

## RightNow Catalogue Products, Support and Professional Services

### Products

#### RightNow Instance

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

Also includes:

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

#### RightNow Standard Desktop

Standard Desktop provides organizations access to RightNow Foundation including profile management, business rules, escalations and routing, Outlook Integration, and customer experience designer as well as access to RightNow Service, Sales and Analytics. RightNow Service functionality includes: incident, answer, and email response management. RightNow Sales functionality includes: opportunity and sales process management, product catalogue and quotes, and Outlook Integration. RightNow Analytics functionality includes: Report and dashboard design centers, role-based reports and dashboards, historical trending.

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

- ◆ a maximum number of Authorized Users

#### RightNow Enterprise Desktop

Enterprise Desktop includes the elements of the Standard Desktop plus access to enhanced Service, Sales and Analytics functionality as well as RightNow Feedback and Marketing. Enhanced Service functionality includes: Smart Assistant and Offer Advisor. Enhanced Sales functionality includes: sales knowledgebase and disconnected access. Enhanced Analytics functionality includes: alerts and scheduled reports. RightNow Feedback functionality includes transactional, broadcast and web-link surveys. RightNow Marketing functionality includes: customer experience designer, multi-channel campaign design and execution, customer segmentation, event triggering, and campaign tracking.

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

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

#### RightNow Salesnet Standard Desktop

RightNow Salesnet Standard allows organizations to manage all customer and prospect contact, account and communication histories centrally. RightNow Salesnet Standard functionality includes: patent-pending workflow engine, process builder, reports, email integration with Microsoft Outlook, synchronization data with other applications, communications manager, calendar, multi-field record update, document library, list queries and layout, and quick search. For clarification purposes, RightNow Instance is not applicable to RightNow Salesnet Desktop purchases.

Usage Limits: Subject to usage limits based upon:

- ◆ a maximum number of Authorized Users

### **RightNow Salesnet Offline (add on to RightNow Salesnet Standard)**

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

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

- ◆ a maximum number of Authorized Users

### **RightNow Salesnet Wireless (add on to RightNow Salesnet Standard)**

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

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

- ◆ a maximum number of Authorized Users

### **RightNow Salesnet Extended Desktop**

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

Usage Limits: Subject to usage limits based upon:

- ◆ a maximum number of Authorized Users

### **Internal Interfaces**

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

### **Chat**

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

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

- ◆ a maximum number of Authorized Users

### **Agent Knowledge Base**

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

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

- ◆ a maximum number of Authorized Users

### **CTI Interface**

The CTI Interface add-on is the software component of the Computer Telephony Integration solution. The CTI Interface allows Standard or Enterprise Suite Users to pick up calls, transfer, conference and dial out depending upon the specific capabilities enabled by the integration. Available configurations include a packaged adapter for Genesys, which facilitates interoperability between the RightNow Service agent desktop and the Genesys Customer Interaction Management Suite. CTI can also be configured to interoperate with other 3<sup>rd</sup> party connectors utilizing Envoy CT Connect middleware and OKI CTstage.

Usage Limits: CTI Interface Software is subject to usage limits based upon:

- ◆ a maximum number of Authorized Users

### **Web Portal – Page Views**

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

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

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

### **Web Portal - Sessions**

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

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

- ◆ A maximum number of RightNow Web Portal Sessions per calendar month per Instance
- ◆ Sessions are tracked during the interval of time beginning when an end user accesses the Web Portal and ends when the end user logs out or navigates off the Web Portal. Each fifteen minute period during this interval is counted as a session.

- ◆ Customer is entitled to 1GB of storage and 1GB of monthly bandwidth with each block of 5,000 Web Portal Sessions purchased

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

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

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

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

Usage Limits: Web Self-Service Software is subject to usage limits based upon:

- ◆ a maximum number of searchable documents

### **RightNow Connect**

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

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

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

### **RightNow Voice Shared Minutes**

RightNow Voice Shared Minutes are monthly capacity blocks which may be consumed via any RightNow Voice Self-Service Application, and any RightNow Voice Routing and Caller ID Application listed below. Each application requires Voice Implementation Services to deploy

Usage Limits: RightNow Voice Shared Minute Applications Software is subject to usage limits based upon:

- ◆ a maximum number of committed minutes available per month. Usage in excess of such maximum will incur a per minute charge for such overages based on the lower of \$0.06 per minute over the contracted rate or \$0.30 per minute.

### **RightNow Voice Self-Service Applications**

- ◆ RightNow Voice Knowledge Base: The RightNow Voice Knowledge Base application uses natural language commands to navigate and select answers to customer's questions from existing RightNow Knowledge Base.
- ◆ RightNow Voice Status Applications: RightNow Voice Status Applications use the same databases and interfaces to information that is currently available on-line to agents and web users alike to provide callers with immediate access to status information. Currently available Status Applications include: Repair Status, Order Status and Rebate Status.
- ◆ RightNow Voice Password Reset: A RightNow Voice Password Reset application allows callers to change passwords securely and privately over the telephone
- ◆ RightNow Voice Location Finder: A RightNow Voice Location Finder provides callers with a list of store locations based on customer search criteria.
- ◆ RightNow Voice Inbound Survey: A RightNow Voice Survey application handles the process of creating and delivering surveys.

