



REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE



RightNow Connect

Solution Overview

David Vap, Vice President - Products

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Integration-Oriented Sessions at RightNow Summit 2007



Solution Overview Session		
Session	Time	
<i>RightNow Connect Solution Overview</i>	Wednesday, 8/29	11:00AM – 12:15 PM

Best Practices Sessions		
Session	Time	
Integration Best Practices	Wednesday, 8/29	3:15PM – 4:30 PM

Advanced Sessions		
Session	Time	
Advanced Integration	Thursday, 8/30	10:30 AM – 11:45AM

Industry and Partner Sessions		
Session	Time	
1) MarketTools Expert Case Study, RightNow Integration in Days: <i>Cast Iron Systems</i>	Tuesday, 8/28	1:30 PM – 2:45PM
2) Cross-Enterprise Data Integration: <i>Informatica</i>	Wednesday, 8/29	11:00AM – 12:15PM
3) Improving Customer Experience with RightNow Partners: <i>Pervasive, CosmoCom</i>	Wednesday, 8/29	5:00PM – 6:15PM

Ask the Experts		
Experts Available	Time	
Integration	Tuesday, 8/2	7:30AM – 9:05AM, 12:30PM – 2:55PM
	Wednesday, 8/29	7:30AM – 8:15AM, 10:50AM – 12:25PM, 3:00PM – 5:25PM
	Thursday, 8/30	7:30AM – 9:05AM, 1:35PM – 3:10PM

Agenda

- **RightNow Connect Overview**
- **Integration Applications**
- **Product Roadmap**
- **RightNow Developer Community**
- **Benefits Summary**
- **Q&A**



