleged violations of the PCI Standards or the terms outlined in this description. Upgrade services are not included within the scope of this package.

Custom Domain Secure Socket Layer Hosting

Applicable SKUs: SSL-CD

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

Applicable SKUs: VPN

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

Applicable SKUs: MB

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

Applicable SKUs: ODBC

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

Applicable SKUs: BW

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

Applicable SKUs: DS

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)

Perpetual Maintenance & Support

Applicable SKUs: 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
- ◆ All upgrades are available on a hosted-only basis
- ◆ Provision of the following support for version upgrades:
 - ✓ Communication of major release changes
 - ✓ Support in the creation of upgrade test site
 - ✓ General support of upgrade process questions via incident
 - ✓ Kick off meeting to outline important upgrade topics
 - ✓ Management incidents submitted during upgrade test site stage (pre and post cutover)
- ◆ Support of Customizations (Integrations, Extensions) written by RightNow Professional Services
 - Upgrade of Customizations (Integrations, Extensions) written by PS
 - Requirements Document
 - Test Plan Document
 - Migration of Customizations
 - QA Testing of Customizations against Test Plan
- ◆ Biannual tune ups and success scorecard review

- ◆ Hosting, secured by SSL (Secure Socket Layer) is provided by RightNow Technologies (a storage limit of 5GB per Web Portal Interface applies)
- ◆ In the event Customer terminates Hosting Services, the Nov '07 on-premise release is available for download from RightNow's support portal (no other on-premise release available). RightNow will not support old versions indefinitely.
- ◆ RightNow has policy that sets out what happens when old versions reach end-of-life (to view the current policy, click on this link: <http://community.rightnow.com/customer/library/release/supportpolicy.php>.)

Professional Services

Pilot Implementation Services

Applicable SKUs: PIS-1

A RightNow Consultant will remotely configure, administer, and monitor a limited deployment of the RightNow Service solution. The Customer is responsible for designating a primary contact for the pilot project who will work with RightNow to define objectives and assist with deployment activities. This package does not include: agent or administrator training, data imports, custom reports creation, email list procurement, product customizations / integrations, support of multiple languages, interfaces or currencies. 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:

- ◆ Pilot Overview and Results Kit
- ◆ Project Plan and Charter
- ◆ Product Configuration focus:
 - Agent Desktop
 - Incident Workflow
 - Knowledge Base
- ◆ Best Practices guidance and education

RightNow Empower the Customer Pilot Services

Applicable SKUs: PIS-EMPC

An implementation specialist will analyze the Customer's FAQs and website content and cross reference that with inbound email and phone calls to help build a "seed" of content as a method to improve self-service rates. This specialist will remotely manage and configure a limited RightNow web self-service deployment focused on establishing a knowledge foundation. This package does not include agent or administrator training, product integrations/customizations, custom reports creation, support of multiple languages, interfaces or currencies. 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:

- ◆ Pilot Overview and Results Kit
- ◆ Pilot Charter and Project Plan
- ◆ Product Configuration focus:
 - ◆ Knowledge Base
- ◆ 1 Data Element Data Import for Answers
- ◆ Best Practices guidance and education

RightNow Voice of the Customer Pilot Services

Applicable SKUs: PIS-VOC

An implementation specialist will remotely manage and configure a limited RightNow service deployment focused on developing real-time inbound / outbound surveys via RightNow Feedback. This package does not include: agent or administrator training, custom reports creation, product customizations / integrations, support of multiple languages, interfaces or currencies. Customer will provide HTML for header, footer of survey and outgoing email as well as all questions electronically for the surveys. 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:

- ◆ Pilot Overview and Results Kit
- ◆ Pilot Charter and Project Plan
- ◆ Product Configuration focus:
 - Broadcast Surveys: Implement five (current) Customer surveys

- Implement a Net Promoter survey
- Two marketing campaigns with a maximum of 8 steps in each campaign
- ◆ Contact Data Import (using Contact Upload tool and limited to 20,000 records / 15 fields per record)
- ◆ Best Practices guidance and education

Product Registration Implementation Services

Applicable SKUs: PRI

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 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

Applicable SKUs: PRI-L

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 defined product registration labels