### **RightNow Routing and Caller ID Applications**

- ◆ RightNow Voice One Number Routing Menu: A RightNow Voice One Number Routing Menu application provides intelligent one-number routing based on customer navigation requirements.
- ◆ RightNow Voice Contact Management: Voice Contact Management enables the enterprise to query callers and determine their identity by matching them to an existing record or creating a new contact record. This is fully integrated into the Voice Incident Management application.
- ◆ RightNow Voice Incident Management: Voice Incident Management enables the enterprise to capture caller requests and place them in RightNow's case management suite. This is fully integrated with RightNow Incident Reporting.
- ◆ RightNow Voice Caller Information Delivery: RightNow Voice Caller Information Delivery allows organizations to capture caller information provided via RightNow Voice Self-Service applications, providing a screen pop to the live agent should the caller opt to be transferred. RightNow Voice Caller ID is available for use with the following RightNow Voice Shared Minute Applications: Knowledge Base Access, Status, Password Reset, Inbound Surveys, Location Finder and Contact Management.

### **RightNow Voice Outbound Surveys**

RightNow Voice Outbound Surveys extends RightNow Voice Inbound Survey capabilities with an outbound dialing capability which allows companies to create and deliver surveys to customers who have had recent contacts with their customer service and support departments. RightNow Voice Outbound Surveys is offered by RightNow through partnership with XO Communications. The terms of the \*ADDENDUM TO MASTER SERVICES AGREEMENT FOR OUTBOUND VOICE: XO DIALER SERVICE apply.

Usage Limits: RightNow Voice Shared Minute Applications Software is subject to usage limits based upon:

- ◆ a maximum number of committed minutes available per month. Usage in excess of such maximum will incur a per minute charge for such overages based on the lower of \$0.06 per minute over the contracted rate or \$0.30 per minute.
- ◆ Outbound dialer fees will also be charged to Customer. Outbound dialer fees are calculated in one (1) second increments upon connection.

### **RightNow Voice Web Click-to-Callback**

RightNow Voice Web Click-to-Callback allows organization to offer their customers a means to indicate that they'd like to be called at a specified time to resolve a specified issue at a specified time. Once a callback is requested, an incident is created in the RightNow system. Business rules track the request, manage call retry attempts and log the disposition of the call for reporting purposes. Unlike most callback applications, the agent is connected prior to the customer, providing a better customer experience. After leaving a callback number, callback time, and any other vital information, the request is routed to the appropriate agent at RightNow Voice Web Click-to-callback is offered by RightNow via its partnership with XO Communications. The terms of the \*ADDENDUM TO MASTER SERVICES AGREEMENT FOR OUTBOUND VOICE: XO DIALER SERVICE apply.

Usage Limits: RightNow Voice Click-to-Callback Software is subject to usage limits based upon:

- ◆ a maximum number of connection minutes capacity available per month calculated as the time (in minutes) the outbound voice dialer system is in use. This will include any attempts to connect first to customer service agents, waiting on hold in agent queues and the time to connect to a customer service agent regardless of success or failure of a connection. Toll fees to call Customer numbers are included in the "per minute" price provided the agent connection will be established from dialing a toll-free number provided by Customer. In the event that the call back number provided by patron is inaccurate or not answered by the patron, the customer service agent shall be responsible for terminating the call.
- ◆ Usage in excess of maximum will incur a charge for such overages
- ◆ Carrier surcharges will apply when calling mobile phones in the UK/London/Ireland
- ◆ Minutes purchased for Voice Click-to-Callback cannot be combined with any other voice modules minutes purchased.

### **Informatica Data Integration Bundle for RightNow**

Informatica PowerCenter Standard Edition provides a single, unified, enterprise data integration platform that allows organizations to access, discover and integrate data from virtually any system throughout the organization. PowerCenter addresses problems such as migrating data into RightNow, extracting or replicating RightNow data into an on-premise data warehouse (for reporting) and synchronizing data between RightNow and multiple operational systems. Data types supported include structured, unstructured, and semi-structured data. Informatica Data Integration Bundle for RightNow includes:

- ◆ Informatica Data Integration Bundle for RightNow includes: PowerCenter Standard Edition, unlimited standard sources and targets, Real-Time Option, and 1 PowerCenter connector (see list below).
- ◆ 1 of the following connectors can be included, but must be requested specifically for tracking & royalty payment purposes: PowerCenter Connect for each of: SAP BW, SAP R3, Siebel, PSFT, WebServices, Salesforce.com, Tibco, WebM, and IBM MQ.
- ◆ Usage Limits: Information Data Integration Bundle license subject to usage limits based on a maximum number of locations
- ◆ Use subject to Informatica terms and conditions

### **Informatica Data Quality Bundle for RightNow**

Informatica Data Quality Workbench provides enterprises the ability to initiate and manage data quality programs, from upfront profiling and investigation of multiple data sources through to cleansing, de-duplication, monitoring, validation and consolidation. Informatica Data Quality Workbench provides RightNow Customers with the ability to:

- ◆ Access the quality of organizations, contacts, leads, opportunities, incidents, tasks, etc.; create data quality scorecard which scores all RightNow objects in consistency, conformity, completeness, accuracy, duplicates and integration
- ◆ Cleanse and standardize organization and contact names, or any custom field
- ◆ Identify and de-dup redundant records
- ◆ Trend data quality scores over time
- ◆ Address standardization & Address validation subscriptions require a separate subscription fee that gets passed on to third party data providers
- ◆ Usage Limits: Information Data Quality Bundle license subject to usage limits based on a maximum number of locations
- ◆ Use subject to Informatica terms and conditions

### **Locator**

Locator directs customers and drives revenues by providing customers with detailed information (location specific product availability, maps & routing, and driving directions) to make real-world product purchases, obtain service, or make direct online contact to Customer's locations.