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RightNow Connect Overview

David Vap, Vice President - Products

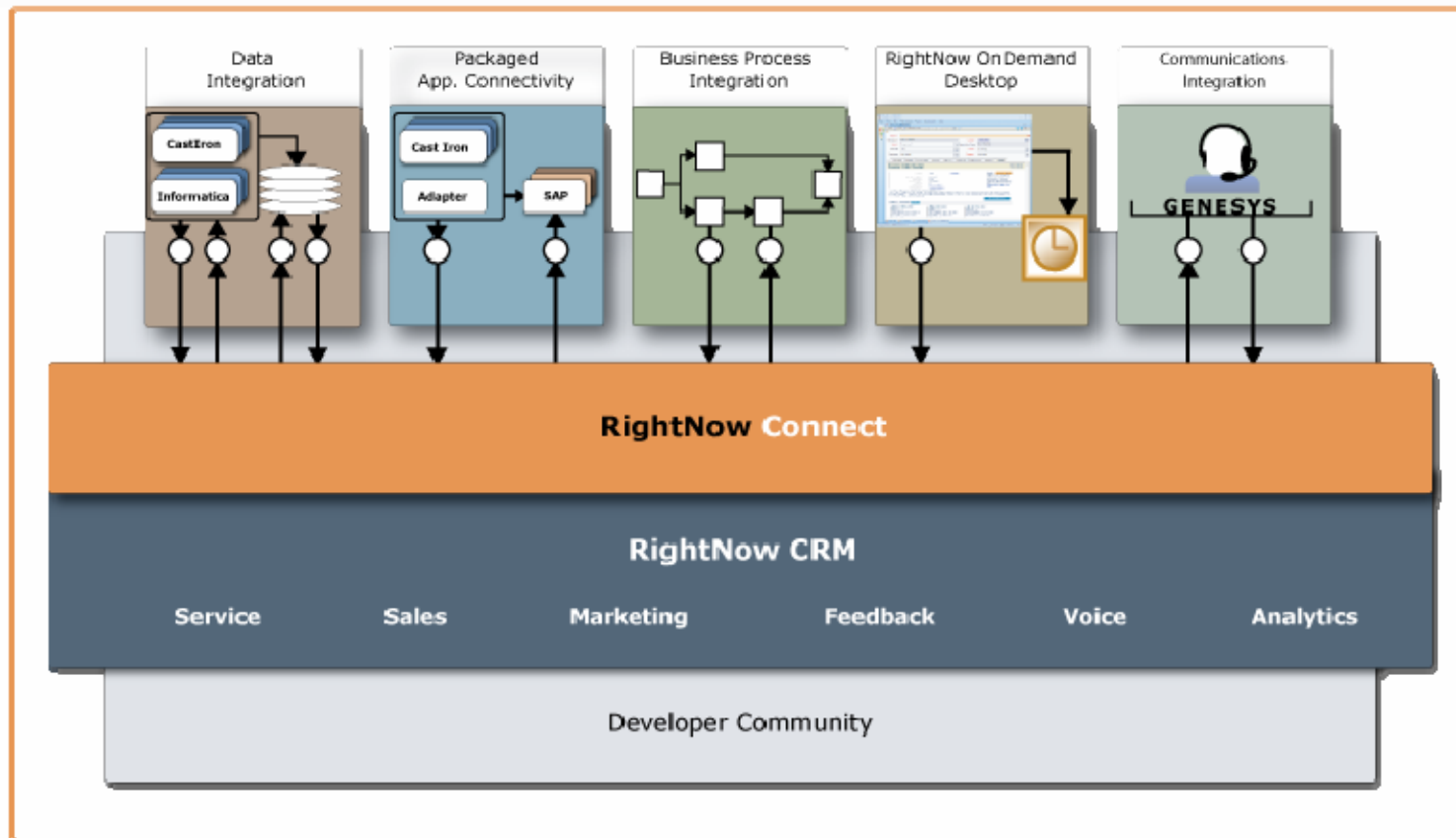
The Integration Challenge

- In order to provide a positive customer experience all relevant information regarding a customer should be accessible at the point of a customer interaction
- Customer information often resides in multiple disparate systems making ease of access a constant challenge
- Larger enterprises have complex IT environments that require a comprehensive approach to integration
- On Demand applications should use standards based approaches to integrating into the broader enterprise

RightNow Connect Overview

RightNow Connect is a standards-based Service Oriented Architecture (SOA) framework that easily enables the key integration types performed by our clients

