



REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE

RIGHT
NOW
TECHNOLOGIES
SUMMIT 07

**On-Premise Deployments
2007 Summit**

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Agenda

- Welcome and introductions
- RightNow commitment to on-premise deployments
- Pros & cons of on-premise deployments
- Common mistakes to avoid
- Best-Practice recommendations
- Upgrading to RightNow 8
- Q&A

Welcome to the 2007 RightNow Summit
On-Premise Deployments Session!

RightNow commitment to on-premise deployments

- RightNow continues to be one of the few CRM vendors that supports both On-Demand and On-Premise deployments.
- Introduces additional complexities and costs, but it is a differentiator for us in the marketplace. More importantly, our customers require it.
- November 2007 Release is scheduled to support:
 - Operating Systems
 - Linux glibc 2.4
 - Windows 2003 Server SP2
 - Databases
 - MySQL 5.0
 - Oracle 10g
 - Microsoft SQL Server 2005 SP1
 - Web Servers
 - Apache 2.0
 - IIS 6.0
 - PHP v 5.2.4

Pros & cons of on-premise deployments

- Pros
 - Solution can reside completely within existing IT & security infrastructure
 - Provides flexibility/control over performance, scalability and availability
 - Enables customers to accommodate unique security, accreditation and certification processes.
- Cons
 - Requires customer to provide all of the hardware and infrastructure
 - Limits the type/level of support RightNow can provide
 - Requires higher customer investment to maintain and administer the RightNow solution:
 - No automatic application of patches
 - Resources trained/experienced in configuration, customization and administration
 - On-site resources required for upgrades

Common mistakes to avoid

- Underestimating the on-site resources required to implement and support
 - Hardware: development, pre-production, training, production environments
 - Pre-Production and Production environments should be sized equivalently
 - People
 - Technologists for implementation, customization and integration
 - Analysts with business acumen to facilitate process optimization RightNow-trained “power users” for ongoing solution administration
- Overestimating the experience and skills available within your organization to keep the deployment optimized
 - Successful CRM initiatives are not “one-time” events. They require ongoing investments in resources that have business acumen
 - IT infrastructure management is a separate and distinct skill-set from those required for maintaining the CRM solution
 - Internal resources are often “overcommitted” and are subject to re-allocation to the “hottest” project

Common mistakes to avoid (continued)

- Assuming the success metrics of RightNow OnDemand automatically apply to On-Premise deployments
 - Time to value
 - RightNow OnDemand deployments average 45-60 days.
 - On-Premise deployments often take longer due to additional up-front time to secure hardware, internal resources, etc.
 - Costs
 - Up to 80% of the costs over the lifetime of a CRM deployment can be attributed to:
 - Hardware
 - Database licensing and administration
 - Facilities
 - Upgrade and maintenance of infrastructure

Best-Practice recommendations

- Engage RightNow Professional Services to assess current deployment:
 - Engage resources to perform on-site optimization
 - Implement recommendations to improve existing performance
- Implement an on-site Tier 1 support process
 - Since RightNow support technicians don't often have access to on-premise deployments, it makes it challenging to resolve "how to" or configuration issues.
 - If possible, provide RightNow Tech Support with remote access to pre-production and production environments.
 - Engage RightNow Education Services to develop & deliver a custom training program for your team
 - Invest in a TAM as a part of your team
 - The familiarity they develop with your company and deployment often make issues easier to identify
 - Serve as experienced guides during upgrades or deployments of new modules

Upgrading to RightNow 8

- Engage admin team and user community in RightNow 8 training
 - Completely new agent experience
 - Reporting and Analytics have been completely redesigned
 - Workspace Designer enables flexibility without “customization”
- Engage with Professional Services to develop a custom upgrade program based on your current deployment environment
 - Good time to assess your current platforms to determine if they still align with corporate direction
 - Incorporate necessary time & cost for infrastructure upgrades into the budget for the upgrade
- Consider standing up a prototyping environment for end-users and administrators.
 - While “waiting” for on-premise upgrade to get underway, a prototype environment can help users get comfortable – and provide feedback
 - Gives administrators a site to practice and get familiar with new workspace design techniques.



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Open Discussion/Q&A