

**Services Descriptions**  
**Subscription Services and Professional Services**  
**August 10, 2012**

**Glossary of Terms**

**Certificate:** is defined as your previously purchased Secure Socket Layer Certificate from a vendor such as Comodo or Verisign. The Oracle RightNow Custom Domain SSL Application Hosting offering creates the ability for RightNow to host your Comodo or Verisign certificates on a custom domain in custom, wildcard or Subject Alternative Name configurations.

**Connection:** is defined as how the services are delivered by Oracle via an encrypted LAN to LAN link between your network and the Oracle RightNow data center.

**20K Documents Indexed:** is defined as twenty thousand documents that are indexed by the Oracle Rightnow Service, where one document is defined as any type of document that can be reached through a URI/URL. An example would be <http://mydocdomain.com/docfolder>.

**100 Email Sent -Monthly Capacity:** is defined as a maximum of one hundred emails that may be sent per each calendar month of the services term, where one email is defined as each outbound broadcast or transactional email sent through the Oracle RightNow Outbound Cloud Service or Oracle RightNow Feedback Cloud Service.

**100 Email Sent-Pooled Capacity:** is defined as a maximum of one hundred emails that may be sent during the services term, where one email is defined as each outbound broadcast or transactional email sent through the Oracle RightNow Outbound Cloud Service or Oracle RightNow Feedback Cloud Service.

**Hosted Connected Seat Month:** is defined as a user accessing the Oracle RightNow Service at any given time during each month of each Service Period. For each month of each Service Period, the amount of Hosted Connected Seat Months used is the peak number of users who concurrently accessed the Oracle RightNow Service at any time during such month. If at any time use of the Oracle RightNow Service exceeds the purchased quantity of Hosted Connected Seat Months, then you are required to purchase and pay for additional Hosted Connected Seat Months in accordance with the terms of your order, such that the amount of Hosted Connected Seat Months used or to be used is equal to or less than the total purchased quantity. Unused or partially used Hosted Connected Seat Months will expire at the end of the Service Period, and do not carry-over or rollover to any new Service Period or Subscription Term (e.g., a renewal of services), and in no event will you receive a refund of fees paid, or be entitled to cancel fees due, for unused or partially used Hosted Connected Seat Months.

**Hosted Connected User:** is defined as an individual authorized by you to access the Oracle RightNow Service simultaneously with other users at any given time. The quantity of Hosted Connected Users on the ordering document is the maximum number of Hosted Connected Users that may access the Oracle RightNow Services at any given time. If at any time your use of the Oracle RightNow Services exceeds the quantity of Hosted Connected Users purchased, then you are out of compliance and you must pay Oracle for back-compliance charges for the overage and purchase additional Hosted Connected Users to accommodate your increased usage. The peak number of Hosted Connected Users who access the Oracle RightNow Service simultaneously at any given time during each month of the Services Period determines your compliance with this metric.

**Hosted Named User:** is defined as an individual authorized by you to access the Oracle RightNow Service, regardless of whether the individual is actively accessing the Oracle RightNow Service at any given time. The quantity of Hosted Named Users on the ordering document is the maximum number of Hosted Named Users. If at any time during the Service Period you use more than your purchased capacity of Hosted Named Users, then

you are out of compliance and you must pay Oracle for back-compliance charges for the overage and purchase additional Hosted Named User seats to accommodate your increased usage. The peak number of Hosted Named Users at any given time during each month of the Service Period determines your compliance with this metric.

**Hosted Named Seat Month:** is defined as an individual who is authorized by you to access the Oracle RightNow Service during each month of the Service Period, regardless of whether the individual is actively using the Oracle RightNow Service at any given time. For each month of the Service Period, the amount of Hosted Named Seat Months used is the peak number of individuals authorized by you to access the Oracle RightNow Service at any given time during such month. If at any time use of the Oracle RightNow Service exceeds the purchased quantity of Hosted Named Seat Months, then you are required to purchase and pay for additional Hosted Named Seat Months in accordance with the terms of your order, such that the amount of Hosted Named Seat Months used or to be used is equal to or less than the total purchased quantity.

**Instance:** is defined as a single Oracle RightNow Service database.

**Mailbox:** is defined as functionality that allows the Oracle RightNow Cloud Service to send and receive emails, and that either, depending on whether a service mailbox or marketing mailbox is provisioned, converts the inbound emails into incidents to be handled by your support agents or sends outbound and feedback emails.

**100 Sessions Monthly Capacity:** is defined as the maximum of one hundred sessions per each month of the Service Period. “Session” is defined as a single 15 minute time period of web visit activity or knowledge interaction activity. “Web visit activity” means activity within a consumer visit to an Oracle RightNow CX Cloud Service destination site or web experience powered by Oracle or, alternatively, with content delivered by Oracle to a third party site through syndicated widgets. “Knowledge interaction activity” means user initiated activity through the Oracle RightNow Connect Knowledge Foundation API Cloud Service. Each session is utilized by a uniquely identified client, with one or more sessions consumed depending on the length of the web visit activity or knowledge interaction activity and the actions therein. If at any time use of the Oracle RightNow Services exceeds the purchased quantity of 100 Sessions Monthly Capacity, then you are out of compliance and you must pay Oracle for back-compliance charges for the overage and purchase additional 100 Sessions Monthly Capacity to accommodate your increased usage.

**100 Sessions Pooled Capacity:** is defined as the maximum of one hundred sessions per Service Period. “Session” is defined as a single 15 minute time period of web visit activity or knowledge interaction activity. “Web visit activity” means activity within a consumer visit to an Oracle RightNow CX Cloud Service destination site or web experience powered by Oracle or, alternatively, with content delivered by Oracle to a third party site through syndicated widgets. “Knowledge interaction activity” means user initiated activity through the Oracle RightNow Connect Knowledge Foundation API Cloud Service. Each session is utilized by a uniquely identified client, with one or more sessions consumed depending on the length of the web visit activity or knowledge interaction activity and the actions therein. If at any time use of the Oracle RightNow Services exceeds the purchased quantity of 100 Sessions Pooled Capacity, then you are out of compliance and you must pay Oracle for back-compliance charges for the overage and purchase additional 100 Sessions Pooled Capacity to accommodate your increased usage.

## Subscription Services

### **Oracle RightNow Instance Cloud Service**

**Applicable SKUs:** [INS-1203\\_B68550](#)

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

Also includes:

- ◆ Database Storage limit of 1024 MB
- ◆ File Storage limit of 1024 MB
- ◆ Bandwidth limit of 5125 MB per Month
- ◆ One (1) Email box
- ◆ One (1) Internal Interface
- ◆ One (1) Test Site

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow. Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

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## **Oracle RightNow Standalone Chat Dynamic Agent Desktop Cloud Service**

**Applicable SKUs:** SACHAT-NU-1203, SACHAT-CU-1203, SACHAT-SM-1203, SACHAT-CSM-1203, B68553, B68554, B68555, B68556

The Oracle RightNow Standalone Chat Dynamic Agent Desktop Cloud Service includes access to select features from the following modules: Web Experience, Contact Center Experience, Engage, and Platform.

**Web Experience** functionality includes

- Oracle RightNow Chat Cloud Service, 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
- Oracle RightNow App Builder Experience Designer Cloud Service including service and common configuration capabilities

**Engage** functionality includes:

- **Oracle RightNow Feedback Cloud Service** - chat surveys, customer and SmartSense emotion detection
- **Oracle RightNow Analytics Cloud Service** - 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) Oracle RightNow Instance Cloud Service** with the first purchase of a seat
- **Oracle RightNow Mission Critical Cloud Service** - Oracle RightNow Cloud Platform Cloud Service
- **Oracle RightNow Connect Cloud Service** - Oracle RightNow Connect Web Services Cloud Service, providing integration capabilities between Oracle RightNow CX Cloud Service and other applications via an application programming interface. The Oracle

RightNow Desktop App Builder Add-Ins Cloud Service is also included providing the ability to extend the reach of the Oracle RightNow Dynamic Agent Desktop.

- **Oracle RightNow App Builder Custom Objects Cloud Service** – Provides the ability to extend the Oracle RightNow CX Cloud Service data model to accommodate additional business processes.
- **Oracle RightNow Knowledge Cloud Service** – Self-learning knowledge foundation, answer management, agent knowledgebase, and Oracle RightNow SmartAssistant Cloud Service.

**Usage Limits:** The Oracle RightNow Standalone Chat Dynamic Agent Desktop Cloud Service is subject to usage limits based upon:

- a maximum number of Authorized Users (Hosted Named, Hosted Connected, Hosted Seat Months or Hosted Connected Seat Months)
- 1 Oracle RightNow Instance Cloud Service (SKU: INS-1203) will be allocated to the customer for with the first purchase of a desktop license
- Storage and Bandwidth – See table below for usage limits allocated per User type:

Oracle RightNow Standalone Chat Dynamic Agent Desktop Cloud Service	Per User in MB		
	Database Storage	File Storage	Bandwidth
Hosted Named User	24	120	120
Hosted Connected User	72	360	360
Hosted Seat Month	2	10	10
Hosted Connected Seat Month	6	30	30

- Oracle RightNow Feedback Cloud Service:
  - 500 Oracle RightNow Emails Sent Monthly included with the initial purchase of Hosted Named User or Hosted Connected User
  - 6000 Oracle RightNow Emails Sent Service Period Pool included with the initial purchase of Hosted Seat Month or Hosted Connected Seat Month
- Oracle RightNow App Builder Custom Objects Cloud Service: Maximum of 5 custom objects per instance
  - Menu-Only custom objects are not included in this allocation. Menu-only custom objects can be created to meet the needs of the deployment as long as the total number of custom objects and menu-only custom objects is less than 200)
- Oracle RightNow Connect Cloud Service: Included with initial purchase and API operation limits depend upon the type of seat purchased:
  - Hosted Named User: 91,250 API Operations per Named User per Year
  - Hosted Connected User: 273,750 API Operations per Connected User per Year
  - Hosted Seat Month: 7,605 API Operations per Seat Month per Year
  - Hosted Connected Seat Month: 22,815 API Operations per Connected Seat Month per Year

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

## **Oracle RightNow Standard Dynamic Agent Desktop Cloud Service**

**Applicable SKUs:** [ST-NU-1203](#), [ST-CU-1203](#), [ST-SM-1203](#), [ST-CSM-1203](#), [B68652](#), [B68560](#), [B68565](#), [B68559](#)

The Oracle RightNow Standard Dynamic Agent Desktop Cloud Service includes access to select features from the following modules: Web Experience, Contact Center Experience, Engage, and Platform.

### **Web Experience** functionality includes

- Oracle RightNow Email Management Cloud Service – Auto-Acknowledgement, Standard Response Template, Web Forms, Outlook Integration
- Oracle RightNow App Builder Experience Designer Cloud Service - 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
- Oracle RightNow App Builder Experience Designer Cloud Service including service and common configuration capabilities and Oracle RightNow Contextual Workspaces Cloud Service

### **Engage** functionality includes:

- **Oracle RightNow Sales Cloud Service** - 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).
- **Oracle RightNow Analytics Cloud Service** - 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) Oracle RightNow Instance Cloud Service** with the first purchase of a seat
- **Oracle RightNow Mission Critical Cloud Service** - Oracle RightNow Cloud Platform Cloud Service
- **Oracle RightNow App Builder Custom Objects Cloud Service** – Provides the ability to extend the Oracle RightNow CX Cloud Service data model to accommodate additional business processes.
- **Oracle RightNow Connect Cloud Service** - Oracle RightNow Connect Web Services Cloud Service, providing integration capabilities between Oracle RightNow CX Cloud Service and other applications via an application programming interface.
- **Oracle RightNow Knowledge Cloud Service** – Self-learning knowledge foundation, answer management, agent knowledgebase, and Oracle RightNow SmartAssistant Cloud Service.

**Usage Limits:** The Oracle RightNow Standard Dynamic Agent Desktop Cloud Service is subject to usage limits based upon:

- a maximum number of Authorized Users (Hosted Named, Hosted Connected, Hosted Seat Months or Hosted Connected Seat Months)
- 1 Oracle RightNow Instance Cloud Service (SKU: INS-1203) will be allocated to the customer for with the first purchase of a desktop license



- Storage and Bandwidth – See table below for usage limits allocated per User type:

Oracle RightNow Standard Dynamic Agent Desktop Cloud Service	Per User in MB		
	Database Storage	File Storage	Bandwidth
Hosted Named User	24	120	120
Hosted Connected User	72	360	360
Hosted Seat Month	2	10	10
Hosted Connected Seat Month	6	30	30

- Oracle RightNow App Builder Custom Objects Cloud Service: Maximum of 5 custom objects per instance
  - Menu-Only custom objects are not included in this allocation. Menu-only custom objects can be created to meet the needs of the deployment as long as the total number of custom objects and menu-only custom objects is less than 200)
- Oracle RightNow Connect Cloud Service: Included with initial purchase and API operation limits depend upon the type of seat purchased:
  - Hosted Named User: 109,500 API Operations per Named User per Year
  - Hosted Connected User: 328,500 API Operations per Connected User per Year
  - Hosted Seat Month: 9,125 API Operations per Seat Month per Year
  - Hosted Connected Seat Month: 27,375 API Operations per Connected Seat Month per Year
  - Absolute limit of 7,500,000 per day (regardless of number of seats purchased)

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

### **Oracle RightNow Enterprise Dynamic Agent Desktop Cloud Service**

**Applicable SKUs:** ENT-NU-1203, ENT-CU-1203, ENT-SM-1203, ENT-CSM-1203, B68242, B68243, B68314, B68275

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

**Web Experience** functionality includes

- Oracle RightNow Email Management Cloud Service – Auto-Acknowledgement, Standard Response Template, Web Forms, Outlook Integration
- Oracle RightNow App Builder Experience Designer Cloud Service - 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
- Oracle RightNow App Builder Experience Designer Cloud Service including service and common configuration capabilities, Oracle RightNow Contextual Workspaces Cloud Service and Oracle RightNow Guided Assistance Cloud Service

**Social Experience** includes:

- Oracle RightNow Social Monitor Cloud Service (dynamic agent desktop including cloud monitor capabilities)

**Engage** functionality includes:

- **Oracle RightNow Outreach Cloud Service** – Dynamic agent desktop (including outreach 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)
- **Oracle RightNow Feedback Cloud Service** 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
- **Oracle RightNow Sales Cloud Service** - 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).
- **Oracle RightNow Analytics Cloud Service** - 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) Oracle RightNow Instance Cloud Service** with the first purchase of a seat
- **Oracle RightNow Mission Critical Cloud Service** - Oracle RightNow Cloud Platform Cloud Service
- **Oracle RightNow App Builder Custom Objects Cloud Service** – Provides the ability to extend the Oracle RightNow CX Cloud Service data model to accommodate additional business processes.
- **Oracle RightNow Connect Cloud Service** - Oracle RightNow Connect Web Services Cloud Service, providing integration capabilities between Oracle RightNow CX Cloud Service and other applications via an application programming interface. The Oracle RightNow Desktop App Builder Add-Ins Cloud Service is also included providing the ability to extend the reach of the Oracle RightNow Dynamic Agent Desktop.
- **Oracle RightNow Knowledge Cloud Service** – Self-learning knowledge foundation, answer management, agent knowledgebase, and Oracle RightNow SmartAssistant Cloud Service.

**Usage Limits:** The Oracle RightNow Enterprise Dynamic Agent Desktop Cloud Service is subject to usage limits based upon:

- A maximum number of Authorized Users (Hosted Named, Hosted Connected, Hosted Seat Months or Hosted Connected Seat Months)
- 1 Oracle RightNow Instance Cloud Service (SKU: INS-1203) will be allocated to the customer for with the first purchase of a desktop license

- Storage and Bandwidth – See table below for usage limits allotted per user type:

Oracle RightNow Enterprise Dynamic Agent Desktop Cloud Service	Per User in MB		
	Database Storage	File Storage	Bandwidth
Hosted Named User	72	360	360
Hosted Connected User	216	1080	1080
Hosted Seat Month	6	30	30
Hosted Connected Seat Month	18	90	90

- Oracle RightNow Outreach Cloud Service and Oracle RightNow Feedback Cloud Service:
  - One (1) Oracle RightNow Mailbox for outbound outreach and feedback included with initial purchase)
  - 5,000 Oracle RightNow Emails Sent Monthly included with the initial purchase of Hosted Named User or Hosted Connected User
  - 60,000 Oracle RightNow Emails Sent Service Period Pool included with the initial purchase of Hosted Seat Month or Hosted Connected Seat Month
- Oracle RightNow Social Monitor Cloud Service: A maximum of 100 social monitor additions of type RSS
- Oracle RightNow App Builder Custom Objects Cloud Service: Maximum of 50 custom objects per instance
  - Menu-Only custom objects are not included in this allocation. Menu-only custom objects can be created to meet the needs of the deployment as long as the total number of custom objects and menu-only custom objects is less than 200)
- Oracle RightNow Connect Cloud Service: Included with initial purchase and API operation limits depend upon the type of seat purchased:
  - Hosted Named User: 547,500 API Operations per Named User per Year
  - Hosted Connected User: 1,642,500 API Operations per Connected User per Year
  - Hosted Seat Month: 45,625 API Operations per Seat Month per Year
  - Hosted Connected Seat Month: 136,875 API Operations per Connected Seat Month per Year
  - Absolute limit of 7,500,000 per day (regardless of number of seats purchased)

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow. Elements include:

- ♦ Access to the Oracle RightNow knowledge base via the support portal
- ♦ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ♦ Communication of major release changes

This package does not include:

- ♦ Customization support (Oracle 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 Oracle 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.
- ♦ Telephone support
- ♦ Incident support
- ♦ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

### **Oracle RightNow Enterprise Contact Center Dynamic Agent Desktop Cloud Service**

**Applicable SKUs:** [ECC-NU-1203](#), [ECC-CU-1203](#), [ECC-SM-1203](#), [ECC-CSM-1203](#), [B68244](#), [B68245](#), [B68276](#), [B68277](#)



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

**Web Experience** functionality includes

- **Oracle RightNow Chat Cloud Service** allowing a customer to chat live (online) with support
- **Oracle RightNow Product Registration Cloud Service**
- **Oracle RightNow Email Management Cloud Service** – Auto-acknowledgement, standard response template, web forms, outlook integration
- **Oracle RightNow App Builder Experience Designer Cloud Service** - 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
- **Oracle RightNow App Builder Experience Designer Cloud Service** including service and common configuration capabilities, **Oracle RightNow Contextual Workspaces Cloud Service**, **Oracle RightNow Guided Assistance Cloud Service**, **Oracle RightNow Agent Scripting Cloud Service** and **Oracle RightNow Desktop Workflow Cloud Service**

**Social Experience** includes:

- **Oracle RightNow Social Monitor Cloud Service** (dynamic agent desktop including cloud monitor capabilities)

**Engage** functionality includes:

- **Oracle RightNow Outreach Cloud Service** – Dynamic agent desktop (including outreach 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)
- **Oracle RightNow Feedback Cloud Service** 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
- **Oracle RightNow Sales Cloud Service** - 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).
- **Oracle RightNow Analytics Cloud Service** - 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) Oracle RightNow Instance Cloud Service** with the first purchase of a seat
- **Oracle RightNow Mission Critical Cloud Service** - Oracle RightNow Cloud Platform Cloud Service, one (1) Oracle RightNow Application Test Site Cloud Service, Oracle RightNow Custom Domain SSL Application Hosting (for all interfaces), Oracle RightNow Single Sign-On Cloud Service (for all interfaces), Oracle RightNow Network VPN to Hosting Facility (all connections), five (5) Oracle RightNow Additional Mailbox and a dedicated outbound IP address (for all interfaces).

- **Oracle RightNow App Builder Custom Objects Cloud Service** – Provides the ability to extend the Oracle RightNow CX Cloud Service data model to accommodate additional business processes.
- **Oracle RightNow Connect Cloud Service** - Oracle RightNow Connect Web Services Cloud Service, providing integration capabilities between Oracle RightNow CX Cloud Service and other applications via an application programming interface. The Oracle RightNow Desktop App Builder Add-Ins Cloud Service is also included providing the ability to extend the reach of the Oracle RightNow Dynamic Agent Desktop.
- **Oracle RightNow Knowledge Cloud Service** – Self-learning knowledge foundation, answer management, agent knowledgebase, and Oracle RightNow SmartAssistant Cloud Service.

**Usage Limits:** The Oracle RightNow Enterprise Contact Center Dynamic Agent Desktop Cloud Service is subject to usage limits based upon:

- A maximum number of Authorized Users (Hosted Named, Hosted Connected, Hosted Seat Months or Hosted Connected Seat Months)
- 1 Oracle RightNow Instance Cloud Service (SKU: INS-1203) will be allocated to the customer for with the first purchase of a desktop license
- Storage and Bandwidth – See table below for usage limits allotted per user type:

Oracle RightNow Enterprise Contact Center Dynamic Agent Desktop Cloud Service	Per User in MB		
	Database Storage	File Storage	Bandwidth
Hosted Named User	216	1080	1080
Hosted Connected User	648	3240	3240
Hosted Seat Month	18	90	90
Hosted Connected Seat Month	54	270	270

- Oracle RightNow Outreach Cloud Service and Oracle RightNow Feedback Cloud Service:
  - One (1) Oracle RightNow Mailbox for outbound outreach and feedback included with initial purchase)
  - 5,000 Oracle RightNow Emails Sent Monthly included with the initial purchase of Hosted Named User or Hosted Connected User
  - 60,000 Oracle RightNow Emails Sent Service Period Pool included with the initial purchase of Hosted Seat Month or Hosted Connected Seat Month
- Oracle RightNow Social Monitor Cloud Service: A maximum of 100 social monitor additions of type RSS
- Oracle RightNow App Builder Custom Objects Cloud Service: Maximum of 200 custom objects per instance
  - Menu-Only custom objects are not included in this allocation. Menu-only custom objects can be created to meet the needs of the deployment as long as the total number of custom objects and menu-only custom objects is less than 200)
- Oracle RightNow Connect Cloud Service: Included with initial purchase and API operation limits depend upon the type of seat purchased:
  - Hosted Named User: 2,727,500 API Operations per Named User per Year
  - Hosted Connected User: 4,927,500 API Operations per Connected User per Year
  - Hosted Seat Month: 228,125 API Operations per Seat Month per Year
  - Hosted Connected Seat Month: 410,625 API Operations per Connected Seat Month per Year
  - Absolute limit of 7,500,000 per day (regardless of number of seats purchased)

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.

- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

## **Oracle RightNow Internal Interface Cloud Service**

**Applicable SKUs:** ISB-1203, B68309

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.