RightNow Connect



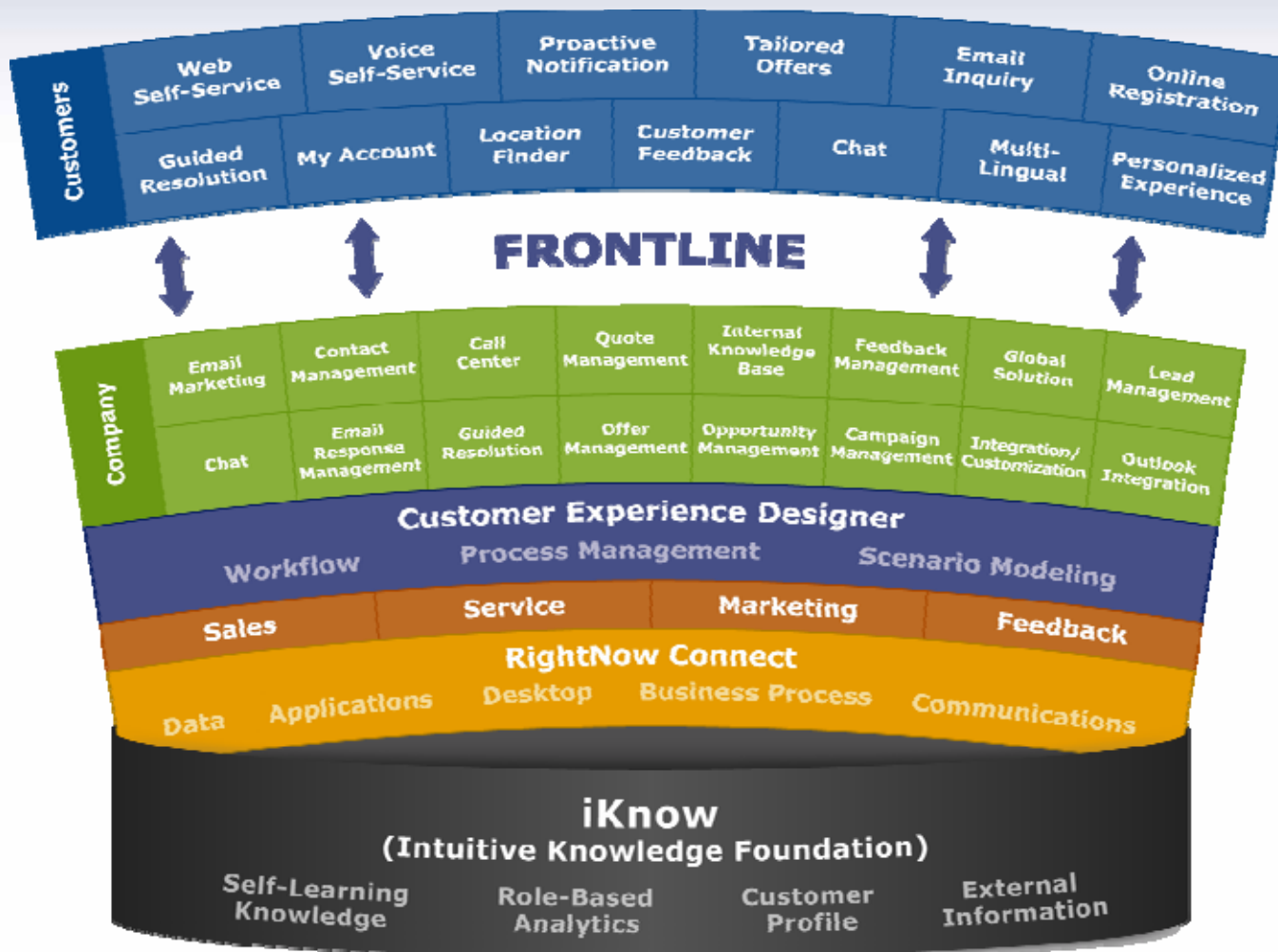
RightNow Connect and SOA

- **Service Oriented Architecture (SOA) Value Proposition**
 - RightNow recognizes that SOA is the most effective integration architecture for its customers
 - SOA operates on the principal of well defined, standards based interfaces between systems, which has the effect of
 - Minimizing the cost of integration within an enterprise
 - Maximizing the ease of building and supporting integrations
- **SOA Is Central to RightNow's Integration Strategy**
 - RightNow has adopted SOA and related technologies for its architecture and overall integration strategy
 - RightNow's integration framework leverages SOA fundamentals to provide a comprehensive solution to integrating RightNow data and functionality with other parts of the enterprise

The RightNow Connect API

- The RightNow Connect API encapsulates the RightNow web service used by the RightNow console in an easy to use, pre-built toolkit. Toolkit libraries available in:
 - .NET/C#
 - Java
- SOAP used as the underlying transport mechanism
- Built from the ground up to improve the ease with which integrations of all types are performed

RightNow CRM





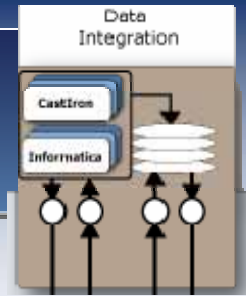
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Integration Applications

Neil Srinivasan, Technical Product Manager
Igor Machin, Technical Product Manager

RightNow Connect Data Integration



Features

- Provides programmatic access to primary RightNow business data such as incidents and contacts
- Provides integration APIs exposed through native C# and Java classes with the RightNow Connect API
- Provides sample data integration adapter in C#
- Can leverage partner-provided tools for exploration, transformation and data mapping