Visitors to Customer's website can then enter search criteria, locate the nearest outlet and obtain maps\* and driving directions\* (\*geographical limitations may apply).

Usage Limits: Locator Software is subject to usage limits based upon:

- ◆ a maximum number of locations in database

### **RightNow Marketing**

RightNow Marketing provides marketing automation capabilities for organizations that want to grow their businesses using blended email and/or web marketing strategies. RightNow Marketing includes the Graphical Campaign Editor which simplifies and enhances campaign design and execution. Workflow and event triggers allow automation of specific activities or marketing processes. Marketing email and web forms capabilities allow push and pull driven marketing interactions with customers or prospects. In-line analytics and creation and management of test cells assist to optimize the effectiveness of marketing programs. Customers licensed for more than 40,000 emails sent or web forms presented per month receive a unique IP address. Available on a RightNow hosted basis, or on-premise on Linux/MySQL.

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

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

### **RightNow Feedback**

The Feedback module allows Customer to develop a deeper dialog with its customers to better understand their needs, perceptions of Customer's company and its customer service. Customer may conduct transactional surveys on system activity (e.g. a closed incident), send out broadcast surveys via email or provide web link surveys via Customer's website. Results are automatically tabulated and reported in real-time. Double-byte language versions not available.

Usage Limits: Feedback Software is subject to usage limits based upon:

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

### **Application Program Interface Access**

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

### **Pass Through Authentication**

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

### **Premier Customization Access**

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

### **Application Test Site**

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

### **RightNow Salesnet De-duplication Tool**

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

### **RightNow Salesnet Record Update Tool**

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

### **RightNow Salesnet AptSoft Connectors**

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

### **RightNow Salesnet Miller Heiman Edition**

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

## Industry Solutions

### RightNow Industry Solutions Template

RightNow's Industry Solution Template combines industry-specific business process and best practices in a pre-configured package. Templates are available for Federal Government, Higher Education, Retail, Telecom, and Consumer Electronics and Appliances. The templates are based on the Enterprise Desktop and are purchased for a term of one year or two years. This template is available for new deployments only for hosted customers in English (US, UK, AU). Deliverables include:

- ◆ Pre-configured software
- ◆ Configuration documentation

### RightNow Federal Government

RightNow Federal Government combines software, business processes, best practices, professional services, and hosting in a package that is pre-configured for US Federal Government agencies. The RightNow Federal Government offering includes pre-configured processes and best practices in service, marketing, and analytics. It is based on the Enterprise Desktop, and is purchased for a term of one year or two years. Available in English version only. Deliverables include:

- ◆ Pre-configured software in Service, Marketing, and Analytics
- ◆ Federal Government Configuration Document
- ◆ Federal Government industry best practices guidance and education
- ◆ Up to two product tune-ups in each 12 month period

### RightNow Higher Education

RightNow Higher Ed combines software, business processes, best practices, professional services, and hosting in a package that is pre-configured for Higher Education learning institutions. The RightNow Higher Education offering includes pre-configured processes and best practices in service, sales, marketing, feedback and analytics. It is based on the Enterprise Desktop, and is purchased for a term of one year or two years. Services must be utilized during the hosting term or will expire. Available in English version only.

Deliverables include:

- ◆ Pre-configured software in Service, Sales, Marketing, Feedback and Analytics, including lead development and dynamic web form customizations
- ◆ Project Plan and Charter
- ◆ One (1) day Remote Product Overview Training
- ◆ Access to Online Learning Center
- ◆ Data Import (up to two (2) data elements)
- ◆ Higher Ed Configuration Document
- ◆ Higher Ed industry best practices guidance and education
- ◆ Up to two (2) product tune-ups in each 12 month period
- ◆ Remote Project Manager
- ◆ 80 hours of Professional Services with recommended Usage Proposal; an additional 40 Professional Services hours are available in the second year if two year hosting term purchased
- ◆ Pass thru Authentication
- ◆ Upgrade Support for lead development and web form customizations

### RightNow Retail

RightNow Retail combines software, business processes, best practices, professional services, and hosting in a package that is pre-configured for traditional and internet retailers. The RightNow Retail offering includes pre-configured processes and best practices in service, analytics and feedback. It is based on the Enterprise Desktop, which allows access to service, sales, marketing, feedback and analytics, and is purchased for a term of one year or two years. Services must be used during the hosting term or will expire. Available in English version only. Deliverables include:

- ◆ Pre-configured software in Service, Feedback and Analytics with three customizations including product registration, dynamic web forms and a link to RMA in a custom tab
- ◆ Project Plan and Charter
- ◆ One (1) day Remote Product Overview Training
- ◆ Access to Online Learning Center
- ◆ Data Import (up to two (2) data elements)
- ◆ Retail Configuration Document

- ◆ Retail industry best practices guidance and education
- ◆ Up to two (2) product tune-ups in each 12 month period
- ◆ Remote Project Manager
- ◆ 80 hours of Professional Services with recommended Usage Proposal; an additional 40 Professional Services hours are available in the second year if a two year hosting term purchased
- ◆ Pass thru Authentication
- ◆ Upgrade Support for product registration, dynamic web forms and a link to RMA in a custom tab customizations

