

Oracle Buys RightNow

Adds a Leading Customer Service Cloud Offering to the Oracle Public Cloud

October 24, 2011

Oracle is currently reviewing the existing RightNow product roadmap and will be providing guidance to customers in accordance with Oracle's standard product communication policies. Any resulting features and timing of release of such features as determined by Oracle's review of RightNow's product roadmap are at the sole discretion of Oracle. All product roadmap information, whether communicated by RightNow or by Oracle, does not represent a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decision. It is intended for information purposes only, and may not be incorporated into any contract.

Safe Harbor for Forward Looking Statements

This presentation contains forward-looking statements within the meaning of the Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These forward-looking statements involves certain risks and uncertainties that could cause actual results to differ materially from those indicated in such forward-looking statements, including, but not limited to, the ability of the parties to consummate the proposed Merger; satisfaction of closing conditions to the consummation of the proposed Merger; the impact of the announcement or the closing of the Merger on RightNow's relationships with its employees, existing customers or potential future customers; the ability of Oracle to successfully integrate RightNow's operations and employees; the ability to realize anticipated synergies and costs savings of the proposed Merger; and such other risks detailed in RightNow's Quarterly Report on Form 10-Q filed with the SEC on August 5, 2011, which contains and identifies important factors that could cause actual results to differ materially from those contained in the forward-looking statements. Forward-looking statements contained in this presentation speak only as of the date hereof. RightNow assumes no obligation to update any forward-looking statement contained in this presentation.

Additional Information about the Merger and Where to Find It

RightNow plans to file with the Securities and Exchange Commission (the "SEC") and mail to its stockholders a proxy statement in connection with the proposed Merger. The proxy statement will contain important information about the proposed Merger and related matters. INVESTORS AND STOCKHOLDERS ARE URGED TO READ THE PROXY STATEMENT CAREFULLY WHEN IT BECOMES AVAILABLE. Investors and stockholders will be able to obtain free copies of the proxy statement and other documents filed with the SEC by RightNow through the SEC's website at www.sec.gov and from RightNow by contacting Investor Relations by telephone at (406) 522-4200 or upon written request addressed to our corporate secretary at RightNow Technologies, Inc., 136 Enterprise Boulevard, Bozeman, MT, 59718, or by going to RightNow's Investor Relations page on its corporate web site at www.rightnow.com.

RightNow and its executive officers and directors may be deemed to be participants in the solicitation of proxies from the stockholders of RightNow in connection with the proposed Merger. Information regarding the interests of these executive officers and directors in the transaction described herein will be included in the proxy statement described above. Additional information regarding these executive officers and directors is also included in RightNow's proxy statement for its 2011 Annual Meeting of Stockholders, which was filed with the SEC on April 29, 2011, and is supplemented by other public filings made, and to be made, with the SEC by RightNow. The proxy statement for the 2011 Annual Meeting of Stockholders and other public filings are available free of charge through the SEC's website at www.sec.gov and from RightNow by contacting Investor Relations by telephone at (406) 522-4200 or upon written request addressed to our corporate secretary at RightNow Technologies, Inc., 136 Enterprise Boulevard, Bozeman, MT, 59718, or by going to RightNow's Investor Relations page on its corporate web site at www.rightnow.com.

What We Are Announcing

Oracle buys RightNow

- Adds a leading customer service cloud offering to the Oracle Public Cloud
- Oracle to purchase RightNow for \$43.00 per share, or approximately \$1.5 billion net of cash and debt
- Transaction is expected to close in late 2011 or early 2012