Benefits

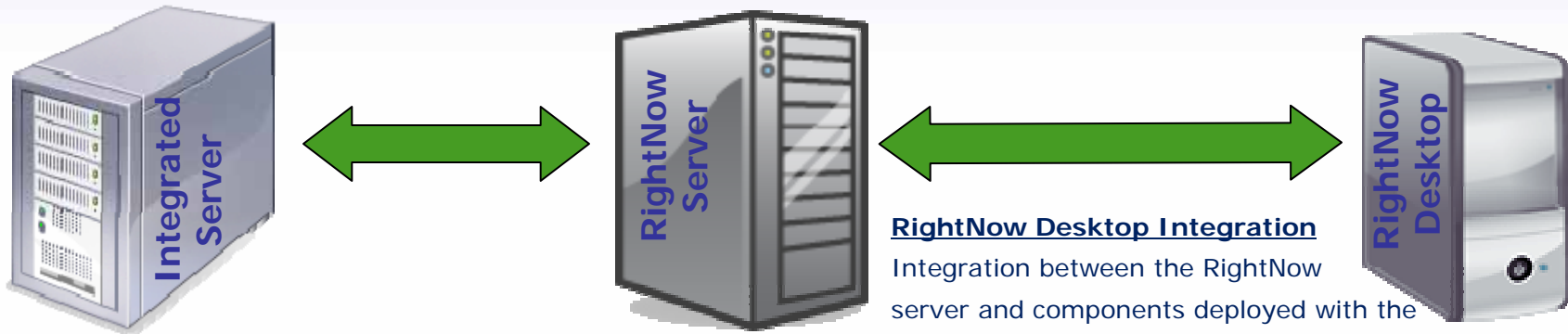
- Enables exploration, extraction, transformation and data delivery
- Integration of partner-provided management, configuration and monitoring tools
- Leverages scalable enterprise-level data integration platform

Example:

Updates to contact information in RightNow must be performed to keep the customer information synchronized

Data Integration Deployment Scenarios

There are three primary data integration configurations to choose from when using RightNow Connect. These are illustrated below:



Server to Server Integration

Integration between the RightNow server and a server in your environment.

- For typical server-server data integrations
- Can be developed using Java or .NET as needed
- Integration code resides on your server utilizing Connect libraries as a foundation
- **Example:** *RN server integrates with Order Entry back-end*

RightNow Desktop Integration

Integration between the RightNow server and components deployed with the RightNow desktop.

- For client-side integrations to work in concert with RightNow Desktop
- Connect libraries for .NET are automatically available with RightNow Desktop application
- **Example:** *Custom tab integrates with RN server to access additional data*

Non-RN Desktop Integration

Integration between the RightNow server and another client application.

- For utilizing RightNow data in other client applications
- **Example:** *MS-Word application integrates with RN server*

Data Integration

Sample Application: Server-based Integration

This sample RightNow Connect data integration application demonstrates:

- Connecting to a Site
- Retrieving Data
- Submitting Data

These scenarios are demonstrated in a sample application that you can download from the Developer Community in the “File Exchange” section named [Data Integration Sample Application](#)

Note the sample application is provided for training purposes only:

- ***Not for sale***
- ***Not for use in production systems***
- ***Not supported by RightNow***

And now for the demo...

Data Integration Sample Application – MS Office Integration

This sample RightNow Connect data integration application demonstrates:

- Connecting to a Site
- Retrieving data into MS-Word
- Automating MS-Word with a form template
- Uploading the document to RN as an attachment

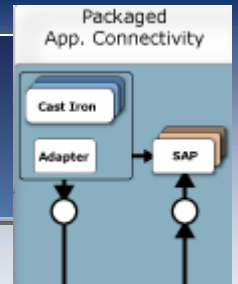
These training scenarios are demonstrated in a sample application that you can download from the Developer Community in the “File Exchange” section named [MS-Office Integration Sample Application](#)

Note the sample application is provided for training purposes only:

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And now for the demo...