### **RightNow Telecom**

RightNow Telecom combines software, business processes, best practices, professional services, and hosting in a package that is pre-configured for telecommunication service providers. The RightNow Telecom offering includes pre-configured processes and best practices in service, analytics and feedback. It is based on the Enterprise Desktop, which allows access to service, sales, marketing, feedback and analytics, and is purchased for a term of one year or two years. Services must be used during the hosting term or will expire. Available in English version only. Deliverables include:

- ◆ Pre-configured software in Service, Feedback, Analytics and Locator
  - ◆ Locator license includes up to 1,000 locations in database
- ◆ Project Plan and Charter
- ◆ One (1) day Remote Product Overview Training
- ◆ Access to Online Learning Center
- ◆ Data Import (up to two (2) data elements)
- ◆ Telcom Configuration Document
- ◆ Telcom industry best practices guidance and education
- ◆ Up to two (2) product tune-ups in each 12 month period
- ◆ Remote Project Manager
- ◆ 80 hours of Professional Services with recommended Usage Proposal; an additional 40 Professional Services hours are available in the second year if a two year hosting term purchased
- ◆ Pass thru Authentication
- ◆ Upgrade Support for configurations and Locator

### **RightNow Consumer Electronics and Appliances**

RightNow Consumer Electronics and Appliances solution combines software, business processes, best practices, professional services, and hosting in a package that is pre-configured for consumer electronics and appliance manufacturers. The RightNow Consumer Electronics and Appliances offering includes pre-configured processes and best practices in service, analytics and feedback. It is based on the Enterprise Desktop and Live Chat, which allows access to service, sales, marketing, feedback and analytics, and is purchased for a term of one year or two years. Services must be used during the hosting term or will expire. Available in English version only. Deliverables include:

- ◆ Pre-configured software in Service, Feedback and Analytics
  - ◆ Pre-sales support: Chat and analytics
  - ◆ Post-sales support: Web self-services, email management, chat, closed incident survey and analytics
- ◆ Project Plan and Charter
- ◆ One (1) day Remote Product Overview Training
- ◆ Access to Online Learning Center
- ◆ Data Import (up to two (2) data elements)
- ◆ Consumer Electronics and Appliances Configuration Document
- ◆ Consumer Electronics and Appliances industry best practices guidance and education
- ◆ Up to two (2) product tune-ups in each 12 month period
- ◆ Remote Project Manager
- ◆ 80 hours of Professional Services with recommended Usage Proposal; an additional 40 Professional Services hours are available in the second year if a two year hosting term purchased
- ◆ Pass thru Authentication

## **Support**

### **RightNow Basic Support Package**

Unless otherwise indicated in an Order Form, RightNow Basic Support Package is the standard support package. 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**

The RightNow Preferred Support includes the elements contained in the Basic Support Package enhanced as follows. 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**

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.

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

### **Voice Self-Service Managed Services**

Voice Managed Services package is designed to ensure the voice applications are operating at an optimal level.

Elements include:

- ◆ Ongoing scheduled calls to discuss system behavior and performance
- ◆ Grammar tuning as necessary to ensure the spoken word is understood
- ◆ Monitoring of the underlying platform and speech services
- ◆ Voice software upgrades
- ◆ Content and grammar development
- ◆ Voice talent/prompt recording
- ◆ Maintenance of up to 25 Knowledge Base items per month

### **VeriSign Secure Socket Layer Hosting**

Provided as a value add option for clients that have specific requirements for VeriSign 128 bit Secure Socket Layer (SSL) application hosting. Customer receives a standard VeriSign 128-Bit SSL connection between its RightNow application and its infrastructure.

### **Network VPN to Hosting Facility**

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

### **Mailboxes**

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

### **ODBC Export Access**

Provides Customer with an ODBC connection to a copy of its RightNow Service database. Database replication will be setup to provide up to the second updates from Customer's production database to its ODBC copy on a separate server. The copy of the database can be used to report on information contained in the RightNow Service application. The copy of the database is READ-ONLY; data within it may not be modified. Includes the documentation on how to connect to the database. Customer is responsible for creating the



connection and the corresponding reports. A separate charge will apply for consulting work performed. RightNow Technologies will make a best effort to keep database replication continually operating between the sites; however, there may be occasions where replication has stopped and may not be restarted for up to 72 hours. Provided as an added value option to our application hosting.

### **Additional Bandwidth**

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

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

### **Additional Storage**

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

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

## **Professional Services**

### **Pilot Implementation Services**

A RightNow Consultant will configure, administer, and monitor a limited deployment of the RightNow solution. The Customer is responsible for designating a primary contact for the pilot project who will work with RightNow to define objectives and assist with deployment activities. Does not include: training, data imports, custom reports creation, email list procurement, copy/creative, product customizations / integrations, support of multiple languages, multi-currency lead management, territory management (lead routing) or multistage campaigns. Customer is responsible for RightNow's travel and expenses in the event of an onsite visit. Services must be used within 12 months of purchase or will expire.