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

## **Oracle RightNow Chat Cloud Service**

**Applicable SKUs:** CHAT-NU-1203, CHAT-CU-1203, CHAT-SM-1203, CHAT-CSM-1203, B68258, B68259, B68281, B68282

Oracle RightNow Chat Cloud Service allows a customer to chat live (online) with support representatives and to utilize the third party queue integration API, allowing customers to route chat sessions through a third party universal queuing platform.

**Usage Limits:** Oracle RightNow Chat Cloud Service is subject to usage limits based upon:

- ◆ a maximum number of Authorized Users (Hosted Named, Hosted Connected, Hosted Seat Months or Hosted Connected Seat Months)
- ◆ a maximum limit of 5,000 chat API operations per minute

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal

- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

### **Oracle RightNow Cobrowse Cloud Service**

**Applicable SKUs:** COB-NU-1203, COB-SM-1203, B68246, B68278

Oracle RightNow Cobrowse Cloud Service 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, helping to facilitate the transition from self-service to assisted-service seamlessly by establishing a virtual connection between agents and consumers.

Usage Limits: Oracle RightNow Cobrowse Cloud Service is subject to usage limits based upon:

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

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow. Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

### **Oracle RightNow Cobrowse Remote Support Cloud Service**

**Applicable SKUs:** COB-RS-NU-1203, COB-RS-SM-1203, B68544, B68545

Oracle RightNow Cobrowse Remote Support Cloud Service 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, helping to

facilitate the transition from self-service to assisted-service seamlessly by establishing a virtual connection between agents and consumers. Oracle RightNow Cobrowse Remote Support Cloud Service also allows the agent to remotely reboot and reconnect to a consumer's computer and for the consumer and agent to transfer files during a co-browse session.

**Usage Limits** Oracle RightNow Cobrowse Remote Support Cloud Service is subject to usage limits based upon:

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

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

### **Oracle RightNow Contextual Workspaces Cloud Service**

**Applicable SKUs:** [CTW-NU-1203](#), [CTW-CU-1203](#), [CTW-SM-1203](#), [CTW-CSM-1203](#), [B68469](#), [B68468](#), [B68470](#), [B68467](#), [B68292](#), [B68291](#)

Oracle RightNow Contextual Workspaces Cloud Service allows 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:** Oracle RightNow Contextual Workspaces Cloud Service is subject to usage limits based upon:

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

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support



- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

### **Oracle RightNow Guided Assistance Cloud Service**

**Applicable SKUs:** [GA-NU-1203](#), [GA-CU-1203](#), [GA-SM-1203](#), [GA-CSM-1203](#), [B68300](#), [B68301](#), [B68283](#), [B68284](#)

Oracle RightNow Guided Assistance Cloud Service provides a highly effective way for agents and consumers to troubleshoot 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: Oracle RightNow Guided Assistance Cloud Service is subject to usage limits based upon:

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

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

### **Oracle RightNow Agent Scripting Cloud Service**

**Applicable SKUs:** [ASC-NU-1203](#), [ASC-CU-1203](#), [ASC-SM-1203](#), [ASC-CSM-1203](#), [B68302](#), [B68303](#), [B68285](#), [B68286](#)

Oracle RightNow Agent Scripting Cloud Service 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 Oracle RightNow Agent Scripting Cloud Service, customer interactions can be handled efficiently and effectively, reducing transfers and improving the overall customer experience.

Usage Limits: Oracle RightNow Agent Scripting Cloud Service is subject to usage limits based upon:

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

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

### **Oracle RightNow Desktop Workflow Cloud Service**

**Applicable SKUs:** DWF-NU-1203, DWF-CU-1203, DWF-SM-1203, DWF-CSM-1203, B68304, B68305, B68287, B68288

Oracle RightNow Desktop Workflow Cloud Service provides a powerful desktop workflow designer for defining sequences of workspaces, agent scripts, decisions, actions, and other nestled 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:** Oracle RightNow Desktop Workflow Cloud Service is subject to usage limits based upon:

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

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level	Target: 99.5% (measured at the end of each calendar quarter)

<b>Objectives</b>	No Service Level Credits
<b>Hosting Availability Monitoring</b>	Internal site monitoring at 15 minute increments

## **Oracle RightNow Product Registration Cloud Service**

**Applicable SKUs:** [PRDREG-NU-1203](#), [PRDREG-CU-1203](#), [PRDREG-SM-1203](#), [PRDREG-CSM-1203](#), [B68306](#), [B68307](#), [B68289](#), [B68552](#)

Oracle RightNow Product Registration Cloud Service provides the ability for customers to register their products within the Oracle RightNow Customer Portal Cloud Service 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. Oracle RightNow Product Registration Cloud Service implementation services are required for purchase

**Usage Limits:** Oracle RightNow Product Registration Cloud Service is subject to usage limits based upon

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

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	<b>Self-Service Support</b>
<b>Cloud Services Service Level Objectives</b>	Target: 99.5% (measured at the end of each calendar quarter) No Service Level Credits
<b>Hosting Availability Monitoring</b>	Internal site monitoring at 15 minute increments

## **Oracle RightNow Dynamic Agent Knowledgebase Cloud Service**

**Applicable SKUs:** [AKB-NU-1203](#), [AKB-CU-1203](#), [AKB-SM-1203](#), [AKB-CSM-1203](#), [B68542](#), [B68541](#), [B68543](#), [B68540](#)

The Oracle RightNow Dynamic Agent Knowledgebase Cloud Service 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 Oracle RightNow Web Portal External Interface Cloud Service for reporting and knowledge segmentation.

**Usage Limits:** Oracle RightNow Dynamic Agent Knowledgebase Cloud Service is subject to usage limits based upon:

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

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
<b>Cloud Services Service Level Objectives</b>	Target: 99.5% (measured at the end of each calendar quarter) No Service Level Credits
<b>Hosting Availability Monitoring</b>	Internal site monitoring at 15 minute increments

### **Oracle RightNow Social Monitor Cloud Service**

**Applicable SKUs:** [CM-NU-1203](#), [CM-CU-1203](#), [CM-SM-1203](#), [CM-CS-1203](#), [B68247](#), [B68248](#), [B68279](#), [B68280](#)

Oracle RightNow Social Monitor Cloud Service provides the ability for agents to search and retrieve data from certain external data sources (YouTube, Twitter, RightNow Community, Facebook Pages to which you have administrative privileges, and RSS 2.0 compliant endpoints), review results, and in certain cases respond via the consumer submitted medium within the Oracle RightNow Dynamic Agent Desktop. In addition to a potential response, results can also be used to create an incident. Customer is responsible to review and comply with the terms of service for external data sources it uses. Oracle RightNow Social Monitor Cloud Service 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, Oracle - RightNow may modify or cease to provide Oracle RightNow Social Monitor Cloud Service 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 Oracle RightNow Community Instance Cloud Service which is necessary for Oracle RightNow Social Monitor Cloud Service to search that source.

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

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

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support

- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

### **Oracle RightNow Tier 1 Sessions Monthly**

**Applicable SKUs:** WPSES-T1M-1203, B68566

Oracle RightNow Tier 1 Sessions Monthly allows consumers to access Oracle RightNow Web Self-Service Cloud Service, Oracle RightNow Chat Cloud Service, Oracle RightNow Feedback Cloud Service, Oracle RightNow Outreach Cloud Service, Oracle RightNow Mobile Cloud Service and Oracle RightNow Customer Experience Cloud Service for Facebook capabilities delivered through a web page. Consumers also may access the Oracle RightNow Connect Knowledge Foundation API Cloud Service. End users may authenticate into Oracle RightNow CX Cloud Service or to their preferred identity provider, 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, take their web customer service to the mobile web or to Facebook’s global social network. Consumers can also interact with the Knowledge interaction activity means user initiated activity through the Oracle RightNow Connect Knowledge Foundation API Cloud Service

**Usage Limits:** Oracle RightNow Tier 1 Sessions Monthly are subject to usage limits based upon:

- A maximum number of billable sessions per month (starting on first day of the term) per Instance
- Customer receives one (1) Oracle RightNow Web Portal External Interface Cloud Service with the first purchase of billable sessions.
- 1 Oracle RightNow Community Instance Cloud Service will be allocated to the customer for with the first purchase of Billable Sessions
- Customer is entitled to 250 annual operations for the Oracle RightNow App Builder Connect PHP API Cloud Service for every 1 Billable Session purchased
- Customer is limited to 300 API Operations through the Oracle RightNow Connect Knowledge Foundation API Cloud Service per Billable Session.
- 

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

### **Oracle RightNow Tier 2 Sessions Monthly**

**Applicable SKUs:** WPSES-T2M-1203, B68249



Oracle RightNow Tier 2 Sessions Monthly allow consumers to access Oracle RightNow Web Self-Service Cloud Service, Oracle RightNow Chat Cloud Service, Oracle RightNow Feedback Cloud Service, Oracle RightNow Outreach Cloud Service, Oracle RightNow Mobile Cloud Service, Oracle RightNow Customer Experience Cloud Service for Facebook capabilities and Oracle RightNow Intent Guide Cloud Service delivered through a web page. Consumers also may access the Oracle RightNow Connect Knowledge Foundation API Cloud Service. End users may authenticate into Oracle RightNow CX Cloud Service or to their preferred identity provider, 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, take their web customer service to the mobile web or to Facebook’s global social network. Oracle RightNow Intent Guide Cloud Service enables organizations to engage with consumers online, to understand their intent and guide them to high value interactions, and includes form fill completion, contextual offers and virtual assistant.

Usage Limits: Oracle RightNow Tier 2 Sessions Monthly are subject to usage limits based upon:

- A maximum number of billable sessions per month (starting on first day of the term) per Instance (including Intent Guide Instance)
- Billable 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 billable session
- One (1) Oracle RightNow Web Portal External Interface Cloud Service with the first purchase of billable sessions.
- One (1) Oracle RightNow Community Instance Cloud Service will be allocated to the customer for with the first purchase of Billable Sessions
- One (1) Oracle RightNow Intent Guide Instance Cloud Service
- One database per language on their Intent Guide Instance
- Customer is entitled to 250 annual operations for the Oracle RightNow App Builder Connect PHP API Cloud Service for every 1 Billable Session purchased
- Customer is limited to 300 API Operations through the Oracle RightNow Connect Knowledge Foundation API Cloud Service per Billable Session.

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

### **Oracle RightNow Tier 1 Sessions Service Period Pool**

**Applicable SKUs:** WPSES-T1P-1203, B68567

Oracle RightNow Tier 1 Sessions Service Period Pool allows consumers to access Oracle RightNow Web Self-Service Cloud Service, Oracle RightNow Chat Cloud Service, Oracle RightNow Feedback Cloud Service, Oracle RightNow Outreach Cloud Service, Oracle RightNow Mobile Cloud Service and Oracle RightNow Customer Experience Cloud Service for Facebook capabilities delivered through a web page. Consumers also may access the Oracle RightNow Connect Knowledge Foundation API Cloud Service. End users may authenticate

into Oracle RightNow CX Cloud Service or to their preferred identity provider, 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, take their web customer service to the mobile web or to Facebook's global social network.

**Usage Limits:** Oracle RightNow Tier 1 Sessions Service Period Pool is subject to usage limits based upon:

- A maximum number of billable sessions per service period (starting on first day of the term) per Instance
- Billable 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 billable session
- Customer receives one (1) Oracle RightNow Web Portal External Interface Cloud Service with the first purchase of billable sessions.
- 1 Oracle RightNow Community Instance Cloud Service will be allocated to the customer for with the first purchase of Billable Sessions
- Customer is entitled to 250 annual operations for the Oracle RightNow App Builder Connect PHP API Cloud Service for every 1 Billable Session purchased
- Customer is limited to 300 API Operations through the Oracle RightNow Connect Knowledge Foundation API Cloud Service per Billable Session.

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

## **Oracle RightNow Tier 2 Sessions Service Period Pool**

**Applicable SKUs:** WPSES-T2P-1203, B68250

Oracle RightNow Tier 2 Sessions Service Period Pool allow consumers to access Oracle RightNow Web Self-Service Cloud Service, Oracle RightNow Chat Cloud Service, Oracle RightNow Feedback Cloud Service, Oracle RightNow Outreach Cloud Service, Oracle RightNow Mobile Cloud Service, Oracle RightNow Customer Experience Cloud Service for Facebook capabilities and Oracle RightNow Intent Guide Cloud Service delivered through a web page. Consumers also may access the Oracle RightNow Connect Knowledge Foundation API Cloud Service. End users may authenticate into Oracle RightNow CX Cloud Service or to their preferred identity provider, 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, take their web customer service to the mobile web or to Facebook's global social network. Oracle RightNow Intent Guide Cloud Service enables organizations to engage with consumers online, to understand their intent and guide them to high value interactions, and includes form fill completion, contextual offers and virtual assistant.

**Usage Limits:** Oracle RightNow Tier 2 Sessions Service Period Pool is subject to usage limits based upon:

- A maximum number of billable sessions per service period (starting on first day of the term) per Instance (including Intent Guide Instance)

- Billable 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 billable session
- One (1) Oracle RightNow Web Portal External Interface Cloud Service with the first purchase of billable sessions.
- One (1) Oracle RightNow Community Instance Cloud Service will be allocated to the customer for with the first purchase of Billable Sessions
- One (1) Oracle RightNow Intent Guide Instance Cloud Service
- One database per language on their Intent Guide Instance
- Customer is entitled to 250 annual operations for the Oracle RightNow App Builder Connect PHP API Cloud Service for every 1 Billable Session purchased
- Customer is limited to 300 API Operations through the Oracle RightNow Connect Knowledge Foundation API Cloud Service per Billable Session.

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

## **Oracle RightNow Web Portal External Interface Cloud Service**

**Applicable SKUs:** WPI-1203, B68253

External Interface: is defined as a set of configuration files accessed via a unique URL, which is designed to give you an opportunity to permit certain users to view all or a discrete subset of your data. Oracle RightNow Web Portal External Interface Cloud Service allows the 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 Oracle RightNow Web Portal External Interface Cloud Service, 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) Oracle RightNow Mailboxes

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

## **Oracle RightNow Website Search Cloud Service**

**Applicable SKUs:** WP-WS-1203, B68254.

Oracle RightNow Website Search Cloud Service 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 knowledgebase 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:** Oracle RightNow Website Search Cloud Service is subject to usage limits based upon:

- 20,000 Documents Indexed

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

## **Oracle RightNow Emails Sent Monthly**

**Applicable SKUs:** EMST-M-1203, B68548

Oracle RightNow CX Cloud Service provides the capability to send emails through Oracle RightNow Outreach Cloud Service and Oracle RightNow Feedback Cloud Service. 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 entitled to more than 65,000 emails sent per month receive a unique IP address.

Usage Limits: Oracle RightNow Emails Sent Monthly is subject to usage limits based upon:

- A maximum number of emails sent per month (starting on first day of the term) per Instance

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

## **Oracle RightNow Emails Sent Service Period Pool**

**Applicable SKUs:** EMST-P-1203, B68251

Oracle RightNow CX Cloud Service provides the capability to send emails through Oracle RightNow Outreach Cloud Service and Oracle RightNow Feedback Cloud Service. 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 entitled to more than 780,000 emails sent per month receive a unique IP address.

Usage Limits: Oracle RightNow Emails Sent Service Period Pool is subject to usage limits based upon:

- A maximum number of emails sent per service period (starting on first day of the term) per Instance

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>



	Self-Service Support
Cloud Services Service Level Objectives	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

## **Oracle RightNow Connect XML API Cloud Service**

**Applicable SKUs: XML-API-1203, B68568**

The Oracle RightNow Connect XML API Cloud Service provides Customers with documentation on integration and access to the Oracle RightNow Connect XML API Cloud Service. The Oracle RightNow Connect XML API Cloud Service enables integration with 3<sup>rd</sup> party applications and provides access to Oracle RightNow data. Integrations or customizations are not included.

**Usage Limits:** Oracle RightNow Connect XML API Cloud Service is subject to usage limits based upon:

- ◆ A maximum number of API operations per service period. Operations are tracked and count against the total API operation allocation given in the Oracle RightNow Dynamic Agent Desktop Cloud Service purchase.

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

## **Oracle RightNow Single Sign-On Cloud Service**

**Applicable SKUs: SSO-1203, B68558**

Oracle RightNow Single Sign-On Cloud Service provides customers the tools and ability to perform proxy authentication into either the Oracle RightNow Customer Portal Cloud Service or the Oracle RightNow Dynamic Agent Desktop Cloud Service from other third party systems. The implementation of Oracle RightNow Single Sign-On Cloud Service may require modification to existing Oracle RightNow Dynamic Agent Desktop Cloud Service settings or Oracle RightNow Customer Portal Cloud Service pages and settings. Applicable documentation is available. Oracle RightNow Single Sign-On Cloud Service provides the following authentication integration methods:

- ◆ For Oracle RightNow Customer Portal Cloud Service
  - Pass through authentication (PTA) – the basic and Oracle RightNow specific integration method
  - Encrypted pass through authentication (ePTA) – the encrypted method and tooling of the Oracle RightNow specific integration method

- OpenID – single sign-on capabilities supporting the Open ID protocol (<http://openid.net/>) (Licensed via Tier 1 Sessions)
- OAuth – single sign-on capabilities supporting the OAuth protocol (<http://oauth.net/>) (Licensed via Tier 1 Sessions)
- SAML 2.0 – single-sign on capabilities supported by the SAML 2.0 protocol (HTTP Post Binding/Identity Provider Initiated)
- ◆ For Oracle RightNow Dynamic Agent Desktop Cloud Service
  - SAML 2.0 – single-sign on capabilities to the Agent Desktop supported by the SAML 2.0 protocol (HTTP Post Binding/Identity Provider Initiated)

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

## **Oracle RightNow Application Test Site Cloud Service**

**Applicable SKUs:** TS-1203, B68308

The Oracle RightNow Application Test Site Cloud 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 Oracle RightNow Application Test Site Cloud Service may also be used as a training tool for new or existing staff members.

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
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<b>Cloud Services Service Level Objectives</b>	Target: 99.5% (measured at the end of each calendar quarter) No Service Level Credits
<b>Hosting Availability Monitoring</b>	Internal site monitoring at 15 minute increments

## **Oracle RightNow Support Community Cloud Service**

**Applicable SKUs:** SCOM-1203, B68252

The Oracle RightNow Support Community Cloud Service 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 Oracle RightNow to host the community.

**Usage Limits:** Oracle RightNow Support Community Cloud Service is subject to usage limits based upon:

- Oracle RightNow Social Designer Cloud Service ([COMPL-1203](#))
- A maximum number of billable sessions per service period (for use in the community only) (starting on contract start date) per Instance
  - Billable sessions are tracked during the interval of time beginning when an end user accesses the community and ends when the end user logs out or navigates off the community. Each fifteen minute period during this interval is counted as a session.
  - 1,500,000 Billable Sessions (for use in the Oracle RightNow Support Community Cloud Service) per year included with initial Oracle RightNow Support Community Cloud Service purchase

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow. Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	<b>Self-Service Support</b>
<b>Cloud Services Service Level Objectives</b>	Target: 99.5% (measured at the end of each calendar quarter) No Service Level Credits
<b>Hosting Availability Monitoring</b>	Internal site monitoring at 15 minute increments

## **Oracle RightNow Innovation Community Cloud Service**

**Applicable SKUs:** ICOM-1203, B68549

The Oracle RightNow Innovation Community Cloud Service 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 Oracle RightNow to host the community.

**Usage Limits:** Oracle RightNow Innovation Community Cloud Service is subject to usage limits based upon:

- Oracle RightNow Social Designer Cloud Service ([COMPL-1203](#))
- A maximum number of billable sessions per service period (for use in the community only) (starting on contract start date) per Instance
  - Billable sessions are tracked during the interval of time beginning when an end user accesses the community and ends when the end user logs out or navigates off the community. Each fifteen minute period during this interval is counted as a session.
  - 1,500,000 Billable Sessions (for use in the Oracle RightNow Innovation Community Cloud Service) per year included with initial Oracle RightNow Innovation Community Cloud Service purchase

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

## **Oracle RightNow Support and Innovation Community Cloud Service**

**Applicable SKUs:** [SICOM-1203](#), [B68557](#)

The Oracle RightNow Support and Innovation Community Cloud Service includes applications for both Support and Innovation Communities:

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

**Usage Limits:** Oracle RightNow Support and Innovation Community Cloud Service is subject to usage limits based upon:

- Oracle RightNow Social Designer Cloud Service ([COMPL-1203](#))
- A maximum number of billable sessions per service period (for use in the community only) (starting on contract start date) per Instance
  - Billable sessions are tracked during the interval of time beginning when an end user accesses the community and ends when the end user logs out or navigates off the community. Each fifteen minute period during this interval is counted as a session.
  - 2,220,000 Billable Sessions (for use in the Oracle RightNow Support and Innovation Community Cloud Service) per year included with initial Oracle RightNow Support and Innovation Community Cloud Service purchase

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

### **Oracle RightNow Support Starter Community Cloud Service**

**Applicable SKUs:** [ST-SCOM-1203](#), [B68563](#)

The Oracle RightNow Support Starter Community Cloud Service 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 Oracle RightNow to host the community.

**Usage Limits:** Oracle RightNow Support Starter Community Cloud Service is subject to usage limits based upon:

- Oracle RightNow Social Designer Cloud Service ([COMPL-1203](#))
- A maximum number of billable sessions per service period (for use in the community only) (starting on contract start date) per Instance
  - Billable sessions are tracked during the interval of time beginning when an end user accesses the community and ends when the end user logs out or navigates off the community. Each fifteen minute period during this interval is counted as a session.
  - 650,000 Billable Sessions (for use in the Oracle RightNow Support Starter Community Cloud Service) per year included with initial Oracle RightNow Support Starter Community Cloud Service purchase

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.



Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

## **Oracle RightNow Innovation Starter Community Cloud Service**

**Applicable SKUs:** [ST-ICOM-1203](#), [B68561](#)

The Oracle RightNow Innovation Starter Community Cloud Service 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 Oracle RightNow to host the community.

