



	Systems Integrator Partner			Channel Partner (Managed Service Provider, Reseller)			Independent Software Vendor		
RightNow CX Partner Network Requirements	Partner	Advantage	Signature	Partner	Advantage	Signature	Partner	Advantage	Signature
Program									
Signed NDA & Agreement	Required			Required			Required		
RightNow on Partner Website with link	Required			Required			Required		
Partner Assigned Alliance Manager	Optional	Required	Required	Required	Required	Required	Optional	Required	Required
Joint Business Plan	Optional	Required	Required	Optional	Required	Required	Optional	Required	Required
Solution Profile & Joint Messaging	Optional	Required	Required	Required	Required	Required	Optional	Required	Required
Solution Enablement									
Solution Demonstration Capability	Required			Required			Required		
RNOW CX Bundled w/Agent Serv or CCOD * ¹	-			Optional	Required	Required	-		
RNOW Implementation/Services	Required	Required	Required	Required * ²	Required	Required	-		
Validated Integration and with optional Ongoing Lifecycle Commitment	-			Optional	Optional	Optional	Optional	Optional	Required
Annual Revenue/Implementations/Skill Levels									
Trained/Proficient in Sales	Required			Required			Required		
Zone 1	-	1	2	1	4	8	-	1	2
Zone 2	-	1	2	1	1	2	-	1	2
Zone 3	-	1	2	1	1	2	-	1	2
Zone 4	-	1	2	1	1	2	-	1	2
Zone 5	-	1	2	1	1	2	-	1	2
Trained/Proficient in Technical	Required			Required			Required		
Zone 1	2	5	10	1	2	2	1	1	1
Zone 2	2	3	5	1	1	3	1	1	1
Zone 3	1	2	3	1	1	3	1	1	1
Zone 4	1	2	3	1	1	3	1	1	1
Zone 5	1	2	3	1	1	3	1	1	1
Structured Joint Account Planning	-	Required	Required	Optional	Required	Required	-	Optional	Required
RNOW Annual Revenue Achievement	-			-			-		
Zone 1	\$100,000	\$250,000	\$1,000,000	\$500,000	\$1,500,000	\$3,500,000	Routine influence revenue reporting		
Zone 2	\$50,000	\$150,000	\$500,000	\$300,000	\$1,000,000	\$2,000,000			
Zone 3	\$25,000	\$100,000	\$250,000	\$100,000	\$400,000	\$800,000			
Zone 4	\$15,000	\$50,000	\$150,000	\$20,000	\$100,000	\$400,000			
Zone 5	\$15,000	\$50,000	\$150,000	\$20,000	\$80,000	\$250,000			
Successful Implementations	-			-			-		
Zone 1	1	10	20	1	8	16	1	3	5
Zone 2	1	5	10	1	5	10	1	2	4
Zone 3	1	3	5	1	3	8	1	1	2
Zone 4	1	3	5	1	3	6	1	1	2
Zone 5	1	3	5	1	3	6	1	1	2

*1 RightNow CX Bundled with Agent Services or CCOD required for MSP, BPO partnerships - but not for VAR/Reseller

*2 Required for non US Select Partners

Zone	Countries tied to revenue and implementation commitment levels
1	USA, Canada
2	UK, Netherlands
3	Germany, France, Spain, Austria, Switzerland, Italy, Sweden, Norway, Australia/NewZealand, South America countries
4	India, Singapore, Malaysia
5	Japan, China, Hong Kong, Korea and MEA