Elements include:

- ◆ Pilot Overview and Results Kit
- ◆ Project Plan and Charter
- ◆ Best Practices guidance and education
- ◆ A hosted RightNow application site
- ◆ Computer-based training modules
- ◆ One Application Tune-Up

### **RightNow Empower the Customer Pilot Services**

An implementation specialist will analyze the Customer's FAQs and website content and cross reference that with inbound email and phone calls to help build a "seed" of content as a method to improve self-service rates. This specialist will remotely manage and configure a limited RightNow web self-service deployment focused on establishing a knowledge foundation. Customer is responsible for designating a project manager who will assist with analysis, configuration and deployment activities. Customer is responsible for RightNow's travel and expenses when onsite consulting is required. Services must be used within 12 months of purchase or will expire.

Elements include:

- ◆ Pilot Charter and Project Plan
- ◆ Product Overview Training via live webinar (focus on web self service and knowledge base)
- ◆ 1 "Ask the Experts" webinar (up to 2 hours)
- ◆ 1 Data Element Data Import

### **RightNow Voice of the Customer Pilot Services**

An implementation specialist will remotely manage and configure a limited RightNow service deployment focused on developing real-time inbound / outbound surveys via RightNow Feedback. Customer is responsible for designating a project manager who will assist with analysis, configuration and deployment activities. Customer is responsible for RightNow's travel and expenses when onsite consulting is required. Services must be used within 12 months of purchase or will expire.

Elements include:

- ◆ Pilot Charter and Project Plan
- ◆ Broadcast Surveys: Implement five (current) Customer surveys
- ◆ Implement a Net Promoter survey
- ◆ Product Overview Training via live webinar (focus on RightNow Feedback)
- ◆ Contact Data Import (using Contact Upload tool and limited to 20,000 records / 15 fields per record)

### **On-Premise Pilot Installation Services**

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

### **QuickStart Coaching Service**

The QuickStart Coaching Service package provides Customer with remote consulting and configuration coaching sessions. Customer is responsible to manage their implementation and configuration of the solution. This QuickStart Coaching Service package will not cover CTI Interface, RightNow Offer Advisor Integration, Voice-Self Service, scripting, data imports, customizations, or integrations. Customer is responsible for RightNow's travel and expenses in the event of an on-site visit. QuickStart Coaching Service package must be used within 12 months of purchase or will expire.

Elements include:

- ◆ QuickStart Workbook
- ◆ Facilitated Coaching Sessions

### **RightNow Implementation Service - Level 1**

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

### **RightNow Implementation Service - Level 2**

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

### **RightNow Implementation Service - Level 3**

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

### **RightNow Salesnet Solution Implementations- Level 1**

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

### **RightNow Salesnet Solution Implementation Service - Level 2**

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

### **RightNow Salesnet Solution Implementation Service - Level 3**

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

### **On-Premise to On-Demand Migration Services**

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

Elements include:

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

### **Analytics Workshop**

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

Elements include:

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

### **CRM Administrator Workshop**

The RightNow CRM Administrator workshop is a hands-on workshop that focuses on the configuration and management of the most recent version of the RightNow solution. Attendees will learn to set up profiles, create navigation sets and data load customers, configure and manage workflow, and apply the RightNow best practices to the system configuration. Customer is responsible for travel and expenses to attend this workshop. Services must be used within 12 months of purchase or will expire.

Elements include:

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

### **SmartConversion Workshop v7.5 to RightNow CRM**

SmartConversion Workshops provide attendees with hands-on experience and practice for managing the upgrade from v7.5 to RightNow CRM with an understanding of the fundamental changes/new features between versions. This workshop prepares attendees for an upgrade to RightNow CRM from 7.5 by working through the upgrade process using an upgraded training site. Topics include: user interface and administrative changes, planning for a successful cutover, and review of new features and functionality. Workshops are divided into five (5) separate sessions that are each 2 hours in duration for persons not able to travel to a workshop. Customer is responsible for its own travel and expenses to attend the workshop. Services must be used within 12 months of purchase or will expire.

Elements include:

- ◆ Upgraded RightNow site
- ◆ Upgrade Workbook
- ◆ Certificate of completion

### **Customer Portal Designer Regional Workshop**

The RightNow Customer Portal Designer Workshop provides attendees with the tools to modify the look-and-feel of the Customer Portal. Topics covered include: an overview of the Customer Portal framework; setting up the Customer Portal (WebDav connection,

Dreamweaver extension installation); understanding standard pages included with the Customer Portal; editing standard templates and pages; working with widgets; and deployment of the RightNow Customer Portal. It is preferred that attendees have experience with graphic design software tools and web page design, preferably with Adobe Dreamweaver. Customer is responsible for travel and expenses to attend the workshop. Services must be used within 12 months of purchase or will expire. Elements include:

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

### **Customer Portal Developer Regional Workshop**

The RightNow Customer Portal Developer Workshop provides attendees with an in-depth look at the Customer Portal development framework. By exploring the Customer Portal's infrastructure, this course will guide developers through the process of creating and incorporating custom widgets, code, and models into their RightNow pages. The course will also provide developers with an understanding of the impact of their work upon future upgrades and will include an overview of the design components (templates, pages and widgets) as well as Customer Portal set up (WebDav connection, Dreamweaver extension installation). Attendees must have experience in PHP, XML and scripting languages (Javascript etc). Customer is responsible for travel and expenses to attend the workshop. Services must be used within 12 months of purchase or will expire. Elements include:

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

### **Service Level I Workshop Onsite**

RightNow Technologies will bring our training courses to your facility allowing you to train your entire team at once, while minimizing expenses, travel time, and time away from work. This custom training event is ideal for training large groups of customer service representatives. Attendees will be allowed to work together with the instructor in an intensive, highly productive, co-learning environment. These courses are designed to orient your agents to concepts, navigation, and basic functionality of RightNow Service. Customer is responsible for RightNow's travel and expenses in the event of an onsite visit. Service Level I Workshop Onsite package must be used within 12 months of purchase or will expire.