On-Premise Pilot Installation Services

Applicable SKUs: PIS-OP-INSTALL

RightNow Professional Services will assist with the installation of RightNow CRM software in the Customer's production environment. The RightNow Project Manager will provide the Customer with a document outlining the necessary pre-installation activities during the planning stages of the implementation. Prior to the installation of RightNow CRM, the Customer must have completed the necessary network configuration and installed all necessary servers and associated operating systems and database software. RightNow is responsible for the installation of RightNow CRM software only, and assumes all pre-installation activities have occurred prior to the commencement of RightNow CRM software installation. These services are applicable to the initial installation of RightNow CRM in a single environment only. Subsequent installations, if necessary, are outside the scope of these services. Customer is responsible for RightNow's travel and expenses. Services must be used within 12 months of purchase or will expire.

RightNow Implementation Service - Level 1

Applicable SKUs: RN-IS-L1

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 for further details.

RightNow Implementation Service - Level 2

Applicable SKUs: RN-IS-L2

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 for further details.

RightNow Implementation Service - Level 3

Applicable SKUs: RN-IS-L3

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 for further details.

Co-Browse Implementation Services

Applicable SKUs: COIS

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 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

Applicable SKUs: LCIS

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 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
 - Assistance/coaching with chat interface branding (version November '09 forward)
- ◆ Remote RightNow Chat Product Overview Training (Up to 2 Hours)

RightNow Cloud Monitor Implementation Services Package

Applicable SKUs: CM

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

Targus Desktop Add In Implementation Services – North America Only

Applicable SKUs: TDI

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

Order Management Desktop Add-In Implementation Services for Sterling Commerce

Applicable SKUs: OMI

Order Management Desktop Add-In Implementation Services for Sterling Commerce will be managed remotely. The Order Management Desktop Add-In implementation Services includes the configuration of the Add-In to English interface(s) only. Customer must have subscription to Sterling Commerce in order to purchase and implement the Order Management Desktop Add-In for Sterling commerce.. 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 Order Management Desktop Add-In for Sterling Commerce
- ◆ Testing
- ◆ Standard documentation
- ◆ Engagement Summary

Locator Implementation Services

Applicable SKUs: LIS

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 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)

RightNow Enterprise Analytics Implementation Services

Applicable SKUs: EA-IS

RightNow Enterprise Analytics Implementation Services will be managed remotely. 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. This service excludes custom metrics, non-RightNow data, or the import of any archived RNT data. Services must be used within 12 months of purchase or will expire.

Elements include:

- ◆ Project Plan
- ◆ Export of RightNow data
- ◆ Standard dashboards/metrics
- ◆ 2 custom dashboards, 4 charts per (generated from standard metadata)
- ◆ Remote training
- ◆ Custom field labels (must be provided by customer prior to delivery of RNT data)
- ◆ Setting up of folders via groups
- ◆ Indexing of critical custom fields (as defined by customer)

RightNow Enterprise Analytics Pilot Implementation Services

Applicable SKUs: EA-PIS

RightNow Enterprise Analytics Pilot Implementation Services will be managed remotely. 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. This service excludes custom metrics, non-RightNow data, or the import of any archived RNT data. Services must be used within 12 months of purchase or will expire.

Elements include:

- ◆ Project Plan
- ◆ Export of RightNow data (limited to 6 months)
- ◆ Standard dashboards/metrics
- ◆ 2 custom dashboards, 4 charts per (generated from standard metadata)
- ◆ Remote training
- ◆ Custom field labels (must be provided by customer prior to delivery of RNT data)
- ◆ Setting up of folders via groups

RightNow Enterprise Analytics Pilot Conversion Services

Applicable SKUs: EA-PCS

RightNow Enterprise Analytics Pilot Conversion Services will be managed remotely and will provide the additional services necessary to fully implement RightNow Enterprise Analytics. 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. This service excludes custom metrics, non-RightNow data, or the import of any archived RNT data. Services must be used within 12 months of purchase or will expire.

Elements include:

- ◆ Extending the scope of deployment to additional users
- ◆ Extending volume of data loaded into data warehouse beyond six months, including related tuning, configurations, and indexing
- ◆ Indexing critical custom fields (as defined by customer)
- ◆ Configuring user visibility privileges

Computer Telephony Integration (CTI) Discovery Services

Applicable SKUs: CTI-DSC

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

Applicable SKUs: VSS-DSC

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 for further details.