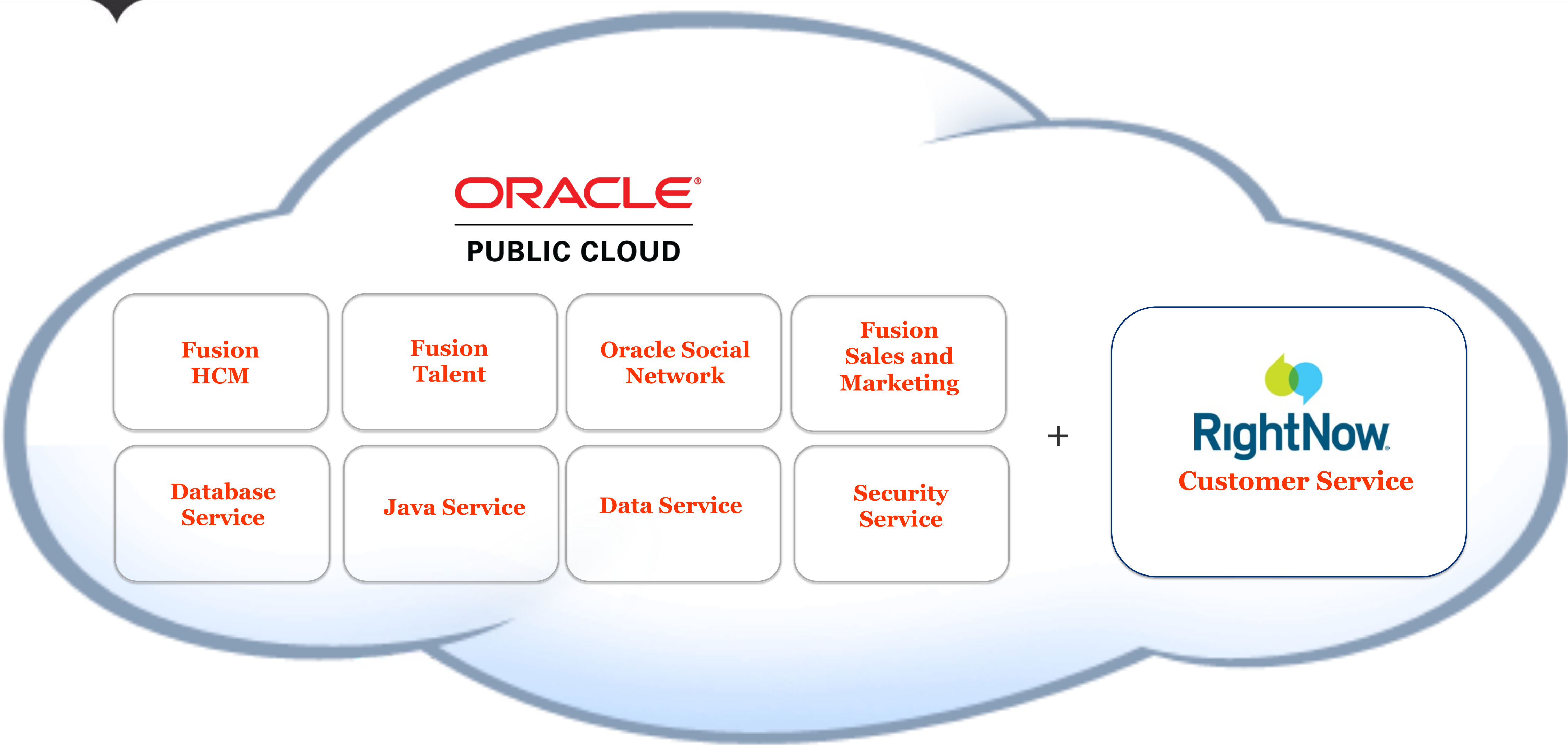
About RightNow

- RightNow is a leading provider of cloud-based customer service software that helps organizations deliver exceptional customer experiences across the web, social networks and contact centers
- Headquartered in Bozeman, Montana, with over 1,000 employees worldwide
- Nearly 2,000 organizations rely on RightNow across a wide range of consumer-centric industries

Combination creates the most advanced and comprehensive Software-as-a-Service (SaaS) and Platform-as-a-Service (PaaS) offering