Elements include:

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

### **Service Level II Workshop Onsite**

RightNow Technologies will bring our training courses to your facility allowing you to train your entire team at once, while minimizing expenses, travel time, and time away from work. This custom training event is ideal for training large groups. Attendees will be allowed to work together with the instructor in an intensive, highly productive, co-learning environment. This onsite builds on the basic administration and configuration concepts learned in the Service Level I class. It provides advanced level instruction on views, business rules, review of standard reports, enhanced answer management, and end-user page customization. Customer is responsible for RightNow's travel and expenses in the event of an onsite visit. Service Level II Workshop Onsite package must be used within 12 months of purchase or will expire.

Elements include:

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

### **RightNow Analytics Workshop Onsite**

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

Elements include:

- ◆ RightNow Training site

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

### **SmartConversion Workshop v7.5 to RightNow CRM Onsite**

SmartConversion Workshops provide attendees with hands-on experience and practice for managing the upgrade from v7.5 to RightNow CRM with an understanding of the fundamental changes/new features between versions. This workshop prepares attendees for an upgrade to RightNow CRM from 7.5 by working through the upgrade process using an upgraded training site. Topics include: user interface and administrative changes, planning for a successful cutover, and review of new features and functionality. Customer is responsible for RightNow's travel and expenses in the event of an onsite visit. This SmartConversion Workshop must be used within 12 months of purchase or will expire.

Elements include:

- ◆ Upgraded RightNow site
- ◆ Upgrade Workbook
- ◆ Certificate of completion

### **Remote Administrator Training**

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

### **Remote End-User/Agent Web Training**

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

### **Salesnet Remote Administrator Training**

RightNow offers web-based custom Application Administration training designed to meet your specific training needs. Web-based training is offered for Application Administrators on a variety of subjects including Dashboards, Reporting, Building Processes and 1-2-3 of Getting Started. Each session covers one subject and is two (2) hours in duration. Each session is limited to 10 attendees and a separate fee applies for each of the following sessions: Dashboard, Reporting, Building Processes and 1-2-3 of Getting Started. Remote Application Administrator Training must be used within 12 months of purchase or will expire.

Elements include:

- ◆ Remote training session
- ◆ Customized agenda

### **Salesnet Remote Agent/Rep Training**

RightNow offers web-based custom End User training designed to meet your specific training needs. Web-based training is offered for End User on a two (2) subjects Getting Started and Beyond the Basics. Each session covers one subject and is up to 2 hours in duration. Each session is limited to 10 attendees and a separate fee applies for each of the sessions: Getting Started and Beyond the Basics. Remote Agent/Rep Training must be used within 12 months of purchase or will expire.

Elements include:

- ◆ Remote training session
- ◆ Agenda

### **Online Common & Service Administration Workshop**

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

### **On-line Learning Center**

The Customer's organization has access to online learning content through RightNow Communities for a period of 12 months unless otherwise specified on an Order Form. Content includes all role-based training online workshops, self-paced learning courses, learning tools, recorded/archived web training sessions, as well as the upgrade learning series. The subscription applies to all persons within an organization and is delivered via link to the community page for all system users to access role based training/self-paced offerings.

### **Data Import - One (1) Data Element**

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

Elements include:

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

### **Data Import - Two (2) Data Elements**

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

Elements include:

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

### **Data Import - Three (3) Data Elements**

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

Elements include:

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

### **Database Export Services**

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

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

Customer is responsible for data cleansing, file formatting or data transformation. For FTP option, SFTP is not available. Services must be used within 12 months of purchase or will expire.

### **Optimization Engagement**

Through onsite and/or remote consulting, RightNow will compare the customer's initial implementation project goals vs. results in the following areas: technology, business process, user adoption & effectiveness and provide suggestions to optimize the capabilities of the customer's implementation. RightNow will review the 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.

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 for Analytics**

Through onsite and/or remote delivery, a RightNow consultant will compare the Customer's business processes, metrics, and objectives and determine if the Customer is capturing (and effectively measuring) the information required to drive fact-based business decisions. The consultant will analyze the "5 most used reports," validate the results, and make recommendations for improvement (e.g., use of charts, design efficiency, etc.) Custom reporting (i.e., creation of new and/or custom reports) is out of scope for this offering. Customer is responsible for RightNow's travel and expenses in the event of an onsite visit. Services must be used within 12 months of purchase or will expire.

Elements include:

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

### **Strategic Alignment Engagement (SAE)**

A Strategic Alignment Engagement (SAE) provides the Customer with RightNow expertise in strategic and tactical services that aid the Customer in defining and aligning key business drivers to obtain their goals and objectives. It also prepares the Customer for project planning discovery and allows RightNow to recommend technology, develop an actionable project plan, and justify the solution's benefits. RightNow will work with the Customer to tailor the engagement to the Customer's specific business needs. 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

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

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

### **Outsourced Solution Administration (OSA) - for Analytics**

Outsourced Solution Administration provides a resource to assist Customers in the management, monitoring, and administration of RightNow Analytics. This service includes Analytics coaching, consulting, and the creation of custom views and reports. RightNow will work with Customer to develop level of effort estimates (LOEs) for all custom reporting requests. Customer will be responsible for prioritizing and approving spend of hours based on LOEs provided. OSA Services do not cover: data cleansing, data imports, file formatting and/or data transformation, or system/application integration (i.e., all Analytics work will be restricted to reporting on data resident in the RightNow database). Customer is responsible for RightNow's travel and expenses in the event of an onsite visit. Includes up to 40 hours of consulting per month. Hours do not carry over from month-to-month. All hours expire at the end of the term of engagement.