Elements include:

- ◆ Requirements Document
- ◆ Go-Forward Plan

RightNow Voice One Number Routing Implementation

Applicable SKUs: VSS-ONRI

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 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

Applicable SKUs: VSS-CMI

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 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

Applicable SKUs: VSS-IMI

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 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

Applicable SKUs: VSS-CID

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 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

Applicable SKUs: VSS-BPI

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 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 (

Applicable SKUs [VSS-LFI](#)

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 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

Applicable SKUs [:VSS-SI](#)

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 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

RightNow Community Implementation Services

Applicable SKUs: [COM-IMP](#)

RightNow Community Implementation Services are applicable to the implementation of the RightNow Support, Innovation, or Support and Innovation Communities only. Implementation Services will include a pre-defined Community blueprint (Support, Innovation, or Support & Innovation); configuration of community as defined by Community blueprint; skinning to brand the 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. This package includes best practices review, product coaching, and periodic community tune-ups for the period of one year. Customer is responsible for RightNow's travel and expenses in the event of an onsite visit. Services in package must be used within twelve (12) months of purchase or will expire.

On-Premise to On-Demand Migration Services

Applicable SKUs: MS

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

Applicable SKUs: ANW

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

Applicable SKUs :ADW

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

RightNow Analytics Workshop Onsite

Applicable SKUs: ANW-OS

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 large groups of customer service representatives. 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
- ◆ Certificate of Completion

Introduction to Service Administrator Regional Workshop

Applicable SKUs: SRW

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. Elements include:

- ◆ RightNow Training site
- ◆ Certificate of Completion

Introduction to Service Administrator Workshop Onsite

Applicable SKUs: SRW-OS

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 package must be used within 12 months of purchase or will expire.

Elements include:

- ◆ RightNow Training site
- ◆ Certificate of Completion

CRM Administrator Workshop Onsite

Applicable SKUs: SAW-OS

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 Developer Training – Regional Workshop (North America Only)

Applicable SKUs: DT

RightNow offers the Developer Workshop in regional locations (Bozeman or Chicago) on a quarterly basis. Attendees will be allowed to work together with the instructor in an intensive, highly productive, co-learning environment. The RightNow Developer Training Workshop is a hands-on workshop that focuses on the following topics: Pass Through Authentication; Customer Portal, Dreamweaver and webdav, Desktop Integration, .NET Add Ins, RN Connect, XML API. 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

RightNow Developer Training – Onsite (North America Only)

Applicable SKUs: DT-OS

RightNow offers the Developer Workshop in regional locations (Bozeman or Chicago) on a quarterly basis. Attendees will be allowed to work together with the instructor in an intensive, highly productive, co-learning environment. The RightNow Developer Training Workshop is a hands-on workshop that focuses on the following topics: Pass Through Authentication; Customer Portal, Dreamweaver and webdav, Desktop Integration, .NET Add Ins, RN Connect, XML API. Customer is responsible for RightNow's travel and expenses. Services must be used within 12 months of purchase or will expire.

Elements include:

- ◆ RightNow Training site
- ◆ Certificate of Completion

RightNow Extended Developer Training – Regional Workshop (North America – Partners Only)

Applicable SKUs: EDT

RightNow offers the Extended Developer Workshop to RightNow Partners only in regional locations (Bozeman or Chicago) on a quarterly basis. Attendees will be allowed to work together with the instructor in an intensive, highly productive, co-learning environment. The RightNow Developer Training Workshop is a hands-on workshop that focuses on the following topics: Pass Error logging, tracing, debugging, best practices, external events, HMS, AE coding standards review, QA and RPM. Partner must attend the RightNow Developer training course prior to attending the Extended Developer Training course. Partner 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

RightNow Train the Trainer Workshop Onsite

Applicable SKUs: TTW-OS

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

Applicable SKUs: RR-AT

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

Applicable SKUs: RR-EU

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

Applicable SKUs: ONL-CSA

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

Applicable SKUs: ONL-CPW

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

Applicable SKUs: DI-1DE

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

Applicable SKUs: DI-2DE

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

Applicable SKUs: DI-3DE

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

Applicable SKUs: (DE-OTE, DE-Q, DE-Q, DE-M, DE-W)

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

Applicable SKUs: DE-BRST

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

Applicable SKUs: KB-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

Applicable SKUs: KB-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

Applicable SKUs: OE1

Through remote consulting, RightNow will review Customer's initial implementation project goals, evaluate current and future goals, and determine if the 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 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 module. 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 installation settings with current settings to determine a real, current state of the system – 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

Applicable SKUs: OE2

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 installation settings with current settings to determine a real, current state of the system – 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.