- Oracle provides: Sales Cloud, Marketing Cloud, Human Capital Cloud, Talent Management Cloud, Social Network Cloud, Database Cloud, Java Cloud, Data Cloud, Security Cloud
- RightNow provides: Customer Service Cloud

Oracle Adds Rightnow's Customer Service Cloud to the Oracle Public Cloud



RightNow's Customer Service Cloud Delivers Exceptional Customer Experiences Across Service Channels



RightNow Web Experience

Provides a rich online customer experience solution to research, purchase, or resolve from any device

RightNow Social Experience

Manages interactions across the social Web as a fully integrated part of the customer experience

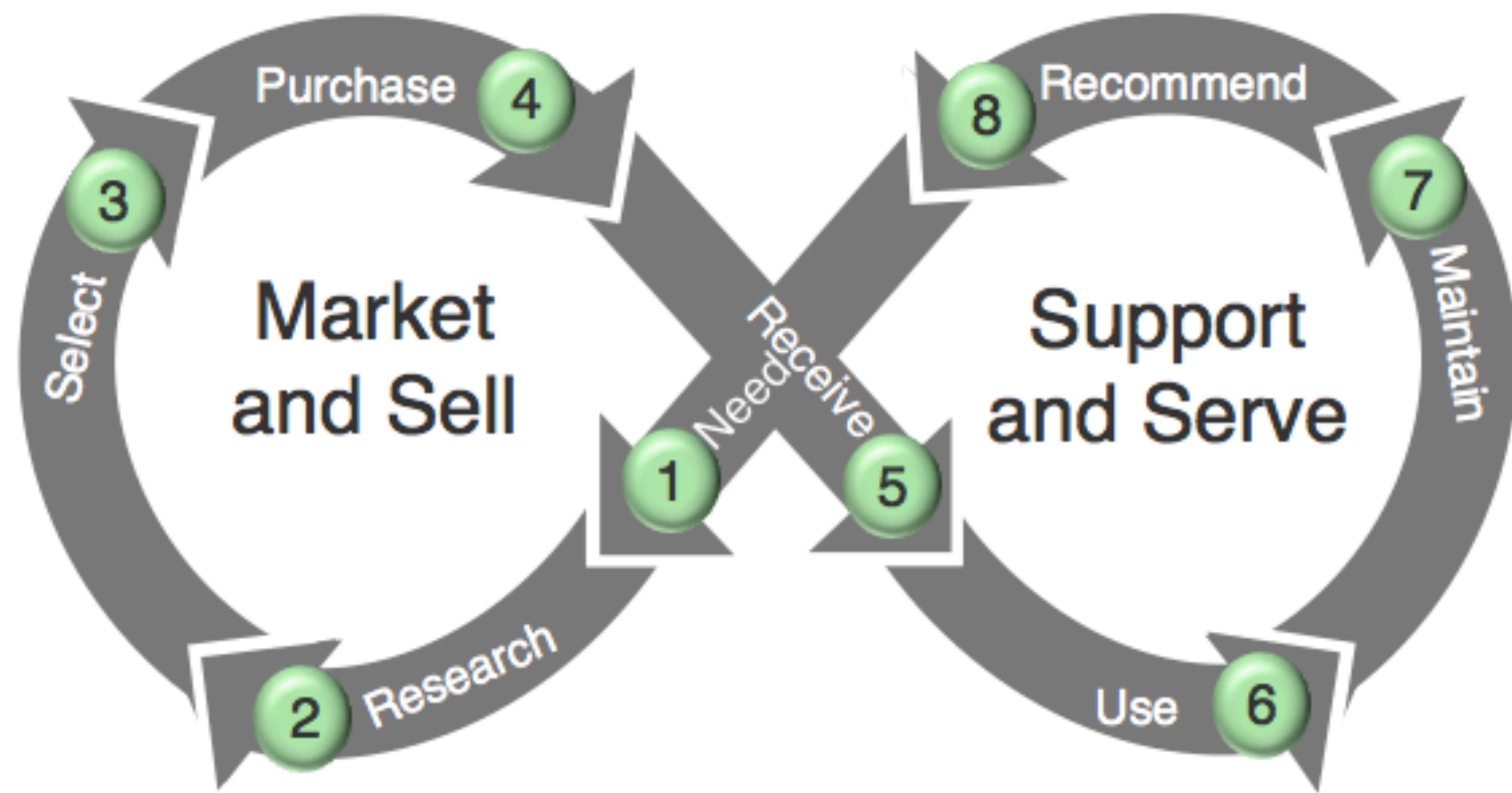