**Usage Limits:** Oracle RightNow Innovation Starter Community Cloud Service is subject to usage limits based upon:

- ◆ Oracle RightNow Social Designer Cloud Service ([COMPL-1203](#))
- ◆ A maximum number of billable sessions per service period (for use in the community only) (starting on contract start date) per Instance
  - Billable sessions are tracked during the interval of time beginning when an end user accesses the community and ends when the end user logs out or navigates off the community. Each fifteen minute period during this interval is counted as a session.
  - 650,000 Billable Sessions (for use in the Oracle RightNow Innovation Starter Community Cloud Service) per year included with initial Oracle RightNow Innovation Starter Community Cloud Service purchase

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

## **Oracle RightNow Support and Innovation Starter Community Cloud Service**

**Applicable SKUs:** ST-SICOM-1203, B68564

The Oracle RightNow Support and Innovation Starter Community Cloud Service includes applications for both Support and Innovation Communities:

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

**Usage Limits:** Oracle RightNow Support and Innovation Starter Community Cloud Service is subject to usage limits based upon:

- Oracle RightNow Social Designer Cloud Service ([COMPL-1203](#))
- A maximum number of billable sessions per service period (for use in the community only) (starting on contract start date) per Instance
  - Billable sessions are tracked during the interval of time beginning when an end user accesses the community and ends when the end user logs out or navigates off the community. Each fifteen minute period during this interval is counted as a session.
  - 930,000 Billable Sessions (for use in the Oracle RightNow Support and Innovation Starter Community Cloud Service) per year included with initial Oracle RightNow Support and Innovation Starter Community Cloud Service purchase

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	<b>Self-Service Support</b>
<b>Cloud Services Service Level Objectives</b>	Target: 99.5% (measured at the end of each calendar quarter) No Service Level Credits
<b>Hosting Availability Monitoring</b>	Internal site monitoring at 15 minute increments

## **Oracle RightNow Social Designer Cloud Service**

**Applicable SKUs:** [COMPL-1203](#), [B68546](#)

One (1) Oracle RightNow 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
- If the Oracle RightNow Social Designer Cloud Service is sold standalone, a maximum number of RightNow Billable Sessions per year for use in the RightNow Community only (starting on contract start date) per Instance is included
  - Billable Sessions are tracked during the interval of time beginning when an end user accesses the Community and ends when the end user logs out or navigates off the Community. Each fifteen minute period during this interval is counted as a session.
  - 1,500,000 Billable Sessions (for use in the 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) Oracle RightNow Community Instance Cloud Service

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	<b>Self-Service Support</b>
<b>Cloud Services Service Level Objectives</b>	Target: 99.5% (measured at the end of each calendar quarter) No Service Level Credits
<b>Hosting Availability Monitoring</b>	Internal site monitoring at 15 minute increments

## **Oracle RightNow Preferred Customer Care Package**

**Applicable SKUs:** [PREF-CCP-1203](#), [B69324](#)

The Oracle RightNow Preferred Customer Care Package includes the following elements (this package does not include support for customizations performed by Customer):

- ◆ Access to the Oracle RightNow knowledgebase via the support portal
- ◆ Access to the Oracle RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Access to the Oracle RightNow Virtual CIO Cloud Service (<https://csp.rightnow.com/vcio/>)
- ◆ Provision of the following support for version upgrades:
  - ✓ Communication of major release changes

- ✓ General support of upgrade process questions via incident
- ✓ Kick off meeting to outline important upgrade topics
- ✓ Management of pre and post cutover incidents to ensure proper routing to either Technical Migration Manager, Customer Care, or Upgrade Engineering
- ✓ “Like for like” functionality migration and/or testing. This may include migrating customizations written by RightNow Professional Services from unmanaged to managed frameworks
- ✓ 30-Day post-cutover support
- ◆ Linguistic Support for Oracle RightNow Intent GuideCloud Service (only applicable if Customer has purchased Tier 2 Sessions)
- ◆ Unlimited email support – agent allocation based on pool
- ◆ Phone support
  - ✓ Severity 1&2: 24x7x365
  - ✓ Severity 3&4: 5x24 Business Days
- ◆ Customer Care Service Level Objectives and Hosting Availability based on table below
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	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"> <li>• Upgrade of Customizations (Integrations, Extensions) written by PS</li> <li>• Requirements Document</li> <li>• Test Plan Document</li> <li>• Migration of Customizations</li> <li>• QA Testing of Customizations against Test Plan</li> </ul>			
Cloud Services Service Level Objectives	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			

## **Oracle RightNow Premier Customer Care Package**

**Applicable SKUs:** PREM-CCP-1203, B69325

The Oracle RightNow Premier Customer Care Package includes the following elements (this package does not include support for customizations performed by Customer):

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the Oracle RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Access to the Oracle RightNow Virtual CIO Cloud Service (<https://csp.rightnow.com/vcio/>)
- ◆ Provision of the following support for version upgrades:
  - ✓ Communication of major release changes
  - ✓ General support of upgrade process questions via incident
  - ✓ Kick off meeting to outline important upgrade topics

- ✓ Management of pre and post cutover incidents to ensure proper routing to either Technical Migration Manager, Customer Care, or Upgrade Engineering
- ✓ “Like for like” functionality migration and/or testing. This may include migrating customizations written by RightNow Professional Services from unmanaged to managed frameworks
- ✓ 30-Day post-cutover support
- ◆ Linguistic Support for Oracle RightNow Intent Guide Cloud Service (only applicable if Customer has purchased Tier 2 Sessions)
- ◆ Unlimited email support – agent allocation based on pool
- ◆ Phone support
  - ✓ Severity 1&2: 24x7x365
  - ✓ Severity 3&4: 5x24 Business Days
- ◆ Customer Care Service Level Objectives and Hosting Availability based on table below
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

<b>Premier</b>				
<b>Customer Care Service Level Objectives</b>	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
<b>Customization Support</b>	Support of Customizations (Integrations, Extensions) written by RightNow Professional Services <ul style="list-style-type: none"> <li>• Upgrade of Customizations (Integrations, Extensions) written by PS</li> <li>• Requirements Document</li> <li>• Test Plan Document</li> <li>• Migration of Customizations</li> <li>• QA Testing of Customizations against Test Plan</li> </ul>			
<b>Cloud Services Service Level Objectives</b>	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			
<b>Hosting Availability Monitoring</b>	Internal site monitoring at 1 minute increments			

## **Oracle RightNow Defense Information Systems Agency Customer Care Package**

**Applicable SKUs:** DISA-CCP-1203, B69326

The Oracle RightNow Defense Information Systems Agency Customer Care Package includes the following elements (this package does not include support for customizations performed by Customer):

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the Oracle RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Provision of the following support for version upgrades:
  - ✓ Communication of major release changes
  - ✓ General support of upgrade process questions via incident
  - ✓ Kick off meeting to outline important upgrade topics
  - ✓ Management of pre and post cutover incidents to ensure proper routing to either Technical Migration Manager, Customer Care, or Upgrade Engineering
  - ✓ “Like for like” functionality migration and/or testing. This may include migrating customizations written by RightNow Professional Services from unmanaged to managed frameworks



- ✓ 30-Day post-cutover support
- ◆ Cleared personnel
- ◆ Unlimited email support – agent allocation based on pool
- ◆ One (1) unit of the Oracle RightNow Premium Care Account Specialist Overlay (SKU: PCAS-1203)
- ◆ Phone support
  - ✓ Severity 1: 24x7x365
  - ✓ Severity 2,3 and 4: 5x24 Business Days
- ◆ Customer Care Service Level Objectives based on table below
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Oracle RightNow Defense Information Systems Agency Customer Care Package				
<b>Customer Care Service Level Objectives</b>	Severity Level 1	Target Response	7x24X365	15 Minutes
		Target Resolve	7x24X365	1 Hour
		Target Refer	7x24X365	1 Hour
	Severity Level 2	Target Response	7x24X365	4 Hours
		Target Resolve	7x24X365	24 Hours
		Target Refer	7x24X365	24 Hours
	Severity Level 3	Target Response	5x24 Business Days	48 Hours
		Target Resolve	5x24 Business Days	Reasonable Commercial Effort
		Target Refer	5x24 Business Days	Reasonable Commercial Effort
	Severity Level 4	Target Response	5x24 Business Days	72 Hours
		Target Resolve	5x24 Business Days	Reasonable Commercial Effort
		Target Refer	5x24 Business Days	Reasonable Commercial Effort
<b>Customization Support</b>	Support of Customizations (Integrations, Extensions) written by RightNow Professional Services <ul style="list-style-type: none"> <li>• Upgrade of Customizations (Integrations, Extensions) written by PS</li> <li>• Requirements Document</li> <li>• Test Plan Document</li> <li>• Migration of Customizations</li> <li>• QA Testing of Customizations against Test Plan</li> </ul>			
<b>Product Availability</b>	Product Availability Target: 99.5% (measured at the end of each calendar quarter) based on application availability. Events that impact the application's ability to provide services as a result of events within the DISA enclave that impact the hardware solution, are not eligible to be applied toward the Product Availability Target. Coordination of application issues that are determined to be linked to events within the DISA enclave are detailed out in the communication section of the CONOPS between RNT and DISA OST.			
<b>Hosting Availability</b>	No Service Level Credits are applicable within this contract. Hosting availability subject to DISA deliverables around the Mission Assurance Category (MAC) level three (III) system and exclusively between the Customer and DISA.			

**Oracle RightNow Managed Service Provider Customer Care Package**  
**Applicable SKUs: MSP-CCP-1203, B69327**

Available in North America only

The Oracle RightNow Managed Service Provider Customer Care Package includes the following elements (this package does not include support for customizations performed by Partner or Partner's clients):

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the Oracle RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Provision of the following support for version upgrades:
  - ✓ Communication of major release changes
  - ✓ General support of upgrade process questions via incident
  - ✓ Kick off meeting to outline important upgrade topics
  - ✓ Management of pre and post cutover incidents to ensure proper routing to either Technical Migration Manager, Customer Care, or Upgrade Engineering
  - ✓ "Like for like" functionality migration and/or testing. This may include migrating customizations written by RightNow Professional Services from unmanaged to managed frameworks
  - ✓ 30-Day post-cutover support
- ◆ 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
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

MSP Partner Customer Care Package				
<b>Customer Care Service Level Objectives</b>	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
<b>Cloud Services Service Level Objectives</b>	Target: 99.9% (measured at the end of each calendar quarter) No Service Credits			
<b>Hosting Availability Monitoring</b>	Internal site monitoring at 5 minute increments			

### **Oracle RightNow PCI Premium Account Specialist Overlay**

**Applicable SKUs:** PCI-PCAS-1203, B69330

The Oracle RightNow PCI Premium Account Specialist Overlay is only available for Customers in the PCI Cloud. It includes the following elements:

- ◆ Designated Premium Care Account Specialist (PCAS) for incident management and escalation on severity 1 and 2 incidents
- ◆ Designated PCAS will support up to 10 Customers
- ◆ Support for up to eight (8) Customer contacts and four (4) Customer Instances
- ◆ Monthly status calls
- ◆ Oversight of initial migration to the PCI Certified Cloud
- ◆ Annual upgrade lifecycle oversight
- ◆ Annual PCI certification audit oversight
- ◆ Voice of the Customer (VOC) for product enhancements and resource requests

See definitions and further details at [http://www.rightnow.com/services\\_descriptions.php](http://www.rightnow.com/services_descriptions.php)

## **Oracle RightNow Premium Care Account Specialist Overlay**

**Applicable SKUs: PCAS-1203, B69331**

If a single (1) unit of the Oracle RightNow Premium Care Account Specialist (PCAS) Overlay package is purchased, the following deliverables are provided:

- ◆ Assigned Premium Care Account Specialist (PCAS) for incident management and escalation on severity 1 and 2 incidents
- ◆ PCAS will support up to 5 Customers
- ◆ Support for up to eight (8) Customer contacts and six (6) Customer Instances
- ◆ Weekly status calls
- ◆ Annual upgrade lifecycle oversight
- ◆ Up to bi-annual (calendar year) tune-ups (limit of one (1) interface per tune-up)
- ◆ Bi-annual (calendar year) service reviews
- ◆ Voice of the Customer (VOC) for product enhancements and resource requests
- ◆ For Customers on the PCI Cloud:
  - ✓ Oversight of initial migration to the PCI Certified Cloud
  - ✓ Annual PCI certification audit oversight

If two (2) units of the Oracle RightNow Premium Care Account Specialist Overlay package are purchased, the following deliverables are provided:

- ◆ Dedicated Premium Care Account Specialist (PCAS) for incident management and escalation on all incidents\*
- ◆ Dedicated PCAS will support up to 2 Customers
- ◆ Half-time extension of Customer's staff - support for up to twelve (12) Customer contacts and eight (8) Customer Instances
- ◆ Kick-off meeting at the Customer site to meet the team and review team deliverables
- ◆ Weekly status calls
- ◆ Bi-annual upgrade lifecycle oversight
- ◆ Up to quarterly (calendar year) tune-ups (limit of one (1) interface per tune-up)
- ◆ Quarterly (calendar year) service reviews
- ◆ Proactive communication regarding product, infrastructure, maintenance, and upgrades of the RightNow solution
- ◆ Delivery support
- ◆ Assistance with report development
- ◆ Voice of the Customer (VOC) for product enhancements and resource requests
- ◆ For Customers on the PCI Cloud:
  - ✓ Oversight of initial migration to the PCI Certified Cloud
  - ✓ Annual PCI Certification Audit Oversight

If three (3) units of the Oracle RightNow Premium Care Account Specialist Overlay package are purchased, the following deliverables are provided:

- ◆ Dedicated Premium Care Account Specialist (PCAS) for incident management and escalation on all incidents\*
- ◆ Dedicated PCAS will support only a single Customer
- ◆ Full-time extension of Customer's staff - support for up to twelve (12) Customer contacts and ten (10) Customer Instances
- ◆ Kick-off meeting at the Customer site to meet the team and review team deliverables
- ◆ Hosted RightNow corporate visit (Travel and Expenses are not included)
- ◆ Weekly status calls
- ◆ Unlimited upgrade lifecycle oversight
- ◆ Up to monthly tune-ups (limit of one (1) interface per tune-up)
- ◆ Quarterly (calendar year) service reviews (will include members of the RightNow Executive Team)
- ◆ Proactive communication regarding product, infrastructure, maintenance, and upgrades of the RightNow solution
- ◆ Product knowledge transfer
- ◆ Delivery support
- ◆ Assistance with report development
- ◆ Project coordination

- ◆ Voice of the Customer (VOC) for product enhancements and resource requests
- ◆ For Customers on the PCI Cloud:
  - ✓ Oversight of initial migration to the PCI Certified Cloud
  - ✓ Annual PCI Certification Audit Oversight

See definitions and further details at [http://www.rightnow.com/services\\_descriptions.php](http://www.rightnow.com/services_descriptions.php)

\*Incidents submitted outside of the Business Day (8-5) for the region in which the PCAS works will still receive the SLA associated with the purchased Customer Care Package and worked by the agent pool.

### **TELUS Silver Support Service for Oracle RightNow Customers**

**Applicable SKUs:** TELUS-SSUP-1203, B69328

Please reference the “TELUS Frontline Customer Care Guide” located at [http://www.rightnow.com/services\\_descriptions.php](http://www.rightnow.com/services_descriptions.php).

### **TELUS Gold Support Service for Oracle RightNow Customers**

**Applicable SKUs:** TELUS-GSUP-1203, B69329

Please reference the “TELUS Frontline Customer Care Guide” located at [http://www.rightnow.com/services\\_descriptions.php](http://www.rightnow.com/services_descriptions.php)

### **Oracle RightNow Government Cloud Platform Cloud Service**

**Applicable SKUs:** GH-1203, B69333

Available in North America only

This offering is designed as a value-add option for US Government customers with enhanced security requirements. Oracle RightNow Government Cloud Platform Cloud Service 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. Oracle RightNow Custom Domain SSL Application Hosting (SSL-CD-1203, B68310) is included for all interfaces.

### **Oracle RightNow Defense Information Systems Agency Government Cloud Platform Cloud Service**

**Applicable SKUs:** DISA-GH-1203, B69334

Available in North America only

This offering is designed as a value-add option for US Department of Defense customers with enhanced security requirements. The Oracle RightNow Defense Information Systems Agency Government Cloud Platform Cloud Service provides a dedicated, secure hosting facility for US DoD Agencies supporting a fully multi-tenant infrastructure. In accordance with DOD Instruction 8500.2, IA Implementation, the RightNow CX product suite enclave has been designed to satisfy Information Assurance (IA) control requirements for a Mission Assurance Category (MAC) level three (III) system with a Confidentiality Level (CL) of Sensitive. Additionally, the RightNow CX product suite enclave conforms to the applicable Security Technical Implementation Guides (STIGs) (e.g., UNIX, Database, Network and Enclave) as well as the network security requirements outlined in DOD Instruction 8551.1, Ports, Protocols and Services Management (PPSM). All RightNow staff have been cleared at

Secret Clearance level and utilize CAC authentication to access the RNT enclave. Offsite data storage and disaster recovery (COOP) capability is included. It is staffed 7X24X365 by cleared personnel.

This environment is DIACAP certified for DoD organizations on NIPRNET, through the outlined phases of certification:

- ◆ Initiate and Plan IA C&A
- ◆ Implement and Validate Assigned IA Controls
- ◆ Make Certification Determination & Accreditation Decision
- ◆ Maintain Authorization To Operate (ATO) & Conduct Reviews

This offering also includes a baseline Certification and Accreditation (C&A) package which captures the hosting environment and Oracle 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. Oracle RightNow Custom Domain SSL Application Hosting (SSL-CD-1203, B68310) is included for all interfaces.

The Oracle RightNow CX Cloud Service enclave has been designed to satisfy the Information Assurance (IA) control requirements and is administered by DISA OST staff for a Mission Assurance Category (MAC) level three (III) system.

### **Oracle RightNow PCI Certified Cloud Platform Cloud Service**

**Applicable SKUs: PCI-1203, B69332**

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. Oracle RightNow PCI Certified Cloud Platform Cloud Service meets the standards set out by PCI for Service Provider Level 1 Certification. The purchase of Oracle RightNow PCI Premium Care Account Specialist Overlay (PCI-PCAS-1203) is required. However, the purchase of PCI PCAS may be waived if Customer is PCI certified and elects to perform the initial and annual certification audits as required by RightNow. The initial certification audit must be completed and results of such audit provided to RightNow no later than five (5) business days prior to Customer's use of the Subscription Services in the Oracle RightNow PCI Certified Cloud Platform Cloud Service. Continued annual certification audits must be completed and results of such audit must be provided to RightNow no later than fifteen (15) days after Customer's subsequent Service Period begins.

Elements include:

- ◆ Customer PCI DSS Service Provider Level 1 Certified Hosting Services
- ◆ Initial migration to the Oracle RightNow PCI Certified Cloud Platform Cloud Service
- ◆ Initial certification audit (*not applicable if Customer waives purchase of PCI PCAS as described above*)
- ◆ Continued annual certification audits (*not applicable if Customer waives purchase of PCI PCAS as described above*)
- ◆ 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](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 Oracle RightNow



- ◆ All existing customizations shall follow PCI Standards and shall be reviewed and approved by Oracle RightNow prior to Customer's use of the Oracle RightNow PCI Certified Cloud Platform Cloud Service. If customizations are not approved to be PCI compliant, the customer must re-write them or sign a statement of work with Oracle 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 Oracle RightNow prior to implementation
- ◆ All Oracle RightNow determined site security settings shall be accepted by Customer

Oracle RightNow reserves the right to immediately suspend Customer's Oracle RightNow PCI Certified Cloud Platform Cloud Service 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.

### **TELUS Hosting Service for Oracle RightNow Customers**

**Applicable SKUs: TELUS-RC-1203, B69335**

This offering is designed as option for customers requiring hosting services in Canada.

### **TELUS Hosting Service for Internal TELUS Business Units**

**Applicable SKUs: TELUS-TB-1203, B69336**

This offering is designed as an option for customers requiring hosting services in Canada.

### **Oracle RightNow Custom Domain SSL Application Hosting**

**Applicable SKUs: SSL-CD-1203, B68310**

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. Please note: the Customer must purchase the Secure Socket Layer Certificate from a vendor such as Comodo or Verisign for an additional fee.

Usage Limits: Custom Domain Secure Socket Layer Hosting:

- ◆ Hosting of one (1) Certificate

### **Oracle RightNow Network VPN to Hosting Facility**

**Applicable SKUs: VPN-1203, B68255**

The Oracle RightNow Network VPN to Hosting Facility solution provides for a secure (encrypted) connection between the Customer's network and the Oracle 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.

### **Oracle RightNow Additional Mailbox**

**Applicable SKUs: MB-1203, B68311**

Allows Customer to use Oracle RightNow servers to host email addresses. Oracle RightNow provides the infrastructure and management of mailboxes, reducing Customer's maintenance and infrastructure costs.

### **Additional 5 GB Monthly Bandwidth**

**Applicable SKUs: BW-5GB-1203, B68257**

A block of Additional Monthly Bandwidth consists of 5 GB. Each block of additional monthly bandwidth storage purchased under the ordering document applies for the duration of the Service Period of the Oracle RightNow Service under the ordering document.

Entitles Customer to consume five (5) GB of additional bandwidth (amount of data transferred from the client and the Oracle RightNow servers) per month through any of the following mediums:

- ◆ Oracle RightNow Customer Portal Cloud Service
- ◆ Administrative Pages
- ◆ Oracle RightNow Connect XML API Cloud Service
- ◆ Oracle RightNow Connect Cloud Service

## **Additional 20 GB Peak Total Storage**

**Applicable SKUs:** DS-1203, B58547

A block of Additional Peak Storage consists of 20 GB. Each block of additional peak storage purchased under the ordering document applies for the duration of the Service Period of the Oracle RightNow Service under the ordering document. Entitles Customer to consume twenty (20) GB of additional total storage through any of the following:

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

## **Additional 1 GB Peak Database Storage**

**Applicable SKUs:** DBDS-1GB-1203, B68312

A block of Additional Database Storage consists of 1GB. Each block of additional database storage purchased under the ordering document applies for the duration of the Service Period of the Oracle RightNow Service under the ordering document. Entitles Customer to consume 1 GB of additional database storage through any of the following:

- ◆ All dynamic data (e.g. Incidents, Answers, Contacts, Rules, Reports, Customizable Menus)

## **Additional 1 GB Peak File Storage**

**Applicable SKUs:** FDS-1GB-1203, B68313

A block of Additional File Storage consists of 1GB. Each block of additional file storage purchased under the ordering document applies for the duration of the Service Period of the Oracle RightNow Service under the ordering document. Entitles Customer to consume 1 GB of additional file storage above through any of the following (note – the RightNow Product (e.g. Binaries, Programs, PHP Files, Assets, Code) are not counted against File Storage allocation):

- ◆ File Attachments
- ◆ Customized Files
- ◆ Archived Data

## **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 Oracle RightNow's support portal (no other on-premise release available). Oracle RightNow will not support old versions indefinitely.
- Oracle 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>.)

## **Oracle RightNow ODBC Export**

**Applicable SKUs:** ODBC-1203, B68256

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 Oracle RightNow Service applications. 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. Oracle RightNow 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.