Remote Product Coaching – Option 1

Applicable SKUs: RPC-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

Applicable SKUs: RPC-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

Applicable SKUs: RPC-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

Applicable SKUs: COM-DSC

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.

Web Indexing Setup and Support (16 hours)

Applicable SKUs: WISS

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.

Open Methods Telephony Adapter Implementation Services

Applicable SKUs: OMTI

The Open Methods Telephony Adapter Implementation Services are applicable to the installation and configuration of Genesys or Cisco Adapters to provides agents with telephony desktop call handling capabilities. Customer will provide technical resource (Switch/CTI Administrators) who will be available for the duration of the project. Services must be consumed within 12 months of purchase or will expire. If travel is required, customer will be responsible for travel and expenses. The Adapters will be configured to the underlying CTI/UQ environment. This package excludes advanced screen pop configuration (data population, custom searches and pop) and configuration and installation of Multi-Site, High Availability, and Fault Tolerance. Implementation services are delivered by Open Methods Professional Services.

Elements include:

- ◆ Agent configuration with RNT staff account
- ◆ Installation and configuration of the Interaction Server, including pre-requisites JRE. The Interaction Server Software must be installed in the same VLAN as the CTI/UQ. This may be on-premise if the customer has an on-premise UQ solution or at the hosted data center if CTI/UQ is hosted. A port may have to be punched in at the firewall to enable communication between Interaction Server and Softphone Add-In.
- ◆ Basic configuration of out of the box screen pop and CTI data based on customer's business requirements (Contact ID based or ANI based Contact lookup, Incident ID based Incident Pop)

Universal Service Credits

Applicable SKUs: 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

Travel & Expense Estimate (Available for US Public Sector Only)

Applicable SKUs: GOV-TE

The Travel & Expense Estimate provides our public sector Customers and resellers the ability to include an estimated budget amount to fund travel and related expenses associated with RightNow's delivery of services. RightNow will invoice actual travel and expenses on a monthly basis. If Customer is a United States Federal Government agency, RightNow will invoice travel and expenses according to the Federal Travel Regulation ("FTR") for Federal Civilian agencies and the Joint Federal Travel Regulation ("JFTR") for Department of Defense organizations. If RightNow's actual travel and related expenses exceed the Travel & Expense Estimate, RightNow will secure approval from Customer or reseller prior to incurring additional expenses.

***MILLER HEIMAN (SAM) ADDENDUM

This addendum shall govern the use of the Millier Heiman (MH) Sales Access Manager (SAM) in conjunction with the RightNow Salesnet products. The following terms are hereby incorporated by reference in the RightNow Technologies Master Services Agreement with Customer ("Agreement").

1. **ADDITIONAL DEFINITIONS** – the terms set forth below shall have the following meanings in the ASPA, and in any Addenda and Amendments hereto:

1.1 **Designated Use.** An employee of Customer who had been licensed by MHI to use the Miller Heiman Methodologies, or certain of them, and that wishes to purchase or have access to Sales Access Manager through the Salesnet Online CRM Application and whom Customer is purchasing a License to use the Software under this ASPA. The total number of Designated Users is specified in the RightNow Order Form. Customer shall identify the designated Users to the Software by means of Licensing and Registration Application.

1.2 **Licensing and Registration Application.** A component of the Software by which Customers identifies the Designated Users, through which the Designated Users register to Use the Software, through which errors may be reported and through which MHI may provide updates and information to the Customer.

1.3 **MHI Program** means any of the sales methodologies of Miller Heiman, Inc. ("MHI") including, but not limited to, those known as Strategic Selling®, Conceptual Selling®, Large Account Management ProcessSM (LAMP®), Negotiate SuccessSM, Executive ImpactSM, Predictive Sales PerformanceSM, FunnelScorecardSM, Channel Partner ManagementSM, and Manager's Coaching ProgramSM.