RightNow Contact Center Experience

Delivers end-to-end management of the customer journey through unified records, interfaces and knowledge

RightNow Engage

Enhances the customer experience with proactive, highly personalized communications informed by integrated analytics

Delivering Great Experiences Throughout the Customer Journey



The Customer Journey

Consumer (B2C) and business (B2B) customers move through a closed-loop, continuous journey

- Market and sell during the buying phase
- Support and serve once they own

Customers require a simple, consistent, relevant experience throughout the journey

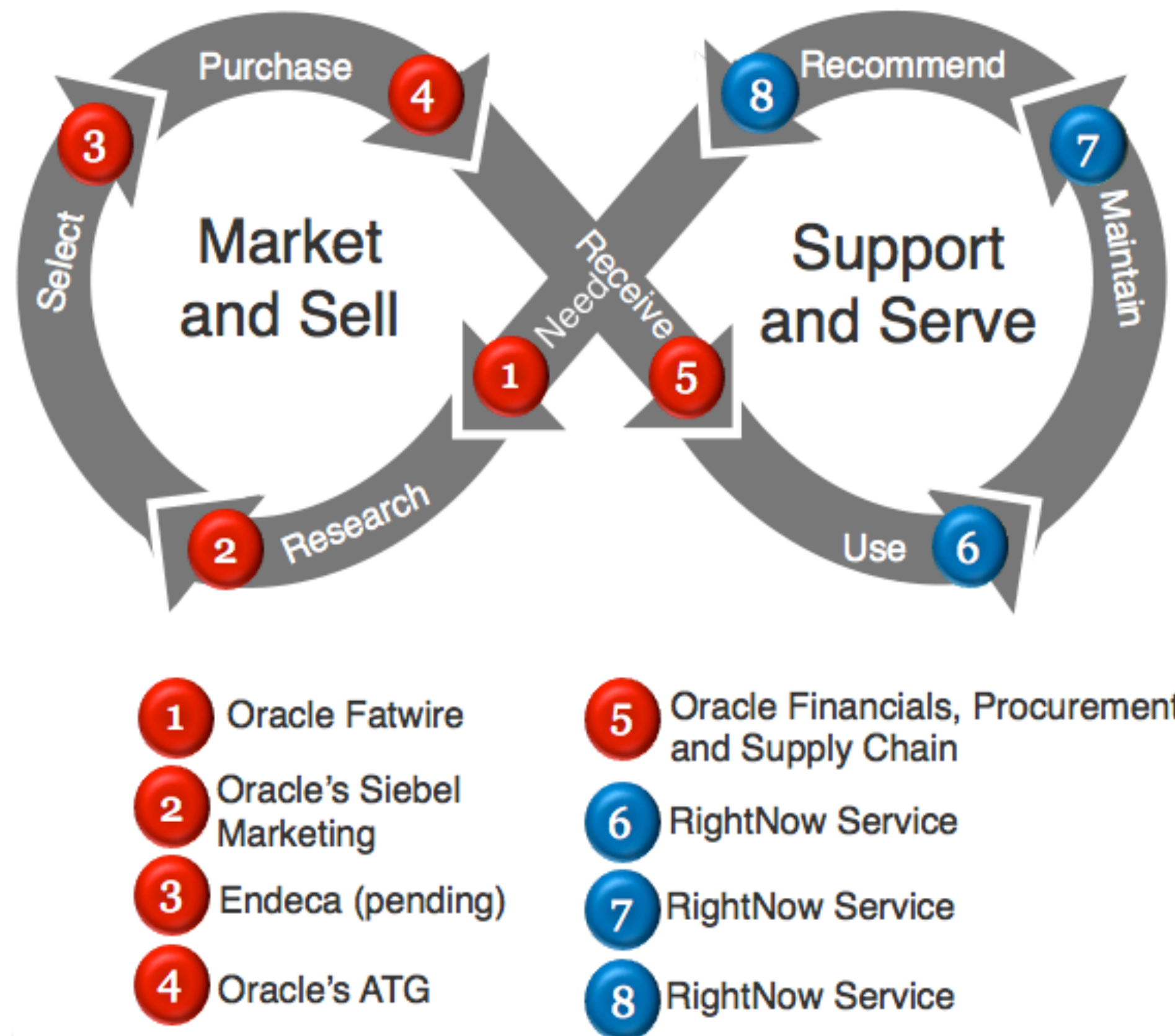
- Implemented across all channels of interaction