## **Professional Services**

### **Oracle RightNow Service Cloud Implementation Services**

**Applicable SKUs:** CXIMP-1203, CXIMP-KMSC-1203, CXIMP-KM-1203, CXIMP-FINT-1203, CXIMP-AINT-1203, CXIMP-CP-1203, CXIMP-TC-CP-1203, CXIMP-CPBS1-1203, CXIMP-CPBS2-1203, CXIMP-FDBK-1203, CXIMP-FDBK-INT-1203, CXIMP-CHAT-1203, CXIMP-CHAT-INT-1203, CXIMP-COB-1203, CXIMP-COB-INT-1203, CXIMP-CM-1203, CXIMP-CM-INT-1203, CXIMP-DAW-1203, CXIMP-DAW-INT-1203, CXIMP-GA-1203, CXIMP-GA-INT-1203, CXIMP-AS-1203, CXIMP-AS-INT-1203, CXIMP-COM1-1203, CXIMP-COM2-1203, CXIMP-MKT-1203, CXIMP-SALES-1203, CXIMP-DIWC-1203, CXIMP-CO-1203, CXIMP-WI-1203, CXIMP-BSP-1203, CXIMP-TC-AP-1203, CXIMP-TC-SSO-1203, CXIMP-CX4FB-1203, CXIMP-CX4FB-COM-1203, CXIMP-KS-1203, CXIMP-IF-1203, CXIMP-FT-1203, B68944, B68945, **B68946, B68947, B68948, B68949, B68950, B68951, B68952, B68953, B68954, B68955, B68956, B68957, B68958, B68959, B68960, B68961, B68962, B68963, B68964, B68965, B68966, B68967, B68968, B68969, B68970, B68971, B68972, B68973, B68974, B68975, B68976, B68977, B68978, B68979, B68980, B68981, B68982**

Available Globally

The Oracle RightNow Service Cloud Implementation Services are fully described in the Statement of Work attached to the Order Form.

### **Oracle RightNow Product Registration Implementation Service**

**Applicable SKUs:** PRI-1203, B68984

The Oracle RightNow Product Registration Implementation Service will be managed remotely and configured to a single Oracle 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 Oracle RightNow Product Registration Implementation Appendix at [http://www.rightnow.com/services\\_descriptions.php](http://www.rightnow.com/services_descriptions.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 Oracle RightNow Outreach Cloud Service implemented prior to Oracle RightNow Product Registration Cloud Service configuration)
- Configured product exclusion list
- Application of customer specific product registration labels
- Product Registration Technical documentation
- Product Registration Overview upon completion of configuration

## **Oracle RightNow Product Registration Localization Implementation Service**

**Applicable SKUs:** PRI-L-1203, B68985

The Oracle RightNow Product Registration Localization Implementation Service 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

## **Oracle RightNow Computer Telephony Integration Discovery Service**

**Applicable SKUs:** CTI-DSC-1203, B68997

The Oracle RightNow Computer Telephony Integration Discovery Service 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 Oracle 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

## **Oracle RightNow Cloud Managed Services Pool**

**Applicable SKUs:** CXMS-P-1203, B68999, B69000, B69001

Available Globally

The Oracle RightNow Cloud Managed Services Pool is designed for Customers that would like to use RightNow resources to manage, monitor, administer and further develop their Oracle RightNow deployment. Named Oracle RightNow Professional Services resources will be assigned to implement functional and technical requests with the specifics to be determined based upon the Customer's business needs and best practices. In addition, the Oracle RightNow resources will proactively suggest ways to improve your Oracle RightNow deployment and customer experience.

A single unit equals 1 hour of managed services. . A minimum of 50 units must be purchased. Hours must be consumed at a minimum rate per month of 1/24<sup>th</sup> of total unit purchase. No more than 200 units per month can be utilized. All units must be utilized within a customer's then current Service Period, Hosting Term or maintenance support period (co-term) or will expire. If the Customer utilizes units beyond the allotted annual allocation, the Customer will be responsible for any overages at our then current standard consulting rates. Oracle RightNow Cloud Managed Services Pool does not cover the Oracle RightNow Voice Cloud Service or Oracle RightNow Intent Guide Cloud Service applications. Each 1 hour of development services will utilize 20% Project Management and 20% Quality Assurance time from within the Managed Services block of purchased hours. Managed services are limited to the items listed in the Oracle RightNow Cloud Managed Services Appendix located at the following location: [http://www.rightnow.com/services\\_descriptions.php](http://www.rightnow.com/services_descriptions.php). Customer is responsible for Oracle RightNow's travel and expenses in the event of an onsite visit.

## **Oracle RightNow Cloud Managed Service 16 Hour Monthly Block**

**Applicable SKUs:** CXMS-T1M16-1203, CXMS-T2M16-1203, CXMS-T3M16-1203, CXMS-T4M16-1203, B69003, B69004, B69005, B69006

Available Globally

The Oracle RightNow Cloud Managed Service 16 Hour Monthly Block is designed for Customers that would like to use RightNow resources to manage, monitor, administer and further develop their RightNow deployment. Named RightNow Professional Services resources will be assigned to implement functional and technical requests with the specifics to be determined based upon the Customer's business needs and best practices. In addition, the RightNow resources will proactively suggest ways to improve your RightNow deployment and customer experience. A single unit of this package includes up to 16 hours of managed services per month for a set term. Up to 10 blocks can be purchased. All monthly hours expire at the end of given month. If the Customer utilizes hours beyond the allotted monthly allocation, the Customer will be responsible for any overages at our then current standard consulting rates. Each 1 hour of development services will utilize 20% Project Management and 20% Quality Assurance time from within the Managed Services block of purchased hours. Oracle RightNow Cloud Managed Service 16 Hour Monthly Block are limited to the items listed in the Oracle RightNow Cloud Managed Services Appendix located at the following location: [http://www.rightnow.com/services\\_descriptions.php](http://www.rightnow.com/services_descriptions.php). Customer is responsible for Oracle RightNow's travel and expenses in the event of an onsite visit.

### **Oracle RightNow Cloud Managed Service 4 Hour Monthly Block**

**Applicable SKUs: CXMS-M4-1203, B69002**

Available Globally

Oracle RightNow Cloud Managed Service 4 Hour Monthly Block is designed for Customers that would like to use Oracle RightNow resources to manage, monitor and administer their Oracle RightNow deployment. Named Oracle RightNow Professional Services resources will be assigned to implement functional requests with the specifics to be determined based upon the Customer's business needs and best practices. In addition, the Oracle RightNow resources will proactively suggest ways to improve your Oracle RightNow deployment and customer experience. A single unit of this package includes up to 4 hours of managed services per month for a set term. Up to 3 blocks can be purchased. All monthly hours expire at the end of given month. If the Customer utilizes hours beyond the allotted monthly allocation, the Customer will be responsible for any overages at our then current standard consulting rates. Oracle RightNow Cloud Managed Service 4 Hour Monthly Block is limited to the items listed in the Oracle RightNow Cloud Managed Services Appendix located at the following location: [http://www.rightnow.com/services\\_descriptions.php](http://www.rightnow.com/services_descriptions.php). Customer is responsible for RightNow's travel and expenses in the event of an onsite visit. Development services are not included and must be purchased separately.

### **Oracle RightNow Outsourced Solution Administration Managed Service Monthly Block**

**Applicable SKUs: OSAO-T1M16-1203, OSAO-T2M16-1203, OSAO-T3M16-1203, OSAO-T4M16-1203, B69007, B69008, B69009, B69010, B69011, B69012, B69013, B69014**

Available in EMEA Only

Oracle RightNow Outsourced Solution Administration Managed Service Monthly Block is designed for Customers that would like to use an Oracle RightNow resource to outsource the administration of their Oracle RightNow deployment. A named Oracle RightNow Professional Services resource will be assigned to help administer the Customer's application with specifics to be determined based on the Customer's business needs. A single unit of this package includes up to 16 hours of OSA services per month for a set term. Up to 10 blocks can be purchased. All monthly hours expire at the end of given month. If the Customer utilizes hours beyond the allotted monthly allocation, the Customer will be responsible for any overages at our then current standard consulting rates. OSA services are limited to the configuration items listed in the Outsourced Solution Administration Appendix for EMEA located at the following location: [http://www.rightnow.com/services\\_descriptions.php](http://www.rightnow.com/services_descriptions.php). Customer is responsible for Oracle RightNow's travel and expenses in the event of an onsite visit.

### **Oracle RightNow Data Export Service**

**Applicable SKUs: DE-OTE-1203, DE-Q-1203, DE-Q-1203, DE-M-1203, DE-W-1203, B68987, B68988, B68989, B68990**

Oracle RightNow will work with hosted customers interested in storing or using their data outside of the Oracle RightNow hosting environment. Data will be exported using the products 'kexport' format, which includes a CSV file for each table within the Oracle 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 Oracle 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 Oracle RightNow authentication to the FTP server. Alternatively, Oracle RightNow can place in an open directory on our FTP server for the client to retrieve. Oracle RightNow recommends the client provide a public GPG key so Oracle 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.

### **Oracle RightNow Knowledgebase Optimization Engagement Service - Option 1**

**Applicable SKUs: KB-1-1203, B68992**

An Oracle RightNow consultant will work with the customer's knowledgebase manager to evaluate the customer's knowledgebase for one (1) interface; perform an analysis of the knowledgebase content and configurations; provide the customer a Knowledgebase Assessment Report; review recommendations for configuration updates; and apply agreed-to configuration changes to the knowledgebase. 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:

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

### **Oracle RightNow Knowledgebase Optimization Engagement Service - Option 2**

**Applicable SKUs: KB-2-1203, B68993**

An Oracle RightNow consultant will work with the customer's knowledgebase manager to evaluate the current site content and settings of the customer's knowledgebase for up to five (5) interfaces; The consultant will perform an analysis of the knowledgebase content and configurations; provide the customer a knowledgebase Assessment Report; provide cross-interface answer analysis; provide recommendations for configuration updates; and apply agreed-to configuration changes to the knowledgebase. 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 knowledgebase. Services must be used within 12 months of purchase or will expire.

Elements include:

- ◆ Knowledgebase Optimization Report (per interface)
- ◆ Cross Interface Analysis
- ◆ Updates to knowledgebase configuration
- ◆ Knowledgebase Management Plan
- ◆ Remote post-configuration 30 day knowledgebase follow up

### **Oracle RightNow General Optimization Engagement Remote Service - Remote**

**Applicable SKUs: OE1-1203, B68995**

Through remote consulting, Oracle RightNow will review Customer's initial implementation project goals, evaluate current and future goals, and determine if the Customer is in line with Oracle RightNow best practices. Oracle RightNow will take into consideration the following areas to ensure Customer is using Oracle 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. Oracle 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. Oracle 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 Oracle RightNow module. Customer is responsible for Oracle 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.

## **Oracle RightNow General Optimization Engagement Onsite Service - Onsite**

**Applicable SKUs: OE2-1203, B68996**

Through onsite consulting, Oracle RightNow will review Customer's initial implementation project goals, evaluate current and future goals, and determine if the Customer is in line with Oracle RightNow best practices. Oracle RightNow will take into consideration the following areas to ensure Customer is using Oracle 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. Oracle 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. Oracle 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 Oracle RightNow module. Customer is responsible for Oracle RightNow's travel and expenses for the 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.

## **Oracle RightNow Analytics Optimization Engagement Service**

**Applicable SKUs: OE-AN-1203, B68994**

An Oracle RightNow Analytics Cloud Service expert will work with the client's administrator and business sponsor to review and understand current business processes and primary reporting goals. Based on this review, Oracle RightNow and the client will define reporting gaps and define the new criteria to develop and build new analytics reports to provide the data required by the client. Oracle RightNow will work with the customer to review existing reports and ensure the customer understands what reports best pertain to their business and how the numbers to those reports are defined. Oracle RightNow will work with the client to review and clean up the analytics console to ensure any previously created custom reports and standard reports are providing the information the customer is expecting. For any existing custom reports not being utilized or that are not providing expected results can be removed to ensure the best analytics are being utilized while also improving ease of use for upgrades and analytics management. Customer is responsible for Oracle 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:

- Review of current business processes to determine in-depth reporting requirements
- Review of existing standard reports specific to your business process, creation of new custom analytics reports to provide further business insight (top 5 used)
- Analytics review and clean up of unused reports
- Coaching session on advanced analytics- how did we create the new reports in your system

## **Oracle RightNow Remote Product Coaching Service**

**Applicable SKUs: RPC-1203, B68991**

Oracle RightNow will provide a consultant to deliver eight (8) hours of remote product coaching focusing on understanding or optimizing a specific product feature (new or existing) or to solve a specific business problem or need. Two (2) hours of project management time are also included. The Oracle 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. Hours must be consumed within one (1) month or will expire. Maximum of eight (8) units can be purchased.

Elements include:

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

### **Oracle RightNow Community Discovery Service**

**Applicable SKUs:** COM-DSC-1203, B68998

Oracle 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 Oracle RightNow's travel and expenses in the event of an onsite visit.

### **Oracle RightNow Universal Credits**

**Applicable SKUs:** UNCR-E1-1203, B69018

Universal Credits are prepaid credits which may be applied against the fees for Oracle RightNow packaged Professional Services, including custom fixed fee and Time & Materials engagements, as well as Oracle RightNow travel and out-of-pocket expenses incurred in conjunction with the delivery of Oracle RightNow Professional Services. Universal Credits may not be applied toward education services. Universal Credits may only be used to acquire Oracle RightNow packaged Professional Services, at the list price(s) then in effect at the time you order the relevant service, and may not be used for any product or service that is subject to a discount or a promotion, or other non-standard Professional Services rates that you may negotiate with Oracle RightNow, at the time you order the relevant product or service. In consideration of your pre-payment of Universal Credits, the list price will be reduced by 10% (the 10% discount does not apply to expenses). Universal Credits are valid for a period of 12 months from the date the your order from the date you order Universal Credits is accepted by Oracle RightNow, and you must use any services acquired with Universal Credits prior to the end of such period. Universal Credits are non-transferable and non-assignable. You may be required to execute standard Oracle RightNow ordering document(s) when using Universal Credits to order services. Oracle RightNow public sector customers are not eligible to purchase Universal Credits.

### **Oracle RightNow Universal Service Credits (Available for US Public Sector Only)**

**Applicable SKUs:** USC-1203, B69019

Universal Service Credits ("USC") allow you the flexibility, based on the rate specified in the applicable ordering document, to pre-fund orders for Oracle RightNow consulting or technical services (i.e., customization/integration/data imports) in support of your Oracle RightNow Cloud Services implementation. At the time that you require such services, you and Oracle will agree to a documented scope of work and will reference the USC as form of payment funding. USCs may not be applied toward education services (i.e., workshops, onsite training). For non-US Public Sector customers, you must pay for services ordered against USCs in accordance with Oracle's standard payment terms and schedule for such services. For US Public Sector customers, USCs are to be paid in arrears of service performance.

### **Oracle Learning Credits (Available for LEC-Countries Only)**

A Learning Credits account is a prepaid commitment or a deposit of funds from which the customer can acquire education products and services offered in the Oracle University online catalog posted at education.oracle.com.

Learning Credits may only be used to acquire products and services at the list price in effect at the time the customer orders the relevant product or service, and may not be used for any product or service that is subject to a discount or a promotion when the customer acquires the relevant product or service. The list price will be

reduced by applying the Learning Credits discount specified at the time of the customer's Learning Credits purchase. Notwithstanding anything to the contrary in the previous three sentences, Learning Credits may also be used to pay taxes, materials and/or expenses related to a customer's order; however, the discount specified in the customer's order will not be applied to such taxes, materials and/or expenses. Learning Credits are valid for a period of 12 months from the date the customer's order is accepted by Oracle, and the customer must acquire products and must use any acquired services prior to the end of such period. A customer may only use Learning Credits in the country in which they were acquired, may not use them as a payment method for additional Learning Credits, and may not use different Learning Credits accounts to acquire a single product or service or to pay related taxes, materials and/or expenses. Learning Credits are non-transferable and non-assignable. A customer may be required to execute standard Oracle ordering materials when using Learning Credits to order products or services.

Learning Credits accounts will be suspended if payment is not received per the invoice terms of payment. A minimum purchase of \$5000 USD price indexed worth of Learning Credits is required for each Learning Credits order.

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

**Applicable SKUs: GOV-TE-1203**

Available North America only

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 Oracle RightNow's delivery of services. Oracle RightNow will invoice actual travel and expenses on a monthly basis. If Customer is a United States Federal Government agency, Oracle 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 Oracle RightNow's actual travel and related expenses exceed the Travel & Expense Estimate, Oracle RightNow will secure approval from Customer or reseller prior to incurring additional expenses.

## **Appendix (Retired Offerings)**

### **RightNow Instance**

**Applicable SKUs: INS-1103**

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:

- ◆ Database Storage limit of 1024 MB
- ◆ File Storage limit of 1024 MB
- ◆ Bandwidth limit of 5125 MB per Month
- ◆ One (1) Email box
- ◆ One (1) Internal Interface
- ◆ One (1) Test Site

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support

- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

## 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
- One (1) Test Site

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

## RightNow Chat Desktop

### Applicable SKUs: SACHAT-NU-1106, SACHAT-CU-1106, SACHAT-SM-1106, SACHAT-CSM-1106

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 Connect** - Connect Web Services API, providing integration capabilities between RightNow and other applications via an application programming interface.
- **Custom Objects** – Provides the ability to extend the RightNow CX data model to accommodate additional business processes.
- **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)
- 1 Instance (SKU: INS-1103) will be allocated to the customer for with the first purchase of a desktop license
- Storage and Bandwidth – See table below for usage limits allocated per User type:

Chat Desktop	Per User in MB		
	Database Storage	File Storage	Bandwidth
Named User	24	120	120
Concurrent User	72	360	360
Seat Month	2	10	10
Concurrent Seat Month	6	30	30

- Feedback:
  - 500 Emails Sent per Month included with the initial purchase of Chat Desktop Named User or Concurrent User
  - 6000 Emails Sent per Year included with the initial purchase of Chat Desktop Seat Month or Concurrent Seat Month
- Custom Objects: Maximum of 5 Custom Objects per Instance
  - Menu-Only Custom Objects are not included in this allocation. Menu-Only Custom Objects can be created to meet the needs of the deployment as long as the total number of Custom Objects and Menu-Only Custom Objects is less than 200.)
- Connect: Included with initial Chat Desktop User purchase and API operation limits depend upon the type of seat purchased:
  - Named User: 91,250 API Operations per Named User per Year
  - Concurrent User: 273,750 API Operations per Concurrent User per Year
  - Seat Month: 7,605 API Operations per Seat Month per Year
  - Concurrent Seat Month: 22,815 API Operations per Concurrent Seat Month per Year

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ♦ Access to the Oracle RightNow knowledge base via the support portal
- ♦ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ♦ Communication of major release changes

This package does not include:

- ♦ Customization support (Oracle 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 Oracle 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.

- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

## RightNow Chat Desktop

Applicable SKUs: SACHAT-NU-1103, SACHAT-CU-1103, SACHAT-SM-1103, SACHAT-CSM-1103

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 Connect** - Connect Data Integration and Connect Web Services which provide integration capabilities between RightNow and other applications via an application programming interface.
- **Custom Objects** – Provides the ability to extend the RightNow CX data model to accommodate additional business processes.
- **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)
- 1 Instance (SKU: INS-1103) will be allocated to the customer for with the first purchase of a desktop license
- Storage and Bandwidth – See table below for usage limits allocated per User type:

Chat Desktop	Per User in MB		
	Database Storage	File Storage	Bandwidth
Named User	24	120	120
Concurrent User	72	360	360
Seat Month	2	10	10
Concurrent Seat Month	6	30	30

- Feedback:
  - 500 Emails Sent per Month included with the initial purchase of Chat Desktop Named User or Concurrent User
  - 6000 Emails Sent per Year included with the initial purchase of Chat Desktop Seat Month or Concurrent Seat Month
- Custom Objects: Maximum of 5 Custom Objects per Instance
  - Menu-Only Custom Objects are not included in this allocation. Menu-Only Custom Objects can be created to meet the needs of the deployment as long as the total number of Custom Objects and Menu-Only Custom Objects is less than 200.)
- Connect: Included with initial Chat Desktop User purchase and API operation limits depend upon the type of seat purchased:
  - Named User: 91,250 API Operations per Named User per Year
  - Concurrent User: 273,750 API Operations per Concurrent User per Year
  - Seat Month: 7,605 API Operations per Seat Month per Year
  - Concurrent Seat Month: 22,815 API Operations per Concurrent Seat Month per Year

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

## **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 Connect** - Connect Data Integration and Connect Web Services which provide integration capabilities between RightNow and other applications via an application programming interface.
- **Custom Objects** – Provides the ability to extend the RightNow CX data model to accommodate additional business processes.
- **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)
- 1 Instance (SKU: INS ) will be allocated to the customer for with the first purchase of a desktop license
- Feedback: 500 Emails Sent per month included with the initial Chat Desktop User purchase
- Custom Objects: Maximum of 5 Custom Objects per Instance
  - Menu-Only Custom Objects are not included in this allocation. Menu-Only Custom Objects can be created to meet the needs of the deployment as long as the total number of Custom Objects and Menu-Only Custom Objects is less than 200.)
- Connect: Included with initial Standard Desktop User purchase and API operation limits depend upon the type of seat purchased:
  - Named User: 91,250 API Operations per Named User per Year
  - Concurrent User: 273,750 API Operations per Concurrent User per Year
  - Seat Month: 7,605 API Operations per Seat Month per Year
  - Concurrent Seat Month: 22,815 API Operations per Concurrent Seat Month per Year

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	<b>Self-Service Support</b>
<b>Cloud Services Service Level Objectives</b>	Target: 99.5% (measured at the end of each calendar quarter) No Service Level Credits

## RightNow Standard Desktop

Applicable SKUs: ST-NU-1106, ST-CU-1106, ST-SM-1106, ST-CSM-1106

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).
- **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
- **Custom Objects** – Provides the ability to extend the RightNow CX data model to accommodate additional business processes.
- **RightNow Connect** - Connect Web Services API, providing integration capabilities between RightNow and other applications via an application programming interface. The RightNow Connect Add-In Framework is also included providing the ability to extend the reach of the RightNow agent desktop.
- **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)
- 1 Instance (SKU: INS-1103) will be allocated to the customer for with the first purchase of a desktop license
- Storage and Bandwidth – See table below for usage limits allocated per User type:

Standard Desktop	Per User in MB		
	Database Storage	File Storage	Bandwidth
Named User	24	120	120
Concurrent User	72	360	360
Seat Month	2	10	10
Concurrent Seat Month	6	30	30

- Custom Objects: Maximum of 5 Custom Objects per Instance



- Menu-Only Custom Objects are not included in this allocation. Menu-Only Custom Objects can be created to meet the needs of the deployment as long as the total number of Custom Objects and Menu-Only Custom Objects is less than 200.)
- Connect: Included with initial Standard Desktop User purchase, API operation limits depend upon the type of seat purchased:
  - Named User: 109,500 API Operations per Named User per Year
  - Concurrent User: 328,500 API Operations per Concurrent User per Year
  - Seat Month: 9,125 API Operations per Seat Month per Year
  - Concurrent Seat Month: 27,375 API Operations per Concurrent Seat Month per Year
  - Absolute limit of 7,500,000 per day (regardless of number of seats purchased)

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

## RightNow Standard Desktop

Applicable SKUs: ST-NU-1103, ST-CU-1103, ST-SM-1103, ST-CSM-1103

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).