1.4 **Software.** The software known as Sales Access ManagerSM. The Software is provided as an "add-on" module to and is accessed through the RightNow Salesnet current sales management solution.

1.5 **Use** means the loading, utilization, storage or display of the Software by the number of Designated Users set forth in Section 2.3 below to process Customer's information and serve Customer's computing needs.

2. LICENSE

2.1 RightNow grants to Customer a limited, non-exclusive and non-transferable right and license (the "License") for Designated users to Use the Software (in object code form only) pursuant to the terms of the Agreement, including this Addendum. All rights not expressly granted to Customer are hereby reserved to MHI. Solely with respect to the Software, this license grant supersedes and replaces the license granted in Section 2 of the Agreement.

2.2 Customer agrees that the Software will only be used by Customer or its employees either (a) on Customer's computers or (b) in equipment maintained by RightNow. Customer shall have the right to Use the Software solely for Customer's internal business purposes.

2.3 In addition to the restrictions set forth in Section 2 of the Agreement, Customer agrees that Customer shall not, directly or indirectly:

- a. provide, disclose, divulge or make available to, or permit use of the Software by persons other than Customer's employees who have been through the appropriate MHI Program;
- b. exceed the number of Designated Users set forth below detailed in the RightNow Subscriptions Agreement.

2.4 As the Software is proprietary, Customer agrees not to publish or disclose to third parties any evaluation of the Software without MHI's prior written consent.

2.5 Internal Transfer of Licenses. Customers may, from time to time at Customer's discretion, and at no charge to Customer, change the Designated Users provided:

- a. the total number of Designated users does not, at any time, exceed the number of Designated Users specified in Section 2.3 above; and
- b. all Designated Users shall have successfully taken the appropriate MHI Programs(s) and have paid the fees appropriate thereto; and
- c. new Designated Users register their Use through the Licensing and Registration Application as required by the Software; and

d. former Designated Users may be reauthorized by Customer provided that the provisions of sections 2.5a and 2.5b are met. A former Designated User must re-register through the Licensing and Registration Application.

2.6 Customer's right to use the Software is limited as provided herein and may not be assigned or otherwise transferred.

OpenMethods Master Software License Agreement (Addendum to RightNow Technologies Master Services Agreement with Customer)

This Software License Agreement (“Agreement”) is dated as of the Effective Date, as noted on the Order Form, between OpenMethods LLC, a Missouri Limited Liability Company (including its subsidiaries, the “OpenMethods”), having offices at 4741 Central Street, Suite 285, Kansas City, Missouri 64112, and the “Customer” (as identified and described on the Order Form), each a “Party” and collectively, the “Parties”. This Agreement should be read in conjunction with each Order Form and Statement of Work, if applicable, which identifies the products and/ or services that Customer is purchasing.

The following sections from the RightNow Master Agreement between the customer and RightNow apply to the Customer and OpenMethods as well, substituting “OpenMethods” for “RightNow”: 1. DEFINED TERMS, 2. GRANT (a), (b), and (c), 3. LIMITATIONS ON, AND CONDITIONS OF USE (a), (b), (c), 4. DATABASE CONTENT, 5. CONTENT LICENSE, 11. SUPPORT SERVICES (Customer is further subject to the OpenMethods Technical Support Policy, www.openmethods.com/support/RNT/tsp.pdf), 12. HOSTING SERVICES WARRANTY (b) and (c), all of PART THREE – PROFESSIONAL SERVICES (Sections 14-17), 18. TERM, 20. TERMINATION AND SUSPENSION, 21. WARRANTY DISCALIMER, 22. LIMITATION OF LIABILITY, 23. CONFIDENTIALITY, 24. INDEMNIFICATION, 25. PUBLICITY, 26. MISCELLANEOUS

OPENMETHODS SPECIFIC TERMS FOR THE CTI ADAPTER SOFTWARE

(A) PROHIBITIONS: Customer shall not copy or use the Software or Documentation except as expressly licensed in this Agreement. Customer shall have no right to prepare derivative works from the Software. Customer may not rent, lease, loan, sell or otherwise distribute the Software or any derivative works based upon the Software in whole or in part. Customer shall not, and shall not permit others to, modify, distribute, reverse engineer, decompile, disassemble or otherwise translate the Software. Customer shall not alter, change, or remove from the Software or Documentation any identifications, including copyright and trademark notices, and further agrees to place all such markings on any copies thereof. Customer shall not cause or permit the number of agents using the software application to exceed the number of Authorized Agent Logins.