Exceptional customer experiences create loyalty, advocacy and repeat business

Integrated solutions can help deliver seamless customer experiences, grow revenue and reduce costs

Oracle + RightNow

Deliver a Complete B2C Customer Experience



Serves the anytime, anywhere consumer in a seamless, personal way

- Across all channels: the web, in a store, over the phone, via mobile device
- Increases customer satisfaction
- Drives loyalty and advocacy

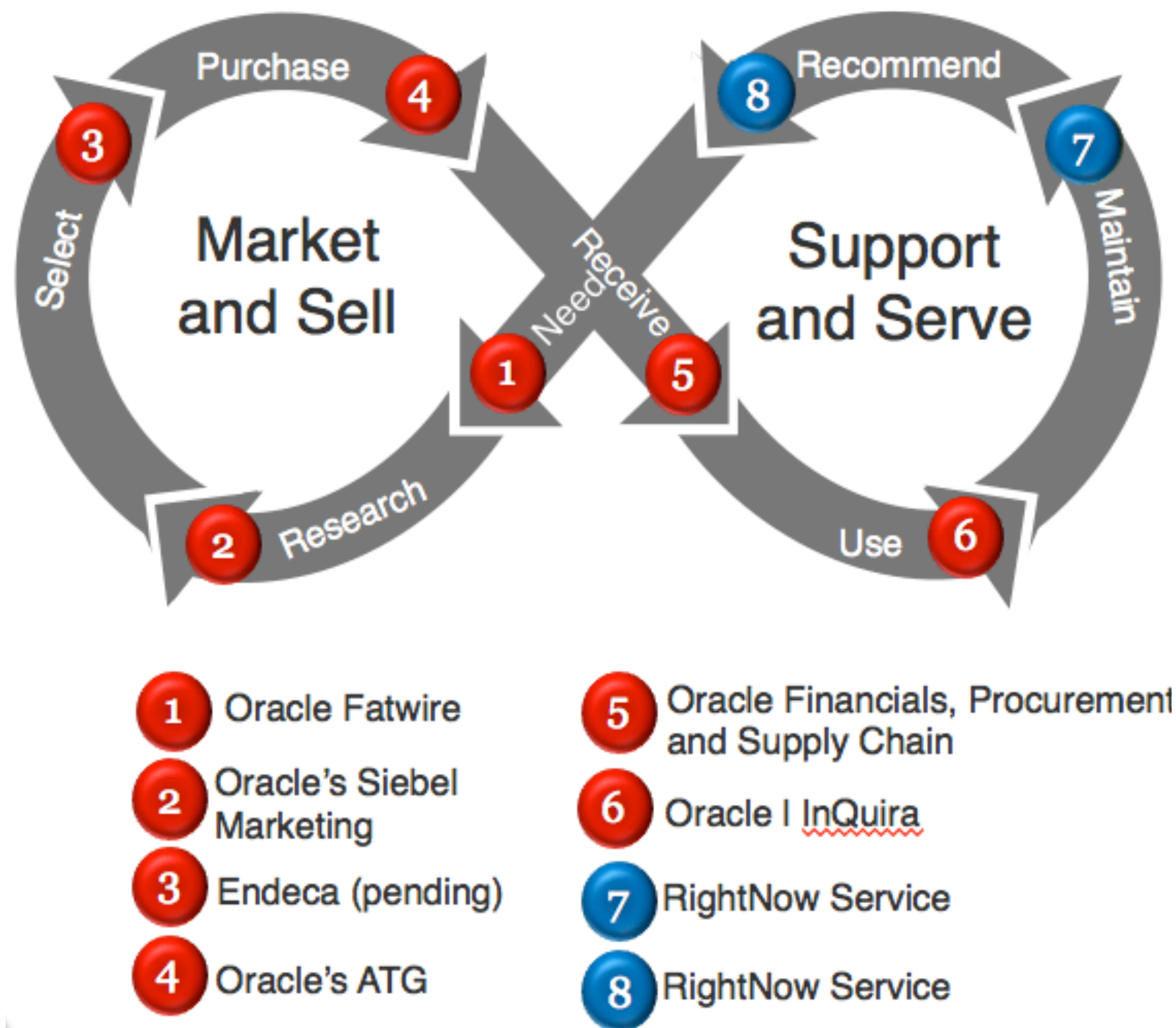
Empowers today's brand manager

- Strategic tools and applications that enable personalized interactions with consumers
- Engage, sell to and service consumers across all channels and devices

Accelerates acquisition of new customers, maximizes customer retention, and improves operational efficiency