- **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
- **Custom Objects** – Provides the ability to extend the RightNow CX data model to accommodate additional business processes.
- **RightNow Connect** - Connect Data Integration and Connect Web Services which provide integration capabilities between RightNow and other applications via an application programming interface. The RightNow Connect Add-In Framework is also included providing the ability to extend the reach of the RightNow agent desktop.
- **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)
- 1 Instance (SKU: INS-1103) will be allocated to the customer for with the first purchase of a desktop license
- Storage and Bandwidth – See table below for usage limits allocated per User type:

Standard Desktop	Per User in MB		
	Database Storage	File Storage	Bandwidth
Named User	24	120	120
Concurrent User	72	360	360
Seat Month	2	10	10
Concurrent Seat Month	6	30	30

- Custom Objects: Maximum of 5 Custom Objects per Instance
  - Menu-Only Custom Objects are not included in this allocation. Menu-Only Custom Objects can be created to meet the needs of the deployment as long as the total number of Custom Objects and Menu-Only Custom Objects is less than 200.)
- Connect: Included with initial Standard Desktop User purchase, API operation limits depend upon the type of seat purchased:
  - Named User: 109,500 API Operations per Named User per Year
  - Concurrent User: 328,500 API Operations per Concurrent User per Year
  - Seat Month: 9,125 API Operations per Seat Month per Year
  - Concurrent Seat Month: 27,375 API Operations per Concurrent Seat Month per Year
  - Absolute limit of 7,500,000 per day (regardless of number of seats purchased)

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support

- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

## **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).
- **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
- **Custom Objects** – Provides the ability to extend the RightNow CX data model to accommodate additional business processes.
- **RightNow Connect** - Connect Data Integration and Connect Web Services which provide integration capabilities between RightNow and other applications via an application programming interface. The RightNow Connect Add-In Framework is also included providing the ability to extend the reach of the RightNow agent desktop.
- **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)
- 1 Instance (SKU: INS) will be allocated to the customer for with the first purchase of a desktop license
- Custom Objects: Maximum of 5 Custom Objects per Instance
  - Menu-Only Custom Objects are not included in this allocation. Menu-Only Custom Objects can be created to meet the needs of the deployment as long as the total number of Custom Objects and Menu-Only Custom Objects is less than 200.)
- Connect: Included with initial Standard Desktop User purchase, API operation limits depend upon the type of seat purchased:

- Named User: 109,500 API Operations per Named User per Year
- Concurrent User: 328,500 API Operations per Concurrent User per Year
- Seat Month: 9,125 API Operations per Seat Month per Year
- Concurrent Seat Month: 27,375 API Operations per Concurrent Seat Month per Year
- Absolute limit of 7,500,000 per day (regardless of number of seats purchased)

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow. Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

## **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).
- **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
- **Custom Objects** – Provides the ability to extend the RightNow CX data model to accommodate additional business processes.
- **RightNow Connect** - Connect Data Integration and Connect Web Services which provide integration capabilities between RightNow and other applications via an application programming interface. The RightNow Connect Add-In Framework is also included providing the ability to extend the reach of the RightNow agent desktop.
- **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)
- 1 Instance (SKU: INS) will be allocated to the customer for with the first purchase of a desktop license
- 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 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
- Custom Objects: Maximum of 50 Custom Objects per Instance
  - Menu-Only Custom Objects are not included in this allocation. Menu-Only Custom Objects can be created to meet the needs of the deployment as long as the total number of Custom Objects and Menu-Only Custom Objects is less than 200.)
- Connect: Included with initial Enterprise Desktop User purchase, API operation limits depend upon the type of seat purchased:
  - Named User: 547,500 API Operations per Named User per Year
  - Concurrent User: 1,642,500 API Operations per Concurrent User per Year
  - Seat Month: 45,625 API Operations per Seat Month per Year
  - Concurrent Seat Month: 136,875 API Operations per Concurrent Seat Month per Year
  - Absolute limit of 7,500,000 per day (regardless of number of seats purchased)

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes



This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

## RightNow Enterprise Desktop

Applicable SKUs: ENT-NU-1103, ENT-CU-1103, ENT-SM-1103, ENT-CSM-1103

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).

- **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
- **Custom Objects** – Provides the ability to extend the RightNow CX data model to accommodate additional business processes.
- **RightNow Connect** - Connect Data Integration and Connect Web Services which provide integration capabilities between RightNow and other applications via an application programming interface. The RightNow Connect Add-In Framework is also included providing the ability to extend the reach of the RightNow agent desktop.
- **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)
- 1 Instance (SKU: INS-1103) will be allocated to the customer for with the first purchase of a desktop license
- Storage and Bandwidth – See table below for usage limits allocated per User type:

Enterprise Desktop	Per User in MB		
	Database Storage	File Storage	Bandwidth
Named User	72	360	360
Concurrent User	216	1080	1080
Seat Month	6	30	30
Concurrent Seat Month	18	90	90

- 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 included with the initial purchase of Seat Months or Concurrent Seat Months
  - 5,000 Emails Sent per Month included with the initial purchase of Named Users or Concurrent Users
- A maximum of 100 Cloud Monitor additions of type RSS
- Custom Objects: Maximum of 50 Custom Objects per Instance
  - Menu-Only Custom Objects are not included in this allocation. Menu-Only Custom Objects can be created to meet the needs of the deployment as long as the total number of Custom Objects and Menu-Only Custom Objects is less than 200.)
- Connect: Included with initial Enterprise Desktop User purchase, API operation limits depend upon the type of seat purchased:
  - Named User: 547,500 API Operations per Named User per Year
  - Concurrent User: 1,642,500 API Operations per Concurrent User per Year
  - Seat Month: 45,625 API Operations per Seat Month per Year
  - Concurrent Seat Month: 136,875 API Operations per Concurrent Seat Month per Year
  - Absolute limit of 7,500,000 per day (regardless of number of seats purchased)

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

## **RightNow Enterprise Desktop**

**Applicable SKUs:** ENT-NU-1106, ENT-CU-1106, ENT-SM-1106, ENT-CSM-1106

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).

- **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
- **Custom Objects** – Provides the ability to extend the RightNow CX data model to accommodate additional business processes.
- **RightNow Connect** - Connect Web Services API, providing integration capabilities between RightNow and other applications via an application programming interface. The RightNow Connect Add-In Framework is also included providing the ability to extend the reach of the RightNow agent desktop.
- **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)
- 1 Instance (SKU: INS-1103) will be allocated to the customer for with the first purchase of a desktop license
- Storage and Bandwidth – See table below for usage limits allocated per User type:

Enterprise Desktop	Per User in MB		
	Database Storage	File Storage	Bandwidth
Named User	72	360	360
Concurrent User	216	1080	1080
Seat Month	6	30	30
Concurrent Seat Month	18	90	90

- 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 included with the initial purchase of Seat Months or Concurrent Seat Months
  - 5,000 Emails Sent per Month included with the initial purchase of Named Users or Concurrent Users
- Cloud Monitor: A maximum of 100 Cloud Monitor additions of type RSS
- Custom Objects: Maximum of 50 Custom Objects per Instance
  - Menu-Only Custom Objects are not included in this allocation. Menu-Only Custom Objects can be created to meet the needs of the deployment as long as the total number of Custom Objects and Menu-Only Custom Objects is less than 200.)
- Connect: Included with initial Enterprise Desktop User purchase, API operation limits depend upon the type of seat purchased:
  - Named User: 547,500 API Operations per Named User per Year
  - Concurrent User: 1,642,500 API Operations per Concurrent User per Year
  - Seat Month: 45,625 API Operations per Seat Month per Year
  - Concurrent Seat Month: 136,875 API Operations per Concurrent Seat Month per Year
  - Absolute limit of 7,500,000 per day (regardless of number of seats purchased)

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

## **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)..

- **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), single sign on (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).
- **Custom Objects** – Provides the ability to extend the RightNow CX data model to accommodate additional business processes.
- **RightNow Connect** – Connect Data Integration and Connect Web Services which provide integration capabilities between RightNow and other applications via an application programming interface. The RightNow Connect Add-In Framework is also included providing the ability to extend the reach of the RightNow agent desktop.
- **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)
- 1 Instance (including 1 Test Site) will be allocated to the customer for with the first purchase of a desktop license
- 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
- Custom Objects: Maximum of 200 Custom Objects (including Menu-Only Custom Objects) per Instance
- Connect: Included with initial Enterprise Contact Center Desktop User purchase, API operation limits depend upon the type of seat purchased:
  - Named User: 2,727,500 API Operations per Named User per Year
  - Concurrent User: 4,927,500 API Operations per Concurrent User per Year
  - Seat Month: 228,125 API Operations per Seat Month per Year
  - Concurrent Seat Month: 410,625 API Operations per Concurrent Seat Month per Year
  - Absolute limit of 7,500,000 per day (regardless of number of seats purchased)
- A maximum of 100 Cloud Monitor additions of type RSS

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

## Self-Service Support

Cloud Services Service Level

Target: 99.5% (measured at the end of each calendar quarter)

<b>Objectives</b>	No Service Level Credits
<b>Hosting Availability Monitoring</b>	Internal site monitoring at 15 minute increments

## **RightNow Enterprise Contact Center Desktop**

**Applicable SKUs:** [ECC-NU-1103](#), [ECC-CU-1103](#), [ECC-SM-1103](#), [ECC-CSM-1103](#)

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)..
- **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), single sign on (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).
- **Custom Objects** – Provides the ability to extend the RightNow CX data model to accommodate additional business processes.

- **RightNow Connect** – Connect Data Integration and Connect Web Services which provide integration capabilities between RightNow and other applications via an application programming interface. The RightNow Connect Add-In Framework is also included providing the ability to extend the reach of the RightNow agent desktop.
- **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)
- 1 Instance (SKU: INS-1103) will be allocated to the customer for with the first purchase of a desktop license
- Storage and Bandwidth – See table below for usage limits allocated per User type:

ECC Desktop	Per User in MB		
	Database Storage	File Storage	Bandwidth
Named User	216	1080	1080
Concurrent User	648	3240	3240
Seat Month	18	90	90
Concurrent Seat Month	54	270	270

- 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 included with the initial purchase of Seat Months or Concurrent Seat Months
  - 5,000 Emails Sent per Month included with the initial purchase of Named Users or Concurrent Users
- Custom Objects: Maximum of 200 Custom Objects (including Menu-Only Custom Objects) per Instance
- Connect: Included with initial Enterprise Contact Center Desktop User purchase, API operation limits depend upon the type of seat purchased:
  - Named User: 2,727,500 API Operations per Named User per Year
  - Concurrent User: 4,927,500 API Operations per Concurrent User per Year
  - Seat Month: 228,125 API Operations per Seat Month per Year
  - Concurrent Seat Month: 410,625 API Operations per Concurrent Seat Month per Year
  - Absolute limit of 7,500,000 per day (regardless of number of seats purchased)
- A maximum of 100 Cloud Monitor additions of type RSS

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow. Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

## **RightNow Enterprise Contact Center Desktop**

**Applicable SKUs:** [ECC-NU-1106](#), [ECC-CU-1106](#), [ECC-SM-1106](#), [ECC-CSM-1106](#)

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)..
- **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), single sign on (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).
- **Custom Objects** – Provides the ability to extend the RightNow CX data model to accommodate additional business processes.
- **RightNow Connect** –Connect Web Services API, providing integration capabilities between RightNow and other applications via an application programming interface. The

RightNow Connect Add-In Framework is also included providing the ability to extend the reach of the RightNow agent desktop.

- **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)
- 1 Instance (SKU: INS-1103) will be allocated to the customer for with the first purchase of a desktop license
- Storage and Bandwidth – See table below for usage limits allocated per User type:

ECC Desktop	Per User in MB		
	Database Storage	File Storage	Bandwidth
Named User	216	1080	1080
Concurrent User	648	3240	3240
Seat Month	18	90	90
Concurrent Seat Month	54	270	270

- 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 included with the initial purchase of Seat Months or Concurrent Seat Months
  - 5,000 Emails Sent per Month included with the initial purchase of Named Users or Concurrent Users
- Custom Objects: Maximum of 200 Custom Objects (including Menu-Only Custom Objects) per Instance
- Cloud Monitor: A maximum of 100 Cloud Monitor additions of type RSS
- Connect: Included with initial Enterprise Contact Center Desktop User purchase, API operation limits depend upon the type of seat purchased:
  - Named User: 2,727,500 API Operations per Named User per Year
  - Concurrent User: 4,927,500 API Operations per Concurrent User per Year
  - Seat Month: 228,125 API Operations per Seat Month per Year
  - Concurrent Seat Month: 410,625 API Operations per Concurrent Seat Month per Year
  - Absolute limit of 7,500,000 per day (regardless of number of seats purchased)

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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



## **RightNow Enterprise Contact Center Desktop**

**Applicable SKUs: ECC-NU-1201, ECC-CU-1201, ECC-SM-1201, ECC-CSM-1201**

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)..
- **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), single sign on (for all interfaces), network VPN to hosting facility (for all connections), five (5) additional mailboxes, and a dedicated outbound IP address (for all interfaces).
- **Custom Objects** – Provides the ability to extend the RightNow CX data model to accommodate additional business processes.
- **RightNow Connect** –Connect Web Services API, providing integration capabilities between RightNow and other applications via an application programming interface. The

RightNow Connect Add-In Framework is also included providing the ability to extend the reach of the RightNow agent desktop.

- **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)
- 1 Instance (SKU: INS-1103) will be allocated to the customer for with the first purchase of a desktop license
- Storage and Bandwidth – See table below for usage limits allocated per User type:

ECC Desktop	Per User in MB		
	Database Storage	File Storage	Bandwidth
Named User	216	1080	1080
Concurrent User	648	3240	3240
Seat Month	18	90	90
Concurrent Seat Month	54	270	270

- 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 included with the initial purchase of Seat Months or Concurrent Seat Months
  - 5,000 Emails Sent per Month included with the initial purchase of Named Users or Concurrent Users
- Custom Objects: Maximum of 200 Custom Objects (including Menu-Only Custom Objects) per Instance
- Cloud Monitor: A maximum of 100 Cloud Monitor additions of type RSS
- Connect: Included with initial Enterprise Contact Center Desktop User purchase, API operation limits depend upon the type of seat purchased:
  - Named User: 2,727,500 API Operations per Named User per Year
  - Concurrent User: 4,927,500 API Operations per Concurrent User per Year
  - Seat Month: 228,125 API Operations per Seat Month per Year
  - Concurrent Seat Month: 410,625 API Operations per Concurrent Seat Month per Year
  - Absolute limit of 7,500,000 per day (regardless of number of seats purchased)

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

## **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).

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.

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	<b>Self-Service Support</b>
<b>Cloud Services Service Level Objectives</b>	Target: 99.5% (measured at the end of each calendar quarter) No Service Level Credits
<b>Hosting Availability Monitoring</b>	Internal site monitoring at 15 minute increments

## **Agent Scripting & Desktop Workflow Package**

**Applicable SKUs:** ASCDWF-NU, ASCDWF -CU, ASCDWF -SM, ASCDWF -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. 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: Agent Scripting and Desktop Workflow Software is subject to usage limits based upon:

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

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

## **RightNow Chat**

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

RightNow Chat allows a customer to chat live (online) with support representatives and to utilize the Third Party Queue Integration API, allowing customers to route chat sessions through a third party universal queuing platform.

**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)
- ◆ a maximum limit of 5,000 Chat API Operations per minute

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

## **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

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

### **RightNow Co-Browse Remote Support**

Applicable SKUs: COB-RS-NU, COM-RS-SM

RightNow Co-Browse Remote Support enables additional features to RightNow Co-Browse to allow the agent to remotely reboot and reconnect to a consumer's computer and for the consumer and agent to transfer files during a co-browse session.

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

- ◆ a maximum number of Authorized Users or Seat Months

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level	Target: 99.5% (measured at the end of each calendar quarter)



<b>Objectives</b>	No Service Level Credits
<b>Hosting Availability Monitoring</b>	Internal site monitoring at 15 minute increments

## Contextual Workspaces

**Applicable SKUs:** [CTW-NU](#), [CTW-CU](#), [CTW-SM](#), [CTW-CSM](#), [B68293](#), [B68290](#), [B68291](#), [B68292](#)

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)

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	<b>Self-Service Support</b>
<b>Cloud Services Service Level Objectives</b>	Target: 99.5% (measured at the end of each calendar quarter) No Service Level Credits
<b>Hosting Availability Monitoring</b>	Internal site monitoring at 15 minute increments

## Guided Assistance

**Applicable SKUs:** [GA-NU](#), [GA-CU](#), [GA-SM](#), [GA-CSM](#)

Guided Assistance provides a highly effective way for agents and consumers to troubleshoot 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** Guided Assistance Software is subject to usage limits based upon:

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

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.

- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

## 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)

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow. Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

## 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)

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow. Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

### Agent Scripting & Desktop Workflow Package

Applicable SKUs: ASCDWF-NU, ASCDWF -CU, ASCDWF -SM, ASCDWF -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. 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: Agent Scripting and Desktop Workflow Software is subject to usage limits based upon:

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

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow. Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
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<b>Cloud Services Service Level Objectives</b>	Target: 99.5% (measured at the end of each calendar quarter) No Service Level Credits
<b>Hosting Availability Monitoring</b>	Internal site monitoring at 15 minute increments

## 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)

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

<b>Self-Service Support</b>	
<b>Cloud Services Service Level Objectives</b>	Target: 99.5% (measured at the end of each calendar quarter) No Service Level Credits
<b>Hosting Availability Monitoring</b>	Internal site monitoring at 15 minute increments

## 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)

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.

- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

## Cloud Monitor

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

RightNow Cloud Monitor provides the ability for agents to search and retrieve data from certain external data sources (YouTube, Twitter, RightNow Community, Facebook Pages to which you have administrative privileges, 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

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

## 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

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow. Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

### **Web Portal – Monthly Capacity Block of Billable Sessions**

Applicable SKUs: WPSES-5K, WPSES20K

Web Portal – Billable 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 Billable Sessions per calendar month per Instance
- Billable 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 billable session.
- Customer is entitled to 1GB of storage and 1GB of monthly bandwidth with each block of 5,000 Monthly Web Portal Billable Sessions purchased
- Customer receives one (1) Web Portal Interface with the first purchase of billable sessions.

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow. Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

### **Billable Sessions – Tier 1 – Annual Pool**

**Applicable SKUs:** WPSES-ANPL, WPSES-TIER1-ANPL

Tier 1 Billable Sessions allow consumers to access Web Self-Service, Chat, Feedback, Marketing, Mobile and CX for Facebook capabilities delivered through a web page. End users may authenticate into RightNow or to their preferred identity provider, 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, take their web customer service to the mobile web or to Facebook’s global social network.

**Usage Limits:** Billable Sessions – Tier 1 are subject to usage limits based upon:

- A maximum number of Billable Sessions per year (starting on first day of the term) per Instance
- Billable 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 billable session
- Customer receives one (1) Web Portal Interface with the first purchase of billable sessions.
- 1 Community Instance will be allocated to the customer for with the first purchase of billable sessions
- Customer is entitled to 1GB of storage and 1GB of monthly bandwidth with each block of 50,000 annual billable sessions purchased
- Customer is entitled to 250 Annual PHP API Operations for every 1 annual billable session purchased

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

### **Billable Sessions - Tier 2 – Annual Pool**

**Applicable SKUs:** WPSES-TIER2-ANPL

Tier 2 Billable Sessions allow consumers to access Web Self-Service, Chat, Feedback, Marketing, Mobile, CX for Facebook and Intent Guide capabilities delivered through a web page. End users may authenticate into RightNow or to their preferred identity provider, 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, take their web customer service to the mobile web or to Facebook’s global social network. Intent Guide enables organizations to engage with consumers online, to understand their intent and guide them to high value interactions, and includes form fill completion, contextual offers and virtual assistant.

**Usage Limits:** Billable Sessions – Tier 2 are subject to usage limits based upon:

- A maximum number of Billable Sessions per year (starting on first day of the term) per Instance
- Billable 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 billable session
- Customer receives one (1) Web Portal Interface with the first purchase of billable sessions.
- 1 Community Instance will be allocated to the customer for with the first purchase of billable sessions
- Customer is entitled to 1GB of storage and 1GB of monthly bandwidth with each block of 50,000 annual billable sessions purchased
- Customer is entitled to 250 Annual PHP API Operations for every 1 annual billable session purchased

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow. Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

### **Billable Sessions – Tier 1 – Annual Pool**

**Applicable SKUs:** [WPSES-ANPL-1103](#), [WPSES-TIER1-ANPL-1103](#)

Tier 1 Billable Sessions allow consumers to access Web Self-Service, Chat, Feedback, Marketing, Mobile and CX for Facebook capabilities delivered through a web page. End users may authenticate into RightNow or to their preferred identity provider, 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, take their web customer service to the mobile web or to Facebook’s global social network.

**Usage Limits:** Billable Sessions – Tier 1 are subject to usage limits based upon:

- A maximum number of Billable Sessions per year (starting on first day of the term) per Instance
- Billable 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 billable session
- Customer receives one (1) Web Portal Interface with the first purchase of billable sessions.
- 1 Community Instance will be allocated to the customer for with the first purchase of billable sessions
- Customer is entitled to 250 Annual PHP API Operations for every 1 annual billable session purchased

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow. Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.

- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

### **Billable Sessions - Tier 2 – Annual Pool**

**Applicable SKUs:** WPSES-TIER2-ANPL-1103

Tier 2 Billable Sessions allow consumers to access Web Self-Service, Chat, Feedback, Marketing, Mobile, CX for Facebook and Intent Guide capabilities delivered through a web page. End users may authenticate into RightNow or to their preferred identity provider, 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, take their web customer service to the mobile web or to Facebook’s global social network. Intent Guide enables organizations to engage with consumers online, to understand their intent and guide them to high value interactions, and includes form fill completion, contextual offers and virtual assistant.

**Usage Limits:** Billable Sessions – Tier 2 are subject to usage limits based upon:

- A maximum number of Billable Sessions per year (starting on first day of the term) per Instance (including Intent Guide Instance)
- Billable 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 billable session
- Customer receives one (1) Web Portal Interface with the first purchase of billable sessions.
- One (1) Intent Guide Instance
- One database per language on their Intent Guide Instance
- 1 Community Instance will be allocated to the customer for with the first purchase of billable sessions

Customer is entitled to 250 Annual PHP API Operations for every 1 annual billable session purchased

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

### **Stand-Alone Intent Guide Billable Sessions - Tier 2 – Annual Pool**

**Applicable SKUs:** IGSES-TIER2-ANPL

Stand-Alone Intent Guide Tier 2 Billable Sessions allow consumers to access Intent Guide capabilities delivered through a web page. Intent Guide enables organizations to engage with consumers online, to understand their intent and guide them to high value interactions, and includes form fill completion, contextual offers and virtual assistant.