(B) DISCLOSURE: Customer shall not disclose the results of any benchmark or usability tests of the Software to any third party without OpenMethods’ prior written approval.

(C) RIGHTS: Except for the rights expressly described herein, Customer is not granted any rights to any OpenMethods patents, copyrights, trade secrets, trade names, trademarks (whether or not registered), or any other rights, franchises or licenses.

(B) EXPORT: Customer shall comply fully with all relevant export laws and regulations of the United States (“Export Laws”) to assure that the Software is not (a) exported, directly or indirectly, in violation of Export Laws; or (b) intended to be used for any purposes prohibited by the Export Laws, including, without limitation, nuclear, chemical, or biological weapons proliferation.

(D) MAINTENECE AND TECHNICAL SUPORT: The fees for Maintenance and Technical Support are set forth in the Price List. Payment for Maintenance and Technical Support Fees shall be made annually, in advance. Notwithstanding any other provision of this Agreement, OpenMethods shall have no obligation to provide any Technical Support if any Fees are due and not paid.

(E) PROFESSIONAL SERVICES FEES: The fees for professional services shall be agreed upon by the Parties in any applicable SOW, and Customer shall pay such Fees as set forth in such SOW.

(E) SOFTWARE WARRANTY: OpenMethods warrants that, for a period of ninety (90) days from the Commencement Date, the unmodified Software will not contain Errors. For any breach of such warranty, Customer’s exclusive remedy, and OpenMethods’ sole obligation and liability, shall be (1) the exercise of commercially reasonable efforts to modify the Software such that the foregoing warranty is true and (2) thereafter, the delivery to Customer of the modified Software, if any, or if at any time that OpenMethods reasonably determines that it is unable to modify the Software so that the foregoing warranty is true, (a) OpenMethods shall promptly notify Customer thereof, (b) OpenMethods shall, at Customer’s option, refund to Customer the Software license fees paid hereunder with respect to Software for which the foregoing warranty is breached and (c) if Customer exercises such option, all licenses granted to Customer hereunder with respect to such Software shall immediately terminate.

(F) PROFESSIONAL SERVICES WARRANTY: OpenMethods warrants that, for a period of ninety (90) days from the applicable Professional Service, such Professional Service shall have been performed in a professional and workmanlike manner. For any breach of the foregoing warranty, Customer’s exclusive remedy, and OpenMethods’ sole obligation and liability, shall be the exercise of commercially reasonable efforts to re-perform the applicable Professional Service in compliance with the foregoing warranty. If, however, such commercially reasonable efforts fail, Customer’s exclusive remedy and OpenMethods’ sole obligation and liability is the payment by OpenMethods of actual damages in an amount not to exceed the amount paid for the nonconforming Professional Service.

(G) WARRANTY LIMITATIONS: Except as expressly set forth in the Master Agreement Section 12 (“Warranty”), the software and services are provided “AS IS,” and OpenMethods makes no additional warranties, express, implied, arising from course of dealing or usage of trade or statutory, as to the software, technical support, professional services, or any matter whatsoever. OpenMethods disclaims, on behalf of itself and its suppliers, any and all warranties of title, merchantability, fitness for a particular purpose and non-infringement. OpenMethods does not warrant that the software will meet customer’s requirements, that the software will operate in the combinations which customer may select for use, that the operation of the software will be uninterrupted or error-free, or that all errors

will be corrected. If pre-production (e.g., "alpha" or "beta") releases of software are provided to customer, such copies are provided "as-is" without warranty of any kind.