### **Outsourced Solution Administration (OSA) - for Marketing**

The Outsourced Solution Administration package is designed for Customers that would like to use a RightNow resource to outsource the management, monitoring, and administration of their Marketing application. This service is designed for Customers with an email marketing strategy (i.e., goals, objectives, metrics), and defined technical requirements, but do not have the time and/or in-house resources to build, launch and report on their email marketing campaign(s.) Customer must have an email marketing strategy in place (goals, objectives, metrics) and technical requirements defined. This package includes up to 20 hours of consulting per month. Hours do not carry-over from month-to-month, and all hours expire at the end of the term of the engagement. Customer is responsible for RightNow's travel and expenses in the event of an onsite visit.

### **Outsourced Solution Administration (OSA) - for Sales**

Outsourced Solution Administration is designed for Customers that would like to use a RightNow resource to outsource the management, monitoring, and administration of their RightNow Sales application. A RightNow employee will be assigned to help administer the Customer's application with specifics to be determined based on the Customer's business needs. This package includes up to 24 hours of consulting per month. Hours do not carry-over from month-to-month, and all hours expire at the end of the term of the engagement. Customer is responsible for RightNow's travel and expenses in the event of an onsite visit.

### **Outsourced Solution Administration (OSA) - for Service**

Outsourced Solution Administration is designed for Customers that would like to use a RightNow resource to outsource the management, monitoring, and administration of their RightNow Service application. A RightNow employee will be assigned to help administer the Customer's application with specifics to be determined based on the Customer's business needs. This package includes up to 48 hours of consulting per month. Hours do not carry-over from month-to-month, and all hours expire at the end of the term of the engagement. Customer is responsible for RightNow's travel and expenses in the event of an onsite visit.

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

Outsourced Solution Administration provides a resource from RightNow to assist the Customer in the management, monitoring, and administration of the Customer's Service, Sales and/or Marketing applications. A RightNow employee will be assigned to help administer the Customer's application with specifics to be determined based on the Customer's business needs. This package includes up to 64 hours of consulting per month. Hours do not carry-over from month-to-month, and all hours expire at the end of the term of the engagement. Customer is responsible for RightNow's travel and expenses in the event of an onsite visit.

### **Active Directory Connector**

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

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

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

### **Customization Support**

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

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



## **Universal Credits (UC)**

The purchase of Universal Credits allows Customers the flexibility to pre-pay an amount to be applied toward future purchases of RightNow Professional Services. Customers can subsequently determine the type of services that will be most useful to them. Customers can apply Universal Credits toward the purchase of packaged Professional Services offerings such as data imports and training; and custom Professional Services such as time and materials or fixed-fee engagements. Customers may also purchase a type of Universal Credit to be used to fund RightNow travel and related expenses in conjunction with the delivery of RightNow Professional Services. Purchasing Universal Credits at specified volumes will secure a 5% or 10% discount at point of consumption. The discount will be deducted from the price of packaged Professional Services offerings or the service rates for time and materials engagements. Discounts do not apply to RightNow travel and related expenses. Universal Credits must be used within 12 months of purchase or will expire.

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

The purchase of Universal Service Credits allows the Customer the flexibility to pre-pay an amount to be applied toward RightNow Technologies' Professional Services based on the hourly rate specified in this Order Form. The Customer can then determine the type of consulting, training, or technical services (i.e., customization/ integration/data imports) that will be of most use to them at a future date. USCs may also be applied toward education services (i.e., workshops, onsite training) at the list price at the time such education services are used. Universal Service Credits must be used within 12 months of purchase or will expire. The following highlights the number of USCs required for some of our service offerings:

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

## **\*ADDENDUM TO MASTER SERVICES AGREEMENT FOR OUTBOUND VOICE: XOI DIALER SERVICE**

This addendum shall govern the use of the Voice Dialer component of RightNow Click-to –Callback and RightNow Outbound Surveys and is incorporated into the Master Services Agreement with Customer.

RightNow Outbound Support is a service provided by RightNow under Part Three of the RightNow Master Services Agreement (“Agreement”). It incorporates an outbound voice dialer system (“Voice Dialer”) that is proprietary to XO Interactive, Inc. (XOI), and for which RightNow is an XOI authorized reseller. This addendum between RightNow and Customer supplements Part Three of the Agreement, and documents certain rights and obligations of RightNow and Customer arising out of the use of the Voice Dialer:

1. The parties to this Addendum are RightNow and Customer, and nothing herein is intended to bind XOI.
2. The Voice Dialer is the sole and exclusive property of XOI. Customer has a right to use the Voice Dialer, but otherwise acquires no right or interest therein.
3. The Voice Dialer will be located at premises owned by, or under the control of XOI. As RightNow will not host the Voice Dialer, the Agreement does not apply to the operation of the Voice Dialer.
4. RightNow warrants that RightNow is authorized to resell the Voice Dialer to Customer in accordance with the Order Form.
5. In the event that RightNow identifies that a suspected malfunction in RightNow Outbound Voice is likely attributable to the Voice Dialer, RightNow will refer the suspected malfunction to XOI for analysis and correction (if appropriate).
6. Customer represents and warrants that
  - a. Customer owns or otherwise has the right to provide any Customer Materials and combine such Customer Materials with the Voice Dialer, in a manner necessary for Customer to use the Voice Dialer;
  - b. Customer’s use of and business activities related to the Voice Dialer will comply and conform in all respect to all applicable federal, state and local laws and regulations (including, without limitation, applicable Privacy Laws; financial disclosure, credit reporting and debt collection practices laws; do-not-call and other domestic or international telemarketing requirements; and any other similar laws or regulations);
  - c. Customer is not presently in receipt of, nor is Customer aware of, any facts that would justify a complaint to any federal or state regulatory authority concerning any of Customer’s business, trade or telemarketing practices or otherwise related to Customer’s use of the Voice Dialer;
  - d. Customer’s use of the Voice Dialer, including all recorded messages, caller identification information or other information provided to End Users, will not refer to XOI or its affiliates; and
  - e. Customer will not resell the Voice Dialer services to others, but Customer may use the Voice Dialer as a component of other services provided to End Users. In doing so, Customer will not make any representations or warranties, whether written or oral, to any third parties (including, without limitation, Customer’s End Users) concerning the Voice Dialer.
7. THE SERVICES ARE NOT FAULT-TOLERANT, AND ARE NOT DESIGNED, INTENDED, OR AUTHORIZED FOR USE IN ANY MEDICAL, LIFE-SAVING OR LIFE-SUSTAINING SYSTEMS, OR ANY OTHER APPLICATION IN WHICH THE FAILURE OF THE SERVICES COULD CREATE A SITUATION WHERE PERSONAL INJURY OR DEATH OR INFRINGEMENT OF A THIRD PARTY’S RIGHTS MAY OCCUR. CUSTOMER ASSUMES TOTAL RESPONSIBILITY FOR THE USE OF THE SERVICES.
8. In this Addendum:
  - a. “Customer Materials” means any materials, information or services provided by, used by or necessary for Customer or End Users to access or use the Voice Dialer, including without limitation, any hardware, software, databases, tools, methods, designs, specifications, configurations, and data.
  - b. “End User” means the Person who accesses and ultimately uses the application sponsored or services provided by Customer.
  - c. “Privacy Laws” means federal, state and local law and regulation, as amended from time to time, as may be applicable to the collection, storage, access, handling, and use of personally-identifiable information as such term (or a similar term) may be defined under Privacy Laws.

## **\*\*ADDENDUM TO MASTER SERVICES AGREEMENT FOR APTSOFT CONNECTOR**

This addendum shall govern the use of the AptSoft Connector in conjunction with the RightNow Salesnet products. The following terms are incorporated into the Master Services Agreement with Customer (“Agreement”).

Included in your license grant is a license for your internal use of certain software licenses by AptSoft Corporation (the “AptSoft Software”). The AptSoft Software may only be used for your internal purposes in conjunction with the RightNow Salesnet product and

services provided hereunder. The AptSoft Software is subject to the same restrictions and limitations as the RightNow Salesnet product and services hereunder and AptSoft Corporation ("AptSoft") is entitled to the same limitations on liability and warranty disclaimers as RightNow Salesnet. Neither RightNow Salesnet, nor any of its resellers, agents or employees are entitled to make any representations and warranties regarding the AptSoft Software other than it shall, for a period of ninety (90) days following installation, comply with the applicable product functionality and performance specifications contained in AptSoft's product documentation. Upon notification from AptSoft that its reseller agreement with Salesnet has been terminated, you shall, for the remainder of your license term, pay any license fees due with respect to the AptSoft Software directly to AptSoft. AptSoft shall be a third party beneficiary of the provisions hereof and shall be entitled to enforce the same with respect to the AptSoft Software. The Sun Microsystems, Inc. Binary Code License that is included with the Sun Microsystems, Inc. software provided by AptSoft with the AptSoft Software in the form of a "click-through" software license in electronic form only and must be accepted in order to install the Sun Microsystems, Inc. software.

## \*\*\*MILLER HEIMAN (SAM) ADDENDUM

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

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

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

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

1.3 **MHI Program** means any of the sales methodologies of Miller Heiman, Inc. ("MHI") including, but not limited to, those known as Strategic Selling®, Conceptual Selling®, Large Account Management Process<sup>SM</sup> (LAMP®), Negotiate Success<sup>SM</sup>, Executive Impact<sup>SM</sup>, Predictive Sales Performance<sup>SM</sup>, FunnelScorecard<sup>SM</sup>, Channel Partner Management<sup>SM</sup>, and Manager's Coaching Program<sup>SM</sup>.

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

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

## 2. LICENSE

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

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

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

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

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

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

- a. the total number of Designated users does not, at any time, exceed the number of Designated Users specified in Section 2.3 above; and
- b. all Designated Users shall have successfully taken the appropriate MHI Programs(s) and have paid the fees appropriate thereto; and
- c. new Designated Users register their Use through the Licensing and Registration Application as required by the Software; and
- d. former Designated Users may be reauthorized by Customer provided that the provisions of sections 2.5a and 2.5b are met. A former Designated User must re-register through the Licensing and Registration Application.

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