Usage Limits: Stand-Alone Intent Guide Billable Sessions – Tier 2 are subject to usage limits based upon:

- A maximum number of Billable Sessions per year (starting on first day of the term) per Intent Guide Instance
- One (1) Intent Guide Instance
- One database per language on their Intent Guide Instance
- Billable 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 billable session

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

## Stand-Alone Intent Guide User Questions

Applicable SKUs: QGO-QA

Stand-Alone Intent Guide User Questions allow consumers to access Intent Guide capabilities delivered through a web page. Intent Guide enables organizations to engage with consumers online and uses natural language search and language-, industry-, and customer- specific Dictionaries to understand their intent and guide them to high value interactions. Intent Guide also includes form fill completion, contextual offers and virtual assistant.

Usage Limits: User Questions are subject to usage limits based upon:

- A maximum number of User Questions per year (starting on first day of the term) per Intent Guide Instance
- One(1) Intent Guide Instance
- One database per language on their Intent Guide Instance
- “User Question” means the end-user input in the user interface, a key-word action, the clicks of an end user on a FAQ, (contextual) Banner, Related Question or Browse FAQ which are processed by the Intent Guide.

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:



- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

### **Billable Sessions – Tier 1 Monthly**

**Applicable SKUs:** WPSES-TIER1-5K, WPSES-TIER1-20K

Tier 1 Billable Sessions allow consumers to access Web Self-Service, Chat, Feedback, Marketing, Mobile and CX for Facebook capabilities delivered through a web page. End users may authenticate into RightNow or to their preferred identity provider, 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, take their web customer service to the mobile web or to Facebook’s global social network.

**Usage Limits:** Billable Sessions – Tier 1 Monthly are subject to usage limits based upon:

- A maximum number of Billable Sessions per month (starting on first day of the term) per Instance
- Billable 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 billable session
- Customer receives one (1) Web Portal Interface with the first purchase of billable sessions.
- 1 Community Instance will be allocated to the customer for with the first purchase of billable sessions
- Customer is entitled to 250 Annual PHP API Operations for every 1 billable session purchased

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

### **Billable Sessions - Tier 2 Monthly**

**Applicable SKUs:** WPSES-TIER2-5K, WPSES-TIER2-20K

Tier 2 Billable Sessions allow consumers to access Web Self-Service, Chat, Feedback, Marketing, Mobile, CX for Facebook and Intent Guide capabilities delivered through a web page. End users may authenticate into RightNow or to their preferred identity provider, 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, take their web customer service to the mobile web or to Facebook's global social network. Intent Guide enables organizations to engage with consumers online, to understand their intent and guide them to high value interactions, and includes form fill completion, contextual offers and virtual assistant.

Usage Limits: Billable Sessions – Tier 2 Monthly are subject to usage limits based upon:

- A maximum number of Billable Sessions per month (starting on first day of the term) per Instance (including Intent Guide Instance)
- Billable 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 billable session
- Customer receives one (1) Web Portal Interface with the first purchase of billable sessions.
- One (1) Intent Guide Instance
- One database per language on their Intent Guide Instance
- 1 Community Instance will be allocated to the customer for with the first purchase of billable sessions
- Customer is entitled to 250 Annual PHP API Operations for every 1 billable session purchased

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
<b>Cloud Services Service Level Objectives</b>	Target: 99.5% (measured at the end of each calendar quarter) No Service Level Credits
<b>Hosting Availability Monitoring</b>	Internal site monitoring at 15 minute increments

## 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

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

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

**Applicable SKUs: WPI-1103**

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) Email boxes

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

### **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

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

### **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

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

### **RightNow Emails Sent – Annual Pool of Transactions**

**Applicable SKUs:** [EMST--ANPL-BAND](#), [EMST-ANPL-BAND1](#), [EMST-ANPL--BAND2](#), [EMST-ANPL-BAND3](#), [EMST-ANPL-BAND4](#), [EMST-ANPL-BAND5](#), [EMST-ANPL-BAND6](#), [EMST-ANPL-BAND7](#), [EMST-ANPL-BAND8](#), [EMST-ANPL-BAND9](#), [EMST-ANPL-BAND10](#)

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 2-10 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

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow. Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

### **RightNow Emails Sent – Monthly Capacity Block of Transactions**

**Applicable SKUs:** [EMST-20K](#), [EMST-100K](#), [EMST-500K](#), [EMST-1M](#), [EMST-2M](#), [EMST-5M](#)

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 entitled to more than 65,000 emails sent per month receive a unique IP address.

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

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

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow. Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)



- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

## **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

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow. Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

## **Connect XML API**

**Applicable SKUs:** API

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

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow. Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

### **Connect XML API**

**Applicable SKUs: XML-API-1106**

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

Usage Limits: Connect XML API Software is subject to usage limits based upon:

- ◆ a maximum number of API Operations per Year, XML API Operations are tracked and count against total API Operation allocation given in the RightNow Desktop purchase.

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow. Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

### **Single Sign-On**

**Applicable SKUs: PTA, SSO**

Single Sign-On provides customers the tools and ability to perform proxy authentication into either the Customer Portal or the Agent Desktop from other third party systems. The implementation of Single Sign On may require modification to existing Agent Desktop settings or Customer Portal pages and settings. Applicable documentation is available. Single Sign-On provides the following authentication integration methods:

- ◆ For Customer Portal
  - Pass Through Authentication (PTA) – the basic and RightNow specific integration method
  - Encrypted Pass Through Authentication (ePTA) – the encrypted method and tooling of the RightNow specific integration method
  - OpenID – single sign-on capabilities supporting the Open ID protocol (<http://openid.net/>) (Licensed via Tier 1 Billable Sessions)
  - OAuth – single sign-on capabilities supporting the OAuth protocol (<http://oauth.net/>) (Licensed via Tier 1 Billable Sessions)
  - SAML 2.0 – single-sign on capabilities supported by the SAML 2.0 protocol (HTTP Post Binding/Identity Provider Initiated)
- ◆ For Agent Desktop
  - SAML 2.0 – single-sign on capabilities to the Agent Desktop supported by the SAML 2.0 protocol (HTTP Post Binding/Identity Provider Initiated)

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow. Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

## **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.

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow. Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.

- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

## 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.

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow. Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

## 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 Billable Sessions per year (for use in the RightNow Community only) (starting on contract start date) per Instance

- Billable Sessions are tracked during the interval of time beginning when an end user accesses the Community and ends when the end user logs out or navigates off the Community. Each fifteen minute period during this interval is counted as a session.
- 1,500,000 Billable 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

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

## **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 Billable Sessions per year (for use in the RightNow Community only) (starting on contract start date) per Instance
  - Billable Sessions are tracked during the interval of time beginning when an end user accesses the 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.
  - 1,500,000 Billable 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

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)



- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.
- Telephone support
- Incident support
- See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

## **RightNow Support & Innovation Community**

**Applicable SKUs: SICOM**

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

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

- Access to the Social Designer
- A maximum number of RightNow Billable Sessions per year for use in the RightNow Community only (starting on contract start date) per Instance
  - Billable Sessions are tracked during the interval of time beginning when an end user accesses the Community and ends when the end user logs out or navigates off the Community. Each fifteen minute period during this interval is counted as a session.
  - 2,220,000 Billable Sessions (for use in the RightNow Community only) per year included with initial Support & Innovation Community purchase
- If the Community is a stand-alone deployment, one (1) RightNow Instance is included
- One (1) Support Community
- One (1) Innovation Community

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- Access to the Oracle RightNow knowledge base via the support portal
- Access to the RightNow Community portal (<http://communities.rightnow.com>)
- Communication of major release changes

This package does not include:

- Customization support (Oracle 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 Oracle 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.

- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

## **RightNow Starter Support Community**

**Applicable SKUs: ST-SCOM**

A Starter 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 Billable Sessions for use in the RightNow Community only per year (starting on contract start date) per Instance
  - Billable Sessions are tracked during the interval of time beginning when an end user accesses the Community and ends when the end user logs out or navigates off the Community. Each fifteen minute period during this interval is counted as a session
  - 650,000 Billable 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

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

## **RightNow Starter Innovation Community**

**Applicable SKUs:** ST-ICOM

An Starter 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 Billable Sessions per year for use in the RightNow Community only (starting on contract start date) per Instance
  - Billable Sessions are tracked during the interval of time beginning when an end user accesses the Community and ends when the end user logs out or navigates off the Community. Each fifteen minute period during this interval is counted as a session
  - 650,000 Billable 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

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	<b>Self-Service Support</b>
<b>Cloud Services Service Level Objectives</b>	Target: 99.5% (measured at the end of each calendar quarter) No Service Level Credits
<b>Hosting Availability Monitoring</b>	Internal site monitoring at 15 minute increments

## **RightNow Starter Support & Innovation Community**

**Applicable SKUs:** ST-SICOM

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

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

- Access to the Social Designer
- A maximum number of RightNow Billable Sessions per year for use in the RightNow Community only (starting on contract start date) per Instance
  - Billable Sessions are tracked during the interval of time beginning when an end user accesses the Community and ends when the end user logs out or navigates off the Community. Each fifteen minute period during this interval is counted as a session
  - 930,000 Billable Sessions (for use in the RightNow Community only) per year included with initial Support & Innovation Community purchase
- If the Community is a stand-alone deployment, one (1) RightNow Instance is included
- One (1) Support Community
- One (1) Innovation Community

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	Self-Service Support
Cloud Services Service Level Objectives	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

## **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 Billable Sessions per year for use in the RightNow Community only (starting on contract start date) per Instance
  - Billable Sessions are tracked during the interval of time beginning when an end user accesses the Community and ends when the end user logs out or navigates off the Community. Each fifteen minute period during this interval is counted as a session.
  - 1,500,000 Billable 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

This offering also includes the following support package for Customer who elects not to purchase a support package from Oracle RightNow and only utilize certain on-line support features provided by Oracle RightNow.

Elements include:

- ◆ Access to the Oracle RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ Customization support (Oracle 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 Oracle 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Self-Service Support	
Cloud Services Service Level Objectives	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

### **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
  - ✓ 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
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

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.			
Cloud Services Service Level	Target: 99.5% (measured at the end of each calendar quarter)			



<b>Objectives</b>	No Service Level Credits
<b>Hosting Availability Monitoring</b>	Internal site monitoring at 15 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.

## **Self-Service Support**

**Applicable SKUs: SS-SUP-1109**

This support package is for Customer who elects not to purchase a support package from RightNow and only utilize certain on-line support features provided by RightNow.

Elements include:

- ◆ Access to the RightNow knowledge base via the support portal
- ◆ Access to the RightNow Community portal (<http://communities.rightnow.com>)
- ◆ Communication of major release changes

This package does not include:

- ◆ 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.
- ◆ Telephone support
- ◆ Incident support
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	<b>Self-Service Support</b>
<b>Cloud Services Service Level Objectives</b>	Target: 99.5% (measured at the end of each calendar quarter) No Service Level Credits
<b>Hosting Availability Monitoring</b>	Internal site monitoring at 15 minute increments

## **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>)
- ◆ Access to the RightNow Cloud Services Portal (<https://csp.rightnow.com/vcio/>)
- ◆ Provision of the following support for version upgrades:
  - ✓ Communication of major release changes
  - ✓ General support of upgrade process questions via incident
  - ✓ Kick off meeting to outline important upgrade topics
  - ✓ Management of pre and post cutover incidents to ensure proper routing to either Technical Migration Manager, Customer Care, or Upgrade Engineering
  - ✓ "Like for like" functionality migration and/or testing. This may include migrating customizations written by RightNow Professional Services from unmanaged to managed frameworks
  - ✓ 30-Day post-cutover support
- ◆ Linguistic Support for RightNow Intent Guide (only applicable if Customer has purchased Billable Sessions - Tier 2)
- ◆ Up to two (2) Tune-Ups per Year (Limit of one (1) interface per tune-up) - tune-ups are only available to customers currently on a version of the product that has been generally available for less than 24 months
- ◆ Unlimited email support – agent allocation based on pool
- ◆ Phone support

- ✓ Severity 1&2: 24x7x365
- ✓ Severity 3&4: 5x24 Business Days
- ◆ Customer Care Service Level Objectives and Hosting Availability based on table below
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

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"> <li>• Upgrade of Customizations (Integrations, Extensions) written by PS</li> <li>• Requirements Document</li> <li>• Test Plan Document</li> <li>• Migration of Customizations</li> <li>• QA Testing of Customizations against Test Plan</li> </ul>			
Cloud Services Service Level Objectives	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			

\*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-1109**

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>)
- ◆ Access to the RightNow Cloud Services Portal (<https://csp.rightnow.com/vcio/>)
- ◆ Provision of the following support for version upgrades:
  - ✓ Communication of major release changes
  - ✓ General support of upgrade process questions via incident
  - ✓ Kick off meeting to outline important upgrade topics
  - ✓ Management of pre and post cutover incidents to ensure proper routing to either Technical Migration Manager, Customer Care, or Upgrade Engineering
  - ✓ “Like for like” functionality migration and/or testing. This may include migrating customizations written by RightNow Professional Services from unmanaged to managed frameworks
  - ✓ 30-Day post-cutover support

- ◆ Linguistic Support for RightNow Intent Guide (only applicable if Customer has purchased Billable Sessions - Tier 2)
- ◆ Unlimited email support – agent allocation based on pool
- ◆ Phone support
  - ✓ Severity 1&2: 24x7x365
  - ✓ Severity 3&4: 5x24 Business Days
- ◆ Customer Care Service Level Objectives and Hosting Availability based on table below
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

	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"> <li>• Upgrade of Customizations (Integrations, Extensions) written by PS</li> <li>• Requirements Document</li> <li>• Test Plan Document</li> <li>• Migration of Customizations</li> <li>• QA Testing of Customizations against Test Plan</li> </ul>			
Cloud Services Service Level Objectives	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			

## Select Customer Care Package

Applicable SKUs: SEL-CCP

The RightNow Select 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>)
- ◆ Access to the RightNow Cloud Services Portal (<https://csp.rightnow.com/vcio/>)
- ◆ Provision of the following support for version upgrades:
  - ✓ Communication of major release changes
  - ✓ General support of upgrade process questions via incident
  - ✓ Kick off meeting to outline important upgrade topics
  - ✓ Management of pre and post cutover incidents to ensure proper routing to either Technical Migration Manager, Customer Care, or Upgrade Engineering
  - ✓ “Like for like” functionality migration and/or testing. This may include migrating customizations written by RightNow Professional Services from unmanaged to managed frameworks
  - ✓ 30-Day post-cutover support
- ◆ Linguistic Support for RightNow Intent Guide (only applicable if Customer has purchased Billable Sessions - Tier 2)

- ◆ Up to two (2) Tune-Ups per Year (Limit of one (1) interface per tune-up) - tune-ups are only available to customers currently on a version of the product that has been generally available for less than 24 months
- ◆ Unlimited email support – agent allocation based on pool
- ◆ Phone support
  - ✓ Severity 1&2: 24x7x365
  - ✓ Severity 3&4: 5x24 Business Days
- ◆ Customer Care Service Level Objectives and Hosting Availability based on table below
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Select				
<b>Customer Care Service Level Objectives</b>	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
<b>Customization Support</b>	Support of Customizations (Integrations, Extensions) written by RightNow Professional Services <ul style="list-style-type: none"> <li>• Upgrade of Customizations (Integrations, Extensions) written by PS</li> <li>• Requirements Document</li> <li>• Test Plan Document</li> <li>• Migration of Customizations</li> <li>• QA Testing of Customizations against Test Plan</li> </ul>			
<b>Cloud Services Service Level Objectives</b>	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			
<b>Hosting Availability Monitoring</b>	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.

## **Select Customer Care Package**

**Applicable SKUs: SEL-CCP-1109**

The RightNow Select 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>)
- ◆ Access to the RightNow Cloud Services Portal (<https://csp.rightnow.com/vcio/>)
- ◆ Provision of the following support for version upgrades:
  - ✓ Communication of major release changes
  - ✓ General support of upgrade process questions via incident
  - ✓ Kick off meeting to outline important upgrade topics

- ✓ Management of pre and post cutover incidents to ensure proper routing to either Technical Migration Manager, Customer Care, or Upgrade Engineering
- ✓ “Like for like” functionality migration and/or testing. This may include migrating customizations written by RightNow Professional Services from unmanaged to managed frameworks
- ✓ 30-Day post-cutover support
- ◆ Linguistic Support for RightNow Intent Guide (only applicable if Customer has purchased Billable Sessions - Tier 2)
- ◆ Unlimited email support – agent allocation based on pool
- ◆ Phone support
  - ✓ Severity 1&2: 24x7x365
  - ✓ Severity 3&4: 5x24 Business Days
- ◆ Customer Care Service Level Objectives and Hosting Availability based on table below
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Select				
<b>Customer Care Service Level Objectives</b>	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
<b>Customization Support</b>	Support of Customizations (Integrations, Extensions) written by RightNow Professional Services <ul style="list-style-type: none"> <li>• Upgrade of Customizations (Integrations, Extensions) written by PS</li> <li>• Requirements Document</li> <li>• Test Plan Document</li> <li>• Migration of Customizations</li> <li>• QA Testing of Customizations against Test Plan</li> </ul>			
<b>Cloud Services Service Level Objectives</b>	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			
<b>Hosting Availability Monitoring</b>	Internal site monitoring at 5 minute increments			

## **Premier Customer Care Package**

**Applicable SKUs:** PREM-CCP, PREM-FF-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>)
- ◆ Access to the RightNow Cloud Services Portal (<https://csp.rightnow.com/vcio/>)
- ◆ Provision of the following support for version upgrades:
  - ✓ Communication of major release changes
  - ✓ General support of upgrade process questions via incident
  - ✓ Kick off meeting to outline important upgrade topics



- ✓ Management of pre and post cutover incidents to ensure proper routing to either Technical Migration Manager, Customer Care, or Upgrade Engineering
- ✓ “Like for like” functionality migration and/or testing. This may include migrating customizations written by RightNow Professional Services from unmanaged to managed frameworks
- ✓ 30-Day post-cutover support
- ◆ Linguistic Support for RightNow Intent Guide (only applicable if Customer has purchased Billable Sessions - Tier 2)
- ◆ Up to three (3) Tune-Ups per Year (Limit of one (1) interface per tune-up) - tune-ups are only available to customers currently on a version of the product that has been generally available for less than 24 months
- ◆ Unlimited email support – agent allocation based on pool
- ◆ Assigned Customer Care Specialist
- ◆ Phone support
  - ✓ Severity 1&2: 24x7x365
  - ✓ Severity 3&4: 5x24 Business Days
- ◆ Customer Care Service Level Objectives and Hosting Availability based on table below
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

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"> <li>• Upgrade of Customizations (Integrations, Extensions) written by PS</li> <li>• Requirements Document</li> <li>• Test Plan Document</li> <li>• Migration of Customizations</li> <li>• QA Testing of Customizations against Test Plan</li> </ul>			
Cloud Services Service Level Objectives	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			

## Premier Customer Care Package

Applicable SKUs: PREM-CCP-1103

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>)
- ◆ Access to the RightNow Cloud Services Portal (<https://csp.rightnow.com/vcio/>)
- ◆ Provision of the following support for version upgrades:
  - ✓ Communication of major release changes
  - ✓ General support of upgrade process questions via incident

- ✓ Kick off meeting to outline important upgrade topics
- ✓ Management of pre and post cutover incidents to ensure proper routing to either Technical Migration Manager, Customer Care, or Upgrade Engineering
- ✓ “Like for like” functionality migration and/or testing. This may include migrating customizations written by RightNow Professional Services from unmanaged to managed frameworks
- ✓ 30-Day post-cutover support
- ◆ Linguistic Support for RightNow Intent Guide (only applicable if Customer has purchased Billable Sessions - Tier 2)
- ◆ Up to three (3) Tune-Ups per Year (Limit of one (1) interface per tune-up) - tune-ups are only available to customers currently on a version of the product that has been generally available for less than 24 months
- ◆ Unlimited email support – agent allocation based on pool
- ◆ Phone support
  - ✓ Severity 1&2: 24x7x365
  - ✓ Severity 3&4: 5x24 Business Days
- ◆ Customer Care Service Level Objectives and Hosting Availability based on table below
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

Premier				
<b>Customer Care Service Level Objectives</b>	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
<b>Customization Support</b>	Support of Customizations (Integrations, Extensions) written by RightNow Professional Services <ul style="list-style-type: none"> <li>• Upgrade of Customizations (Integrations, Extensions) written by PS</li> <li>• Requirements Document</li> <li>• Test Plan Document</li> <li>• Migration of Customizations</li> <li>• QA Testing of Customizations against Test Plan</li> </ul>			
<b>Cloud Services Service Level Objectives</b>	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			
<b>Hosting Availability Monitoring</b>	Internal site monitoring at 1 minute increments			

## **Premier Customer Care Package**

**Applicable SKUs:** PREM-CCP-1109

The RightNow Premier 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>)
- ◆ Access to the RightNow Cloud Services Portal (<https://csp.rightnow.com/vcio/>)
- ◆ Provision of the following support for version upgrades:
  - ✓ Communication of major release changes
  - ✓ General support of upgrade process questions via incident
  - ✓ Kick off meeting to outline important upgrade topics

- ✓ Management of pre and post cutover incidents to ensure proper routing to either Technical Migration Manager, Customer Care, or Upgrade Engineering
- ✓ “Like for like” functionality migration and/or testing. This may include migrating customizations written by RightNow Professional Services from unmanaged to managed frameworks
- ✓ 30-Day post-cutover support
- ◆ Linguistic Support for RightNow Intent Guide (only applicable if Customer has purchased Billable Sessions - Tier 2)
- ◆ Unlimited email support – agent allocation based on pool
- ◆ Phone support
  - ✓ Severity 1&2: 24x7x365
  - ✓ Severity 3&4: 5x24 Business Days
- ◆ Customer Care Service Level Objectives and Hosting Availability based on table below
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

<b>Premier</b>				
<b>Customer Care Service Level Objectives</b>	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
<b>Customization Support</b>	Support of Customizations (Integrations, Extensions) written by RightNow Professional Services <ul style="list-style-type: none"> <li>• Upgrade of Customizations (Integrations, Extensions) written by PS</li> <li>• Requirements Document</li> <li>• Test Plan Document</li> <li>• Migration of Customizations</li> <li>• QA Testing of Customizations against Test Plan</li> </ul>			
<b>Cloud Services Service Level Objectives</b>	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			
<b>Hosting Availability Monitoring</b>	Internal site monitoring at 1 minute increments			