Oracle + RightNow

Deliver a Complete B2B Customer Experience



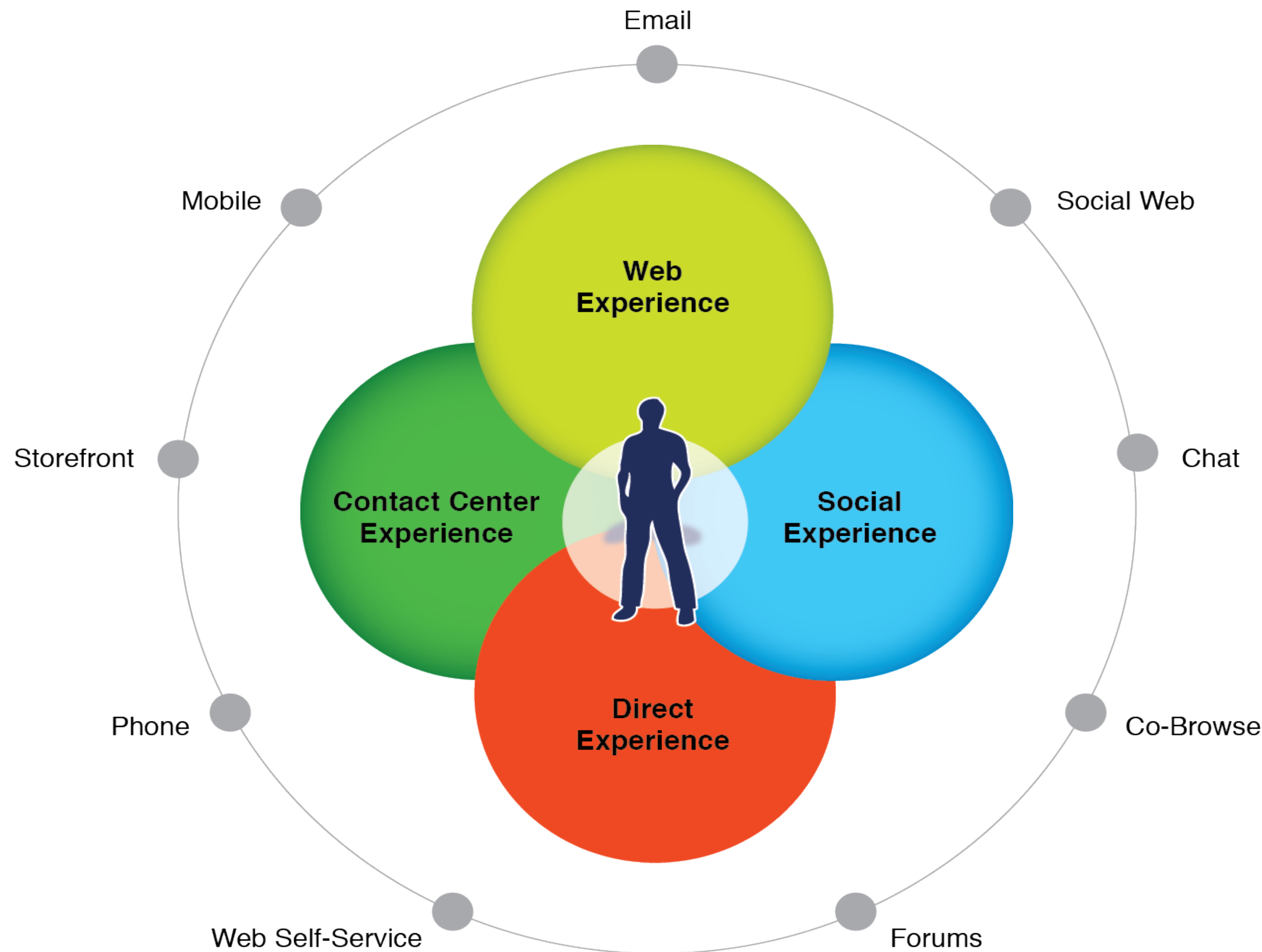
Enables an effective commerce-anywhere environment

- Provides a consistent cross-channel experience to business customers
- Delivers a unified view of the business customer
- Gives a complete view of the business customer, including orders, products and promotions
- Efficiently creates and manages a unified, personalized business customer experience across all product categories, brands and sites (online and in-store)

Accelerates acquisition of new customers, maximizes customer retention, and improves operational efficiency

Oracle + RightNow

Provide a Unified, Personalized Experience Across All Channels and Customer Touch Points



Consistent customer experience across all channels

- Consumer customers and business customers
- Web, contact center, social networks, stores, branches and sales teams

Marketing, sales and service applications drive the superior customer experience

- Oracle provides the marketing and sales experiences
- RightNow provides the service and support experiences

RightNow's Global Customers Include Leaders Across Industries

High Tech	
Retail and Consumer Goods	
Telecom	
Travel and Hospitality	
Financial and Insurance	
Government and Education	

British Airways Success Story

Improved Customer Experience and Reduced Inbound Email 60%

BRITISH AIRWAYS



COMPANY OVERVIEW:

- British Airways is a full service global airline, offering year-round low fares with an extensive global route network flying to and from centrally-located airports

CHALLENGES:

- Improve consistency of customer service across channels for loyalty program members
- Introduce “AskBA,” an online service offering for customers

RIGHTNOW PROVIDES:

- RightNow Service, RightNow Web Self Service, RightNow Email Management, RightNow Incident Management

RESULTS:

- 60% reduction in inbound
- 55,000 customer questions answered weekly through “AskBA”
- Improved customer experience across British Airways Executive Club
- Decreased agent response times

* Customer Information and Logos Provided by RightNow

Overstock.com Success Story

Improves Net Promoter Score 7x While Saving \$1 Million Per Month On Operations



COMPANY OVERVIEW:

- Overstock.com is an online 'closeout' retailer offering discount, brand-name merchandise for sale online
- The company offers an opportunity to shop for bargains conveniently, while offering its suppliers an alternative inventory liquidation distribution channel



CHALLENGES:

- Significantly improve the quality of the customer experience across all communication channels
- Improve contact center efficiency in order to cost-effectively scale the business
- Gain greater visibility into customer needs, market trends, and opportunities for business process improvement

RIGHTNOW PROVIDES:

- RightNow Service, RightNow Email Management, RightNow Chat, RightNow Call Tracking, RightNow Feedback

RESULTS:

- NetPromoter score has seen nearly a 7x improvement while customer satisfaction scores have jumped 10%
- Approx. \$1M in savings per month from contact center reductions
- Email volume is down 72%; first-call resolution rates have improved 10%; call handle times have been reduced by 25%
- Ranked no. 4 retailer nationwide by National Retail Federation in customer service - one year after not making the top 150

* Customer Information and Logos Provided by RightNow

ABN AMRO Success Story

Increases Online Leads By 50%



COMPANY OVERVIEW:

- ABN AMRO is a full service bank servicing retail, private and commercial banking clients
- Based in the Netherlands, ABN AMRO support clients with banking and specialist sector knowledge and their selective international network



CHALLENGES:

- Improve web service
- Generate more sales leads on their website

RIGHTNOW PROVIDES:

- RightNow Intent Guide

RESULTS:

- Improved the customer experience by clarifying customer questions and needs
- Increased online leads by 50%
- Improved cost-effectiveness of their customer-facing solutions

* Customer Information and Logos Provided by RightNow

RealNetworks Customer Success Story

Improves Customer Satisfaction and Consumer Experience



COMPANY OVERVIEW:

- RealNetworks creates products and services that make it easier for people to access and enjoy digital media on the devices and platforms they choose to use
- RealPlayer® has now been downloaded more than 100 million times and plays more audio and video files than any other media player



CHALLENGES:

- Increase agent efficiency
- Customize incident tracking for each vertical business
- Consolidate vendors

RIGHTNOW PROVIDES:

- RightNow Service, RightNow Feedback, RightNow Chat, RightNow Email Management, RightNow Web Self Service, RightNow Call Tracking, RightNow Contextual Workspaces

RESULTS:

- 40% of RealNetworks' customers resolve their issues online without escalating to an agent
- Reduced agent call handle times
- Customer satisfaction has increased 10 absolute points
- Email response times dropped to less than 12 hours
- Agents facilitate more than 250k chat sessions per year
- Less than 1% of online chat sessions are escalated

* Customer Information and Logos Provided by RightNow

Oracle and RightNow

Complementary Public Cloud & Customer Experience Solutions

RightNow brings unique and complementary advantages to the Oracle Public Cloud

- Oracle offers best-in-class Sales Cloud, Marketing Cloud, Human Resources Cloud, Talent Cloud, Social Network Cloud, Java Cloud, Database Cloud; RightNow offers leading Customer Service Cloud
- Oracle's Sales and Marketing Cloud offers best-in-class customer experience for B2B customers; RightNow offers leading customer service for B2B
- Oracle's ATG Commerce and WebCenter offers best-in-class customer experience for B2C customers; RightNow offers leading customer service for B2C
- Oracle's BI, Middleware and ERP solutions offer significant value to RightNow customers

RightNow's Customer Service Cloud helps deliver exceptional customer service via web, social and contact centers

- Recognized as a leader for its unique approach to delivering a Customer Service Cloud with integrated service across web, social networks and contact centers
- RightNow is the customer experience fabric for nearly 2,000 organizations around the globe, currently serving more than 8 million users per day
- Experienced management team and employee base with specialized skills for developing, selling, servicing, operating and supporting cloud solutions

For more information please visit rightnow.com/oracle