(H) OPENMETHODS INDEMNITY: OpenMethods shall defend or, at its option, settle, at its own expense any suit, action or proceeding brought in a court of competent jurisdiction (an "Action") against Customer by a third party to the extent such Action is based on a claim(s) that the Software infringes any United States patent issued as of the Effective Date or any copyright or trade secret arising under the laws of any jurisdiction and OpenMethods will pay damages finally awarded against Customer in such Action, or those monetary damages agreed to in a written settlement of such Action; provided that OpenMethods shall be relieved of the foregoing obligations unless Customer: a) gives OpenMethods prompt written notice of each such Action; b) tenders to OpenMethods sole control of the defense or settlement of each such Action; and, c) cooperates with OpenMethods in defending or settling each such Action. If OpenMethods receives notice of an allegation that the Software infringes or misappropriates a third party's intellectual property rights, or if Customer's use of any Software is prohibited by permanent injunction of a court of competent jurisdiction as a result of such an infringement or misappropriation, OpenMethods may, at its sole option and expense: a) procure for Customer the right to continue using such Software as provided hereunder; b) modify such Software so that it is no longer infringing; or c) replace the Software with other software of equal or superior functional capability.

(I) LIMITATIONS: The rights granted to customer under section (h) ("OpenMethods Indemnity") shall be customer's sole and exclusive remedy and OpenMethods' sole obligation for any alleged infringement of any patent, copyright, trademark, or other proprietary right. OpenMethods shall have no liability, including under section (h) ("OpenMethods Indemnity") if any claim of infringement is based upon or arises out of: (a) any modified software; (b) any customer or third-party technology; (c) any third party software SDK, API or library that is required by either Genesys Labs or RightNow Technologies (d) use of the software in connection or in combination with equipment, devices, or software not provided by OpenMethods (but only to the extent that the software alone would not have infringed); (e) software developed or modified in compliance with customer's design requirements or specifications; (f) the use of software other than as permitted under this agreement or in a manner for which it was not intended; or (g) use of other than the most current release or version of the software (if such infringement or claim would have been prevented by the use of such release or version).

(J) CUSTOMER INDEMNITY: Except with respect to infringement of third-party rights for which OpenMethods is obligated under Section (H) ("OpenMethods Indemnity"), Customer shall defend at its own expense any suit, action or proceeding brought against OpenMethods by a third party based on a claim(s) by third parties arising in connection with Customer's use of the Integrated System (a "Use Action"), and Customer will pay damages finally awarded against OpenMethods in such Use Action, or those monetary damages agreed to in a monetary settlement of such Use Action; provided that Customer shall be relieved of the foregoing obligation unless OpenMethods a) gives Customer prompt written notice of each such Use Action; b) tenders to Customer sole control of the defense or settlement of each such Use Action at Customer's expense; and c) cooperates with Customer, at Customer's expense, in defending or settling each such Use Action. OpenMethods shall have the right to participate at its own expense in any Use Action or related settlement negotiations using counsel of its own choice.

(J) AUTHORITY OF SIGNATORIES: By the signature of each of the representatives of the Parties placed on this Agreement, each such signatory represents and warrants that he or she is authorized to sign this Agreement on behalf of the Party for whom he or she is acting.

(K) COUNTERPARTS; FACSIMILE SIGNATURES: This Agreement may be executed in counterparts, each of which will be considered an original, but which together will constitute one and the same instrument. A signature on a copy of this Agreement received by either Party by facsimile is binding upon the other Party as an original. The Parties agree that a photocopy of such facsimile may also be treated by the Parties as a duplicate original.

(L) ASSIGNMENT: Neither this Agreement nor any rights or obligations of Customer hereunder may be assigned by Customer in whole or in part without the prior written approval of OpenMethods. Any purported assignment by Customer in breach of this Section shall be void. OpenMethods may assign this Agreement and its rights hereunder in its sole discretion.

(O) FORCE MAJEURE: Except with regard to any obligation to pay money hereunder, neither Party hereto shall be held responsible for any delay or failure in performance hereunder caused in whole or in part by fire, strike, flood, embargo, labor dispute, delay or failure of any subcontract, act of sabotage, riot, accident, delay of carrier or supplier, voluntary or mandatory compliance with any governmental act, regulation or request, act of God or by public enemy, or any act or omission or other cause beyond such Party's reasonable control.

(P) ENTIRE AGREEMENT: This Agreement, together with the Exhibits hereto and the MASTER AGREEMENT, which are hereby incorporated by this reference, completely and exclusively state the agreement of the Parties regarding their subject matter. This Agreement shall not be modified except by a subsequently dated written amendment or Exhibit signed on behalf of OpenMethods and Customer by their duly authorized representatives.