## **MSP Partner Customer Care Package**

**Applicable SKUs:** MSP-CCP

Available in North America only

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
  - ✓ General support of upgrade process questions via incident
  - ✓ Kick off meeting to outline important upgrade topics
  - ✓ Management of pre and post cutover incidents to ensure proper routing to either Technical Migration Manager, Customer Care, or Upgrade Engineering

- ✓ “Like for like” functionality migration and/or testing. This may include migrating customizations written by RightNow Professional Services from unmanaged to managed frameworks
- ✓ 30-Day post-cutover support
- ◆ 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
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

MSP Partner Customer Care Package				
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
Cloud Services Service Level Objectives	Target: 99.9% (measured at the end of each calendar quarter)			
Hosting Availability Monitoring	Internal site monitoring at 5 minute increments			

## **DISA Customer Care Package**

**Applicable SKUs: DISA-CCP**

The DISA 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
  - ✓ General support of upgrade process questions via incident
  - ✓ Kick off meeting to outline important upgrade topics
  - ✓ Management of pre and post cutover incidents to ensure proper routing to either Technical Migration Manager, Customer Care, or Upgrade Engineering
  - ✓ “Like for like” functionality migration and/or testing. This may include migrating customizations written by RightNow Professional Services from unmanaged to managed frameworks
  - ✓ 30-Day post-cutover support
- ◆ Cleared Personnel
- ◆ Unlimited email support – agent allocation based on pool
- ◆ Assigned Premium Care Account Specialist Overlay (SKU “A-PCAS”)
  - ✓ Assigned Premium Care Account Specialist (PCAS) for incident management and escalation on severity 1 and 2 incidents
  - ✓ Assigned PCAS will support up to 5 Customers
  - ✓ Support for up to eight (8) Customer contacts and six (6) Customer Instances
  - ✓ Weekly status calls
  - ✓ Annual upgrade lifecycle oversight
  - ✓ Up to bi-annual tune-ups (limit of one (1) interface per tune-up)
  - ✓ Bi-annual service reviews

- ✓ Voice of the Customer (VOC) for product enhancements and resource requests
- ✓ Two (2) RightNow Summit Passes
- ✓ For Customers on the PCI Cloud:
  - Oversight of initial migration to the PCI Certified Cloud
  - Annual PCI certification audit oversight
- ◆ Phone support
  - ✓ Severity 1: 24x7x365
  - ✓ Severity 2,3 and 4: 5x24 Business Days
- ◆ Customer Care Service Level Objectives based on table below
- ◆ See definitions and further details at <http://www.oracle.com/us/corporate/acquisitions/rightnow/services-descriptions-1637437.html>

DISA Customer Care Package				
<b>Customer Care Service Level Objectives</b>	Severity Level 1	Target Response	7x24X365	15 Minutes
		Target Resolve	7x24X365	1 Hour
		Target Refer	7x24X365	1 Hour
	Severity Level 2	Target Response	7x24X365	4 Hours
		Target Resolve	7x24X365	24 Hours
		Target Refer	7x24X365	24 Hours
	Severity Level 3	Target Response	5x24 Business Days	48 Hours
		Target Resolve	5x24 Business Days	Reasonable Commercial Effort
		Target Refer	5x24 Business Days	Reasonable Commercial Effort
	Severity Level 4	Target Response	5x24 Business Days	72 Hours
		Target Resolve	5x24 Business Days	Reasonable Commercial Effort
		Target Refer	5x24 Business Days	Reasonable Commercial Effort
<b>Customization Support</b>	Support of Customizations (Integrations, Extensions) written by RightNow Professional Services <ul style="list-style-type: none"> <li>• Upgrade of Customizations (Integrations, Extensions) written by PS</li> <li>• Requirements Document</li> <li>• Test Plan Document</li> <li>• Migration of Customizations</li> <li>• QA Testing of Customizations against Test Plan</li> </ul>			
<b>Product Availability</b>	Product Availability Target: 99.5% (measured at the end of each calendar quarter) based on application availability. Events that impact the application's ability to provide services as a result of events within the DISA enclave that impact the hardware solution, are not eligible to be applied toward the Product Availability Target. Coordination of application issues that are determined to be linked to events within the DISA enclave are detailed out in the communication section of the CONOPS between RNT and DISA OST.			
<b>Hosting Availability</b>	No Service Level Credits are applicable within this contract.			
<b>Hosting Availability</b>	Hosting availability subject to DISA deliverables around the Mission Assurance Category (MAC) level three (III) system and exclusively between the Customer and DISA.			

## **PCI Premium Care Account Specialist Overlay**

**Applicable SKUs: PCI-PCAS**



The PCI Premium Care Account Specialist Overlay package is only available for Customers in the PCI Cloud. It includes the following elements:

- ◆ Designated Premium Care Account Specialist (PCAS) for incident management and escalation on severity 1 and 2 incidents
- ◆ Designated PCAS will support up to 10 Customers
- ◆ Support for up to eight (8) Customer contacts and four (4) Customer Instances
- ◆ Monthly status calls
- ◆ Oversight of initial migration to the PCI Certified Cloud
- ◆ Annual upgrade lifecycle oversight
- ◆ Annual PCI certification audit oversight
- ◆ Voice of the Customer (VOC) for product enhancements and resource requests

See definitions and further details at [http://www.rightnow.com/services\\_descriptions.php](http://www.rightnow.com/services_descriptions.php)

### **Assigned Premium Care Account Specialist Overlay**

**Applicable SKUs: A-PCAS-1201**

The Assigned Premium Care Account Specialist Overlay package includes the following elements:

- ◆ Assigned Premium Care Account Specialist (PCAS) for incident management and escalation on severity 1 and 2 incidents
- ◆ Assigned PCAS will support up to 5 Customers
- ◆ Support for up to eight (8) Customer contacts and six (6) Customer Instances
- ◆ Weekly status calls
- ◆ Annual upgrade lifecycle oversight
- ◆ Up to bi-annual tune-ups (limit of one (1) interface per tune-up)
- ◆ Bi-annual service reviews
- ◆ Voice of the Customer (VOC) for product enhancements and resource requests
- ◆ For Customers on the PCI Cloud:
  - ✓ Oversight of initial migration to the PCI Certified Cloud
  - ✓ Annual PCI certification audit oversight

See definitions and further details at [http://www.rightnow.com/services\\_descriptions.php](http://www.rightnow.com/services_descriptions.php)

### **Assigned Premium Care Account Specialist Overlay**

**Applicable SKUs: A-PCAS**

The Assigned Premium Care Account Specialist Overlay package includes the following elements:

- ◆ Assigned Premium Care Account Specialist (PCAS) for incident management and escalation on severity 1 and 2 incidents
- ◆ Assigned PCAS will support up to 5 Customers
- ◆ Support for up to eight (8) Customer contacts and six (6) Customer Instances
- ◆ Weekly status calls
- ◆ Annual upgrade lifecycle oversight
- ◆ Up to bi-annual tune-ups (limit of one (1) interface per tune-up)
- ◆ Bi-annual service reviews
- ◆ Voice of the Customer (VOC) for product enhancements and resource requests
- ◆ Two (2) RightNow Summit Passes
- ◆ For Customers on the PCI Cloud:
  - ✓ Oversight of initial migration to the PCI Certified Cloud
  - ✓ Annual PCI certification audit oversight

See definitions and further details at [http://www.rightnow.com/services\\_descriptions.php](http://www.rightnow.com/services_descriptions.php)

### **Dedicated Premium Care Account Specialist Overlay – 20 Hours per Week**

**Applicable SKUs: D20-PCAS-1201**

The Dedicated Premium Care Account Specialist Overlay – 20 Hours per Week package includes the following elements:

- ◆ Dedicated Premium Care Account Specialist (PCAS) for incident management and escalation all incidents\* for up to 20 hours per week
- ◆ Half-time extension of Customer's staff - support for up to twelve (12) Customer contacts and eight (8) Customer Instances
- ◆ Dedicated PCAS will support up to 2 Customers
- ◆ Kick-off meeting at the Customer site to meet the team and review team deliverables
- ◆ Weekly status calls
- ◆ Bi-annual upgrade lifecycle oversight
- ◆ Up to quarterly tune-ups (limit of one (1) interface per tune-up)
- ◆ Quarterly service reviews
- ◆ Proactive communication regarding product, infrastructure, maintenance, and upgrades of the RightNow solution
- ◆ Delivery support
- ◆ Assistance with report development
- ◆ Voice of the Customer (VOC) for product enhancements and resource requests
- ◆ For Customers on the PCI Cloud:
  - ✓ Oversight of initial migration to the PCI Certified Cloud
  - ✓ Annual PCI Certification Audit Oversight

See definitions and further details at [http://www.rightnow.com/services\\_descriptions.php](http://www.rightnow.com/services_descriptions.php)

\*Incidents submitted outside of the 20 hours will still receive the SLO associated with the purchased Customer Care Package and worked by the agent pool.

### **Dedicated Premium Care Account Specialist Overlay – 20 Hours per Week**

**Applicable SKUs: D20-PCAS**

The Dedicated Premium Care Account Specialist Overlay – 20 Hours per Week package includes the following elements:

- ◆ Dedicated Premium Care Account Specialist (PCAS) for incident management and escalation all incidents\* for up to 20 hours per week
- ◆ Half-time extension of Customer's staff - support for up to twelve (12) Customer contacts and eight (8) Customer Instances
- ◆ Dedicated PCAS will support up to 2 Customers
- ◆ Kick-off meeting at the Customer site to meet the team and review team deliverables
- ◆ Weekly status calls
- ◆ Bi-annual upgrade lifecycle oversight
- ◆ Up to quarterly tune-ups (limit of one (1) interface per tune-up)
- ◆ Quarterly service reviews
- ◆ Proactive communication regarding product, infrastructure, maintenance, and upgrades of the RightNow solution
- ◆ Delivery support
- ◆ Assistance with report development
- ◆ Voice of the Customer (VOC) for product enhancements and resource requests
- ◆ Five (5) RightNow Summit Passes
- ◆ For Customers on the PCI Cloud:
  - ✓ Oversight of initial migration to the PCI Certified Cloud
  - ✓ Annual PCI Certification Audit Oversight

See definitions and further details at [http://www.rightnow.com/services\\_descriptions.php](http://www.rightnow.com/services_descriptions.php)

\*Incidents submitted outside of the 20 hours will still receive the SLO associated with the purchased Customer Care Package and worked by the agent pool.

### **Dedicated Premium Care Account Specialist Overlay – 40 Hours per Week**

**Applicable SKUs: D40-PCAS-1201**

The Dedicated Premium Care Account Specialist Overlay – 40 Hours per Week package includes the following elements:

- ◆ Dedicated Premium Care Account Specialist (PCAS) for incident management and escalation all incidents\* for up to 40 hours per week

- ◆ Full-time extension of Customer's staff - support for up to twelve (12) Customer contacts and ten (10) Customer Instances
- ◆ Dedicated PCAS will support only a single Customer
- ◆ Kick-off meeting at the Customer site to meet the team and review team deliverables
- ◆ Hosted RightNow corporate visit (Travel and Expenses are not included)
- ◆ Weekly status calls
- ◆ Unlimited upgrade lifecycle oversight
- ◆ Up to monthly tune-ups (limit of one (1) interface per tune-up)
- ◆ Quarterly service reviews (will include members of the RightNow Executive Team)
- ◆ Proactive communication regarding product, infrastructure, maintenance, and upgrades of the RightNow solution
- ◆ Product knowledge transfer
- ◆ Delivery support
- ◆ Assistance with report development
- ◆ Project coordination
- ◆ Voice of the Customer (VOC) for product enhancements and resource requests
- ◆ For Customers on the PCI Cloud:
  - ✓ Oversight of initial migration to the PCI Certified Cloud
  - ✓ Annual PCI Certification Audit Oversight

See definitions and further details at [http://www.rightnow.com/services\\_descriptions.php](http://www.rightnow.com/services_descriptions.php)

\*Incidents submitted outside of the 40 hours will still receive the SLO associated with the purchased Customer Care Package and worked by the agent pool.

### **Dedicated Premium Care Account Specialist Overlay – 40 Hours per Week**

**Applicable SKUs: D40-PCAS**

The Dedicated Premium Care Account Specialist Overlay – 40 Hours per Week package includes the following elements:

- ◆ Dedicated Premium Care Account Specialist (PCAS) for incident management and escalation all incidents\* for up to 40 hours per week
- ◆ Full-time extension of Customer's staff - support for up to twelve (12) Customer contacts and ten (10) Customer Instances
- ◆ Dedicated PCAS will support only a single Customer
- ◆ Kick-off meeting at the Customer site to meet the team and review team deliverables
- ◆ Hosted RightNow corporate visit (Travel and Expenses are not included)
- ◆ Weekly status calls
- ◆ Unlimited upgrade lifecycle oversight
- ◆ Up to monthly tune-ups (limit of one (1) interface per tune-up)
- ◆ Quarterly service reviews (will include members of the RightNow Executive Team)
- ◆ Proactive communication regarding product, infrastructure, maintenance, and upgrades of the RightNow solution
- ◆ Product knowledge transfer
- ◆ Delivery support
- ◆ Assistance with report development
- ◆ Project coordination
- ◆ Voice of the Customer (VOC) for product enhancements and resource requests
- ◆ Ten (10) RightNow Summit Passes
- ◆ For Customers on the PCI Cloud:
  - ✓ Oversight of initial migration to the PCI Certified Cloud
  - ✓ Annual PCI Certification Audit Oversight

See definitions and further details at [http://www.rightnow.com/services\\_descriptions.php](http://www.rightnow.com/services_descriptions.php)

\*Incidents submitted outside of the 40 hours will still receive the SLO associated with the purchased Customer Care Package and worked by the agent pool.

### **TELUS Silver Support Services**

**Applicable SKUs: TELUS-SSUP**

Please reference the “TELUS Frontline Customer Care Guide” located at [http://www.rightnow.com/services\\_descriptions.php](http://www.rightnow.com/services_descriptions.php).

### **TELUS Gold Support Services**

**Applicable SKUs:** TELUS-GSUP

Please reference the “TELUS Frontline Customer Care Guide” located at [http://www.rightnow.com/services\\_descriptions.php](http://www.rightnow.com/services_descriptions.php)

### **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

### **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**

Available in North America only

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),

## **DISA Cloud**

### **Applicable SKUs: DISA\_CLOUD**

Available in North America only

This offering is designed as a value-add option for US Department of Defense customers with enhanced security requirements. The DISA Cloud provides a dedicated, secure hosting facility for US DoD Agencies supporting a fully multi-tenant infrastructure. In accordance with DOD Instruction 8500.2, IA Implementation, the RightNow CX product suite enclave has been designed to satisfy Information Assurance (IA) control requirements for a Mission Assurance Category (MAC) level three (III) system with a Confidentiality Level (CL) of Sensitive. Additionally, the RightNow CX product suite enclave conforms to the applicable Security Technical Implementation Guides (STIGs) (e.g., UNIX, Database, Network and Enclave) as well as the network security requirements outlined in DOD Instruction 8551.1, Ports, Protocols and Services Management (PPSM). All RightNow staff have been cleared at Secret Clearance level and utilize CAC authentication to access the RNT enclave. Offsite data storage and disaster recovery (COOP) capability is included. It is staffed 7X24X365 by cleared personnel.

This environment is DIACAP certified for DoD organizations on NIPRNET, through the outlined phases of certification:

- ◆ Initiate and Plan IA C&A
- ◆ Implement and Validate Assigned IA Controls
- ◆ Make Certification Determination & Accreditation Decision
- ◆ Maintain Authorization To Operate (ATO) & Conduct Reviews

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).

The RightNow CX product suite enclave has been designed to satisfy the Information Assurance (IA) control requirements and is administered by DISA OST staff for a Mission Assurance Category (MAC) level three (III) system.



## **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. The purchase of PCI Premium Care Account Specialist Overlay (PCI PCAS) is required. However, the purchase of PCI PCAS may be waived if Customer is PCI certified and elects to perform the initial and annual certification audits as required by RightNow. The initial certification audit must be completed and results of such audit provided to RightNow no later than five (5) business days prior to Customer's use of the Subscription Services in the PCI Certified Cloud. Continued annual certification audits must be completed and results of such audit must be provided to RightNow no later than fifteen (15) days after Customer's subsequent Service Period begins.

Elements include:

- ◆ Customer PCI DSS Service Provider Level 1 Certified Hosting Services
- ◆ Initial migration to the PCI Certified Cloud
- ◆ Initial certification audit (*not applicable if Customer waives purchase of PCI PCAS as described above*)
- ◆ Continued annual certification audits (*not applicable if Customer waives purchase of PCI PCAS as described above*)
- ◆ 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](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 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.

## **TELUS Hosting Services for RightNow Customers**

**Applicable SKUs: TELUS-RC**

This offering is designed as option for customers requiring hosting services in Canada.

## **TELUS Hosting Services for Internal TELUS Business Units**

**Applicable SKUs: TELUS-TB**

This offering is designed as an option for customers requiring hosting services in Canada.

## **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. Please note: the Customer must purchase the Secure Socket Layer Certificate from a vendor such as Comodo or Verisign for an additional fee.

Usage Limits: Custom Domain Secure Socket Layer Hosting:

- ◆ Hosting of 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.

## **Additional Bandwidth**

**Applicable SKUs:** BW-5GB

Entitles Customer to consume five (5) GB of additional bandwidth (amount of data transferred from the client and the RightNow servers) per month 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 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)

## **Additional Database Storage**

**Applicable SKUs:** DBDS-1GB-1103

Entitles Customer to consume 1 GB of additional disk storage through any of the following:

- ◆ All dynamic data (e.g. Incidents, Answers, Contacts, Rules, Reports, Customizable Menus)

## **Additional File Storage**

**Applicable SKUs:** FDS-1GB-1103

Entitles Customer to consume 1 GB of additional disk storage above through any of the following (note – the RightNow Product (e.g. Binaries, Programs, PHP Files, Assets, Code) are not counted against File Storage allocation):

- ◆ File Attachments
- ◆ Customized Files
- ◆ Archived Data

## **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>.)

## **CX Solution Implementation Services**

**Applicable SKUs:** CXIMP, CXIMP-KMSC, CXIMP-KM, CXIMP-FINT, CXIMP-AINT, CXIMP-CP, CXIMP-TC-CP, CXIMP-CPBS1, CXIMP-CPBS2, CXIMP-FDBK, CXIMP-FDBK-INT, CXIMP-CHAT, CXIMP-CHAT-INT, CXIMP-COB, CXIMP-COB-INT, CXIMP-CM, CXIMP-CM-INT, CXIMP-DAW, CXIMP-DAW-INT, CXIMP-GA, CXIMP-GA-INT, CXIMP-AS, CXIMP-AS-INT, CXIMP-COM1, CXIMP-COM2, CXIMP-MKT, CXIMP-SALES, CXIMP-DIWC, CXIMP-CO, CXIMP-WI, CXIMP-BSP, CXIMP-TC-API, CXIMP-TC-SSO, CXIMP-CX4FB, CXIMP-CX4FB-COM, CXIMP-KS, CXIMP-IF, CXIMP-FT

Available Globally

The CX Solution Implementation Services are fully described in the Statement of Work attached to the Order Form.

## **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/services\\_descriptions.php](http://www.rightnow.com/services_descriptions.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

### 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

### CX Cloud Managed Services - Annual Pool with Development and T&M Overage

#### Applicable SKUs: CXMS-ANPL

Available Globally

CX Cloud Managed Services – Annual Pool is designed for Customers that would like to use RightNow resources to manage, monitor, administer and further develop their RightNow deployment. Named RightNow Professional Services resources will be assigned to implement functional and technical requests with the specifics to be determined based upon the Customer's business needs and best practices. In addition, the RightNow resources will proactively suggest ways to improve your RightNow deployment and customer experience. A single unit equals 1 hour of managed services. A minimum of 50 units must be purchased. Hours must be consumed at a minimum rate per month of 1/24<sup>th</sup> of total unit purchase. No more than 200 units per month can be utilized. All units must be utilized within a customer's then current Service Period, Hosting Term or maintenance support period (co-term) or will expire. If the Customer utilizes units beyond the allotted annual allocation, the Customer will be responsible for any overages at our then current standard consulting rates. CX Cloud Managed Services do not cover the RightNow Voice or Intent Guide applications. Each 1 hour of development services will utilize 20% Project Management and 20% Quality Assurance time from within the Managed Services block of purchased hours. Managed services are limited to the items listed in the CX Cloud Managed Services Appendix located at the following location: [http://www.rightnow.com/services\\_descriptions.php](http://www.rightnow.com/services_descriptions.php). Customer is responsible for RightNow's travel and expenses in the event of an onsite visit.

### CX Cloud Managed Services – Monthly with T&M Overage

#### Applicable SKUs: CXMS-M16-TIER1, CXMS-M16-TIER2, CXMS-M16-TIER3, CXMS-M16-TIER4, OSAOD-TIER1, OSAOD-TIER2, OSAOD-TIER3, OSAOD-TIER4

Available Globally

CX Cloud Managed Services is designed for Customers that would like to use RightNow resources to manage, monitor, administer and further develop their RightNow deployment. Named RightNow Professional Services resources will be assigned to implement functional and technical requests with the specifics to be determined

based upon the Customer's business needs and best practices. In addition, the RightNow resources will proactively suggest ways to improve your RightNow deployment and customer experience. A single unit of this package includes up to 16 hours of managed services per month for a set term. Up to 10 blocks can be purchased. All monthly hours expire at the end of given month. If the Customer utilizes hours beyond the allotted monthly allocation, the Customer will be responsible for any overages at our then current standard consulting rates. Each 1 hour of development services will utilize 20% Project Management and 20% Quality Assurance time from within the Managed Services block of purchased hours. CX Cloud Managed Services are limited to the items listed in the CX Cloud Managed Services Appendix located at the following location: [http://www.rightnow.com/services\\_descriptions.php](http://www.rightnow.com/services_descriptions.php). Customer is responsible for RightNow's travel and expenses in the event of an onsite visit.

## **CX Cloud Managed Services – Monthly with T&M Overage**

**Applicable SKUs: CXMS-M4**

Available Globally

CX Cloud Managed Services is designed for Customers that would like to use RightNow resources to manage, monitor and administer their RightNow deployment. Named RightNow Professional Services resources will be assigned to implement functional requests with the specifics to be determined based upon the Customer's business needs and best practices. In addition, the RightNow resources will proactively suggest ways to improve your RightNow deployment and customer experience. A single unit of this package includes up to 4 hours of managed services per month for a set term. Up to 3 blocks can be purchased. All monthly hours expire at the end of given month. If the Customer utilizes hours beyond the allotted monthly allocation, the Customer will be responsible for any overages at our then current standard consulting rates. CX Cloud Managed Services are limited to the items listed in the CX Cloud Managed Services Appendix located at the following location: [http://www.rightnow.com/services\\_descriptions.php](http://www.rightnow.com/services_descriptions.php). Customer is responsible for RightNow's travel and expenses in the event of an onsite visit. Development services are not included and must be purchased separately.

