



# RightNow

## key takeaways

- ◇ On-demand CRM and Web self service leader
- ◇ More than 1,200 customers
- ◇ Top overall score in ABG's 2005 Self Service Vendor Scorecard

## company overview

RightNow has been a leader in on-demand solutions since its founding in 1997. The company has dominated the mid-market and divisions of large enterprises with its solutions for multi-channel service, sales and marketing. Its easy-to-use self service solution has attracted a large following, and an integrated knowledge base and email capabilities are differentiators. Company has more than 1,200 customers, including British Airways, Cisco, John Deere, Nikon, and the Social Security Administration.

## market focus

Strong presence in multiple verticals especially high tech, consumer goods, travel & leisure and government.

## products

**Customer Service** - *RightNow Service* is a multi-channel solution with extensive online capabilities, and includes an intelligent knowledge platform  
**Sales Force Automation** - *RightNow Sales* offers easy-to-use SFA application  
**Marketing Automation** - *RightNow Marketing* offers sophisticated email and campaign management functionality  
**Business Intelligence** - *RightNow Analytics* for managing service effectiveness and multi-channel campaign optimization

## ABG analysis

An early on-demand innovator and well-oiled sales and marketing "machine," RightNow continues to impress with its growth and strength of its customer relationships. The company has also leveraged a best practices approach (based on 3000 implementations) as a differentiator in setting up ROI expectations and results. In the spotlight now as a public company, RightNow has been expanding its CRM offerings and has made progress addressing questions about integration and customization of its self service solutions. Powered by its strong brand and delivery capabilities, along with solid partnerships and technology, the company achieved the top score (17.0 out of 20.0) in ABG's Self Service Vendor Scorecard and the highest *Delivery* score within the Top 10 Key Players category.

## company contact information

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RightNow 2005 Scorecard