## **Outsourced Solution Administration (OSA) – Monthly with T&M Overage**

**Applicable SKUs: OSAO-TIER1, OSAO-TIER2, OSAO-TIER3, OSAO-TIER4**

Available in EMEA Only

Outsourced Solution Administration (OSA) is designed for Customers that would like to use a RightNow resource to outsource the administration of their RightNow deployment. A named RightNow Professional Services resource will be assigned to help administer the Customer's application with specifics to be determined based on the Customer's business needs. A single unit of this package includes up to 16 hours of OSA services per month for a set term. Up to 10 blocks can be purchased. All monthly hours expire at the end of given month. If the Customer utilizes hours beyond the allotted monthly allocation, the Customer will be responsible for any overages at our then current standard consulting rates. OSA services are limited to the configuration items listed in the Outsourced Solution Administration Appendix for EMEA located at the following location: [http://www.rightnow.com/services\\_descriptions.php](http://www.rightnow.com/services_descriptions.php). Customer is responsible for RightNow's travel and expenses in the event of an onsite visit.

## **Voice Managed Services – Monthly with T&M Overage**

**Applicable SKUs: VMSSO-TIER1, VMSSO-TIER2, VMSSO-TIER3, VMSSO-TIER4, VMSSO-TIER5**

A RightNow Voice Managed Services Consultant will remotely provide service tuning (including call recording analysis, speech recognition analysis, agent transfer analysis and assessment modifications), Service Maintenance (including application changes, prompt re-wording, agent transfer numbers, business hours), Change Management (project management for projects issued out of managed services, quarterly occurring meeting to review status of change management engagements, Business Review (support of business review of voice services to discuss current and future direction). All monthly hours expire at the end of given month. If the Customer utilizes hours beyond the allotted monthly allocation, the Customer will be responsible for any overages at our then current standard consulting rates. Managed services are limited to the items listed above. Customer is responsible for RightNow's travel and expenses in the event of an onsite visit.



## **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/services\\_descriptions.php](http://www.rightnow.com/services_descriptions.php) for further details.

Elements include:

- ◆ Requirements Document
- ◆ Go-Forward Plan

## **Customer Service Administration Regional Training**

**Applicable SKUs:** CSADMIN-RT

Length: 3 Days

Pre-requisites: None

Location: Regional

The Customer Service Administration course is our most popular course and covers key administration topics within the latest generally available version of RightNow CX. You will get the core knowledge you need to configure and manage RightNow CX applications including the Web Experience, Contact Center Experience and aspects of the Engage Experience such as Feedback and Analytics.

Customer is responsible for Customer's own travel and expenses to attend the training. Services must be used within 12 (twelve) months of purchase or will expire. Services can be only used in the country of your order. Pricing for services is subject to change and you will be charged the list price at the time of your enrollment. Course content is based upon the most current version of RightNow CX, and is subject to change at any time. Enrollment confirmation is subject to student capacity availability in regionally scheduled courses. Courses with fewer than 5 (five) students enrolled are subject to cancellation by RightNow. No refunds will be given to attendees who cancel or reschedule less than 7 (seven) business days in advance of the course start date and payment cannot be applied towards future courses. Customer's request to cancel Customer's registration in a course must be submitted via email with the word Cancellation in the subject line. Course registration cancellation requests must be sent to [training@rightnow.com](mailto:training@rightnow.com). Course registration cancellation requests are effective when received by RightNow. Cancellations are not accepted by telephone. RightNow is not responsible for non-refundable tickets purchased or airfare/hotel/other reservations reasonably related to attending the training made by Customer should Customer cancel registration in a course or if course is cancelled for any reason.

Deliverables Include:

- ◆ Instructor Led Training
- ◆ Student Guide

## **Customer Portal Designer and Contact Center Experience Designer Administration Regional Training**

**Applicable SKUs:** CPD-CCED-RT

Length: 2 Days

Pre-requisites: RightNow Customer Service Administration Regional or Onsite Training

Location: Regional

The Contact Center Experience Designer and Customer Portal Designer Administration course covers key administration topics within the latest generally available version of RightNow CX. You will get the core knowledge you need to configure using the Contact Center Experience Designer and Customer Portal Designer. You'll learn how to utilize the Customer Portal framework to build and deliver online customer service web

pages. You will leverage the reference implementation and learn how to utilize the robust library of widgets that can be used to further customize your customers' experience.

Customer is responsible for Customer's own travel and expenses to attend the training. Services must be used within 12 (twelve) months of purchase or will expire. Services can be only used in the country of your order. Pricing for services is subject to change and you will be charged the list price at the time of your enrollment. Course content is based upon the most current version of RightNow CX, and is subject to change at any time. Enrollment confirmation is subject to student capacity availability in regionally scheduled courses. Courses with fewer than 5 (five) students enrolled are subject to cancellation by RightNow. No refunds will be given to attendees who cancel or reschedule less than 7 (seven) business days in advance of the course start date and payment cannot be applied towards future courses. Customer's request to cancel Customer's registration in a course must be submitted via email with the word Cancellation in the subject line. Course registration cancellation requests must be sent to [training@rightnow.com](mailto:training@rightnow.com). Course registration cancellation requests are effective when received by RightNow. Cancellations are not accepted by telephone. RightNow is not responsible for non-refundable tickets purchased or airfare/hotel/other reservations reasonably related to attending the training made by Customer should Customer cancel registration in a course or if course is cancelled for any reason.

Deliverables Include:

- ◆ Instructor Led Training
- ◆ Student Guide

## **RightNow Analytics Regional Training**

**Applicable SKUs: RNANL-RT**

Length: 2 Days

Pre-requisites: RightNow Customer Service Administration Regional or Onsite Training

Location: Regional

The RightNow Analytics course is designed to allow analysts to extract key information related to all CX components so that you can develop performance strategies based on collected data. It covers key analytics administration topics within the latest generally available version of RightNow CX. You will learn how to modify standard reports as well as create custom reports utilizing analytics features for creating, formatting, administering and managing reports. You will get the core knowledge you need to leverage the capabilities of RightNow Analytics.

Customer is responsible for Customer's own travel and expenses to attend the training. Services must be used within 12 (twelve) months of purchase or will expire. Services can be only used in the country of your order. Pricing for services is subject to change and you will be charged the list price at the time of your enrollment. Course content is based upon the most current version of RightNow CX, and is subject to change at any time. Enrollment confirmation is subject to student capacity availability in regionally scheduled courses. Courses with fewer than 5 (five) students enrolled are subject to cancellation by RightNow. No refunds will be given to attendees who cancel or reschedule less than 7 (seven) business days in advance of the course start date and payment cannot be applied towards future courses. Customer's request to cancel Customer's registration in a course must be submitted via email with the word Cancellation in the subject line. Course registration cancellation requests must be sent to [training@rightnow.com](mailto:training@rightnow.com). Course registration cancellation requests are effective when received by RightNow. Cancellations are not accepted by telephone. RightNow is not responsible for non-refundable tickets purchased or airfare/hotel/other reservations reasonably related to attending the training made by Customer should Customer cancel registration in a course or if course is cancelled for any reason.

Deliverables Include:

- ◆ Instructor Led Training
- ◆ Student Guide

## **Customer Service Administration Onsite Training**

**Applicable SKUs: CSADMIN-OT**

Length: 3 Days

Pre-requisites: None

Location: Onsite

Students Included: Up to 8 Students

Maximum # of Add-On Students (must be purchased separately): Up to 6 Additional Students

The Customer Service Administration course is our most popular course and covers key administration topics within the latest generally available version of RightNow CX. You will get the core knowledge you need to configure and manage RightNow CX applications including the Web Experience, Contact Center Experience and aspects of the Engage Experience such as Feedback and Analytics.

Customer is responsible for RightNow instructor travel and expenses to deliver the training. Services can be only used in the country of your order. Pricing for services is subject to change and you will be charged the list price at the time of your scheduling confirmation. Course content is based upon the most current version of RightNow CX, and is subject to change at any time. Services must be used within 12 (twelve) months of purchase or will expire. Course content is based upon the most current version of RightNow, and is subject to change at any time. No refunds will be given to the Customer who cancels or reschedules less than 14 (fourteen) business days in advance of the agreed course start date and payment cannot be applied towards future courses. Customer will also be charged for the cost of any non-refundable business expenses, including but not limited to: airline ticket, hotel room, car rental and printing costs. Customer's request to cancel or reschedule Customer's onsite course must be submitted via email with the word Cancellation or Reschedule in the subject line. Onsite course cancellation or reschedule requests must be sent to [training@rightnow.com](mailto:training@rightnow.com). Onsite course cancellation or reschedule requests are effective when received by RightNow. Onsite course cancellations and reschedules are not accepted by telephone. Customer is responsible for providing a training facility that meets RightNow's requirements, properly configured computers for each attending student and instructor, IT support, and any other requirements specified in RightNow's onsite client requirements specifications (available to Customer by request).

Deliverables Include:

- ◆ Instructor Led Training
- ◆ Student Handbook

## **Customer Portal Designer and Contact Center Experience Designer Administration Onsite Training**

**Applicable SKUs: CPD-CCED-OT**

Length: 2 Days

Pre-requisites: RightNow Customer Service Administration Regional or Onsite Training

Location: Onsite

Students Included: Up to 8 Students

Maximum # of Add-On Students (must be purchased separately): Up to 6 Additional Students

The Contact Center Experience Designer and Customer Portal Designer Administration course covers key administration topics within the latest generally available version of RightNow CX. You will get the core knowledge you need to configure using the Contact Center Experience Designer and Customer Portal Designer. You'll learn how to utilize the Customer Portal framework to build and deliver online customer service web pages. You will leverage the reference implementation and learn how to utilize the robust library of widgets that can be used to further customize your customers' experience.

Customer is responsible for RightNow instructor travel and expenses to deliver the training. Services must be used within 12 (twelve) months of purchase or will expire. Services can be only used in the country of your order. Pricing for services is subject to change and you will be charged the list price at the time of your scheduling confirmation. Course content is based upon the most current version of RightNow, and is subject to change at any time. No refunds will be given to the Customer who cancels or reschedules less than 14 (fourteen) business days in advance of the agreed course start date and payment cannot be applied towards future courses. Customer will also be charged for the cost of any non-refundable business expenses, including but not limited to: airline ticket, hotel room, car rental and printing costs. Customer's request to cancel or reschedule Customer's onsite course must be submitted via email with the word Cancellation or Reschedule in the subject line. Onsite course cancellation or reschedule requests must be sent to [training@rightnow.com](mailto:training@rightnow.com). Onsite course cancellation or reschedule requests are effective when received by RightNow. Onsite course

cancellations and reschedules are not accepted by telephone. Customer is responsible for providing a training facility that meets RightNow's requirements, properly configured computers for each attending student and instructor, IT support, and any other requirements specified in RightNow's onsite client requirements specifications (available to Customer by request).

Deliverables Include:

- ◆ Instructor Led Training
- ◆ Student Handbook

## **RightNow Analytics Onsite Training**

**Applicable SKUs: RNANL-OT**

Length: 2 Days

Pre-requisites: RightNow Customer Service Administration Regional or Onsite Training

Location: Onsite

Students Included: Up to 8 Students

Maximum # of Add-On Students (must be purchased separately): Up to 6 Additional Students

The RightNow Analytics course is designed to allow analysts to extract key information related to all CX components so that you can develop performance strategies based on collected data. It covers key analytics administration topics within the latest generally available version of RightNow CX. You will learn how to modify standard reports as well as create custom reports utilizing analytics features for creating, formatting, administering and managing reports. You will get the core knowledge you need to leverage the capabilities of RightNow Analytics.

Customer is responsible for RightNow instructor travel and expenses to deliver the training. Services must be used within 12 (twelve) months of purchase or will expire. Services can be only used in the country of your order. Pricing for services is subject to change and you will be charged the list price at the time of your scheduling confirmation. Course content is based upon the most current version of RightNow, and is subject to change at any time. No refunds will be given to the Customer who cancels or reschedules less than 14 (fourteen) business days in advance of the agreed course start date and payment cannot be applied towards future courses. Customer will also be charged for the cost of any non-refundable business expenses, including but not limited to: airline ticket, hotel room, car rental and printing costs. Customer's request to cancel or reschedule Customer's onsite course must be submitted via email with the word Cancellation or Reschedule in the subject line. Onsite course cancellation or reschedule requests must be sent to [training@rightnow.com](mailto:training@rightnow.com). Onsite course cancellation or reschedule requests are effective when received by RightNow. Onsite course cancellations and reschedules are not accepted by telephone. Customer is responsible for providing a training facility that meets RightNow's requirements, properly configured computers for each attending student and instructor, IT support, and any other requirements specified in RightNow's onsite client requirements specifications (available to Customer by request).

Deliverables Include:

- ◆ Instructor Led Training
- ◆ Student Guide

## **RightNow Marketing & Feedback Regional Training**

**Applicable SKUs: MRW-UK**

Length: 3 Days

Pre-requisites: None

Location: Regional

The RightNow Marketing & Feedback Regional Training will teach you the administration and functionality of RightNow Marketing and RightNow Feedback. You will learn how to configure target audiences, create and enable powerful personalized email campaigns in an easy to understand workflow format, and integrate campaign elements using practical business examples and evaluate results to ensure the best delivery and response rates. We will show you how to create surveys to find out what your customers really think of their experience through our powerful Feedback and Survey Tool. You will be empowered with the knowledge to begin proactively communicating with your customers!

Customer is responsible for Customer's own travel and expenses to attend the training. Services must be used within 12 (twelve) months of purchase or will expire. Services can be only used in the country of your order. Pricing for services is subject to change and you will be charged the list price at the time of your enrollment. Course content is based upon the most current version of RightNow CX, and is subject to change at any time. Enrollment confirmation is subject to student capacity availability in regionally scheduled courses. Courses with fewer than 5 (five) students enrolled are subject to cancellation by RightNow. No refunds will be given to attendees who cancel or reschedule less than 7 (seven) business days in advance of the course start date and payment cannot be applied towards future courses. Customer's request to cancel Customer's registration in a course must be submitted via email with the word Cancellation in the subject line. Course registration cancellation requests must be sent to [training@rightnow.com](mailto:training@rightnow.com). Course registration cancellation requests are effective when received by RightNow. Cancellations are not accepted by telephone. RightNow is not responsible for non-refundable tickets purchased or airfare/hotel/other reservations reasonably related to attending the training made by Customer should Customer cancel registration in a course or if course is cancelled for any reason.

Deliverables Include:

- ◆ Instructor Led Training

### **RightNow Marketing & Feedback Onsite Training**

**Applicable SKUs: MWOS-UK**

Length: 3 Days

Pre-requisites: None

Location: Onsite

Students Included: Up to 8 Students

Maximum # of Add-On Students (must be purchased separately): Up to 6 Additional Students

The RightNow Marketing & Feedback Regional Training will teach you the administration and functionality of RightNow Marketing and RightNow Feedback. You will learn how to configure target audiences, create and enable powerful personalized email campaigns in an easy to understand workflow format, and integrate campaign elements using practical business examples and evaluate results to ensure the best delivery and response rates. We will show you how to create surveys to find out what your customers really think of their experience through our powerful Feedback and Survey Tool. You will be empowered with the knowledge to begin proactively communicating with your customers!

Customer is responsible for RightNow instructor travel and expenses to deliver the training. Services must be used within 12 (twelve) months of purchase or will expire. Services can be only used in the country of your order. Pricing for services is subject to change and you will be charged the list price at the time of your scheduling confirmation. Course content is based upon the most current version of RightNow, and is subject to change at any time. No refunds will be given to the Customer who cancels or reschedules less than 14 (fourteen) business days in advance of the agreed course start date and payment cannot be applied towards future courses. Customer will also be charged for the cost of any non-refundable business expenses, including but not limited to: airline ticket, hotel room, car rental and printing costs. Customer's request to cancel or reschedule Customer's onsite course must be submitted via email with the word Cancellation or Reschedule in the subject line. Onsite course cancellation or reschedule requests must be sent to [training@rightnow.com](mailto:training@rightnow.com). Onsite course cancellation or reschedule requests are effective when received by RightNow. Onsite course cancellations and reschedules are not accepted by telephone. Customer is responsible for providing a training facility that meets RightNow's requirements, properly configured computers for each attending student and instructor, IT support, and any other requirements specified in RightNow's onsite client requirements specifications (available to Customer by request).

Deliverables Include:

- ◆ Instructor Led Training

### **RightNow Integration and Customization Regional Training**

**Applicable SKUs: IGD-RT**

Length: 5 Days

Pre-requisite Knowledge / Skills:

- ◆ Required: Object-Orientated Programming, .NET Application Development



- ◆ Desirable: Relational Database Concepts, SQL

Location: Regional

RightNow Integration and Customization Regional Training is an introduction to integration and customization for developers working with RightNow CX, including the Agent Desktop and the Knowledge Base. It covers key customization topics within the latest generally available version of RightNow CX, and introduces the core knowledge which developers need to begin integrating RightNow CX with other systems. It shows students how to customize RightNow CX for particular business needs, and offers an introduction to add-in development in the RightNow Framework.

Customer is responsible for Customer's own travel and expenses to attend the training. Services must be used within 12 (twelve) months of purchase or will expire. Services can be only used in the country of your order. Pricing for services is subject to change and you will be charged the list price at the time of your enrollment. Course content is based upon the most current version of RightNow CX, and is subject to change at any time. Enrollment confirmation is subject to student capacity availability in regionally scheduled courses. Courses with fewer than 5 (five) students enrolled are subject to cancellation by RightNow. No refunds will be given to attendees who cancel or reschedule less than 7 (seven) business days in advance of the course start date and payment cannot be applied towards future courses. Customer's request to cancel Customer's registration in a course must be submitted via email with the word Cancellation in the subject line. Course registration cancellation requests must be sent to [training@rightnow.com](mailto:training@rightnow.com). Course registration cancellation requests are effective when received by RightNow. Cancellations are not accepted by telephone. RightNow is not responsible for non-refundable tickets purchased or airfare/hotel/other reservations reasonably related to attending the training made by Customer should Customer cancel registration in a course or if course is cancelled for any reason.

Deliverables Include:

- ◆ Instructor Led Training
- ◆ Student Guide

## **RightNow Integration and Customization Onsite Training**

**Applicable SKUs: IGD-OT**

Length: 5 Days

Pre-requisite Knowledge / Skills:

- ◆ Required: Object-Orientated Programming, .NET Application Development
- ◆ Desirable: Relational Database Concepts, SQL

Location: Onsite

Students Included: Up to 8 Students

Maximum # of Add-On Students (must be purchased separately): Up to 6 Additional Students

RightNow Integration and Customization Onsite Training is an introduction to integration and customization for developers working with RightNow CX, including the Agent Desktop and the Knowledge Base. It covers key customization topics within the latest generally available version of RightNow CX, and introduces the core knowledge which developers need to begin integrating RightNow CX with other systems. It shows students how to customize RightNow CX for particular business needs, and offers an introduction to add-in development in the RightNow Framework.

Customer is responsible for RightNow instructor travel and expenses to deliver the training. Services must be used within 12 (twelve) months of purchase or will expire. Services can be only used in the country of your order. Pricing for services is subject to change and you will be charged the list price at the time of your scheduling confirmation. Course content is based upon the most current version of RightNow, and is subject to change at any time. No refunds will be given to the Customer who cancels or reschedules less than 14 (fourteen) business days in advance of the agreed course start date and payment cannot be applied towards future courses. Customer will also be charged for the cost of any non-refundable business expenses, including but not limited to: airline ticket, hotel room, car rental and printing costs. Customer's request to cancel or reschedule Customer's onsite course must be submitted via email with the word Cancellation or Reschedule in the subject line. Onsite course cancellation or reschedule requests must be sent to [training@rightnow.com](mailto:training@rightnow.com). Onsite course cancellation or reschedule requests are effective when received by RightNow. Onsite course cancellations and reschedules are not accepted by telephone. Customer is responsible for providing a training facility that meets RightNow's requirements, properly configured computers for each attending student and

instructor, IT support, and any other requirements specified in RightNow's onsite client requirements specifications (available to Customer by request).

Deliverables Include:

- ◆ Instructor Led Training
- ◆ Student Guide

## **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.

3. 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.
4. 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.

## **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**

**Applicable SKUs: OE2**

Through onsite 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 for the 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.

## **Analytics Optimization Engagement – Remote**

**Applicable SKUs: OE-AN**

A RightNow Analytics Expert will work with the client's Administrator and business sponsor to review and understand current business processes and primary reporting goals. Based on this review RightNow and the client will define reporting gaps and define the new criteria to develop and build new analytics reports to provide the data required by the client. RightNow will work with the customer to review existing reports and ensure the customer understands what reports best pertain to their business and how the numbers to those reports are defined. RightNow will work with the client to review and clean up the analytics console to ensure any previously created custom reports and standard reports are providing the information the customer is expecting. For any existing custom reports not being utilized or that are not providing expected results can be removed to ensure the best analytics are being utilized while also improving ease of use for upgrades and analytics

management. 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:

- ◆ Review of current business processes to determine in-depth reporting requirements
- ◆ Review of existing standard reports specific to your business process, creation of new custom analytics reports to provide further business insight (top 5 used)
- ◆ Analytics review and clean up of unused reports
- ◆ Coaching session on advanced analytics- how did we create the new reports in your system

### **Remote Product Coaching**

**Applicable SKUs: RPC**

RightNow will provide a consultant to deliver eight (8) hours of remote product coaching focusing on understanding or optimizing a specific product feature (new or existing) or to solve a specific business problem or need. Two (2) hours of project management time are also included. 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. Hours must be consumed within one (1) month or will expire. Maximum of eight (8) units can be purchased.

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.

### **Universal Credits (UNCR)**

**Applicable SKUs: UNCR-E1-1201**

The purchase of Universal Credits allows Customers the flexibility to pre-pay an amount to be applied toward future purchases of RightNow Professional Services. Customers can subsequently determine the type of Professional Services that will be most useful to them. Customers can apply Universal Credits toward the purchase of packaged Professional Services offerings, custom Fixed Fee or Time and Material engagements and can be used to fund RightNow's travel and related expenses in conjunction with the delivery of the Professional Services. At the point of consumption, each Universal Credit purchased will be discounted 10%. The discount will be deducted from the price of the packaged Professional Services offerings, Fixed Fee or Time and Material engagements. The 10% discount is not applicable: (i) If Customer has negotiated Professional Services rates; and (ii) does not apply to RightNow travel and expenses. Universal Credits must be used within 12 months of purchase or will expire.

### **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**

Available North America only

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.