RightNow Connect Packaged Application Integration



Features

- Integrates to on premise and on demand packaged applications
- Utilizes 3rd party adapters to isolate ongoing changes to packaged application integrations
- Provides sample packaged application adapter
- Provides sample data integration adapter in C# and Java

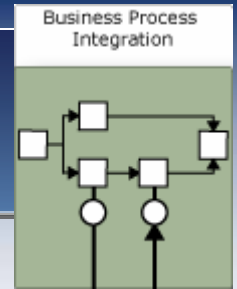
Benefits

- Provides adapter-based approach for connecting to non-RightNow packaged applications
- Provides partners with APIs and sample add-on code they require to deliver tightly integrated adapters
- Provides access to RightNow experts to optimize the packaged application integration

Example:

The Customer Service agent receives a call to get the status of an order. The order information resides in SAP and the status of that order should be easily accessible to the agent

RightNow Connect Business Process Integration



Features

- Ability to integrate RightNow business logic and data into broader business processes
 - e.g. Access customer data, Close an incident
- Integration APIs exposed through native C# and Java classes with the RightNow Connect API
- Provides sample data integration adapter in C#

Benefits

- Ability to participate in business processes that expand beyond the scope of the RightNow offering
- Ability to participate in Business Process Management initiatives
- Ability to leverage RightNow capabilities from within formal BPM engines or other applications that provide process management capabilities

Example:

Company using a BPM tool to process insurance claims. The first step in this process is to create an incident in RightNow, with subsequent steps occurring outside of the RightNow application.

RightNow Connect Desktop Integration



Features

- Ability to integrate external systems into the RightNow workspace
- Provides API for client side (desktop) integration
- Includes sample customizations (example: custom tabs and third-party application integration)

Benefits

- Ability to configure user interface components to reflect persona specific workflow
- Provides events and messaging between the RN desktop client components and other applications

Example:

A third party application is used to handle RMA activity for products. The RMA application is integrated into the desktop so that the service agent has access to all necessary capabilities for servicing the customer in the RightNow desktop.

Desktop Integration

Sample Application: Google Maps Integration

This sample RightNow Connect desktop integration application demonstrates:

- Configuring a Workspace for Integration
- Passing URL data
- Displaying an External UI in Context

Note the sample application is shown for training purposes only:

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And now for the demo...

Desktop Integration

Sample Application: Custom Tab

This sample RightNow Connect desktop integration application demonstrates:

- Configuring a Workspace for Integration
- Synchronizing Data
- Coordinating Events

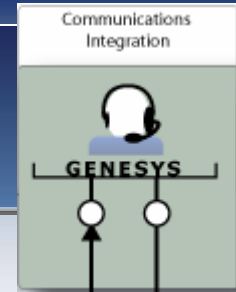
These scenarios are demonstrated in a sample application that you can download from the Developer Community in the “File Exchange” section named [Desktop Integration Sample Application](#)

Note the sample application is provided for training purposes only:

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And now for the demo...

RightNow Connect Communications Integration



Features

- Includes client-side elements such as: screen-pop/toasts, notifications, configurable media components/toolbars, standard & customizable reports, soft-phone
- Provides client integration APIs
- Provides connection to Genesys 7.5 middleware for CTI access

Benefits

- Enables the delivery of phone, email, chat and back-office interactions, including relevant CEM data, to an identified resource
- Provides management, configuration and monitoring tools
- Built on a scalable enterprise-level Communication integration platform

Example:

Contact Center using Genesys for handling complex call interactions seamlessly integrates telephony controls on the RightNow agent desktop.

Genesys Partnership Announcement

- **RightNow OnDemand Desktop now seamlessly integrated with Genesys as part of RightNow Connect**
 - **Pre-built adapter for Genesys 7.5**
 - Call control toolbar in agent desktop
 - Screen pops
 - Click-to-dial
 - Agent level CTI analytics
 - **Benefits**
 - Improved agent productivity
 - Reduced agent handle times
 - Improved caller experience





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Solution Roadmap

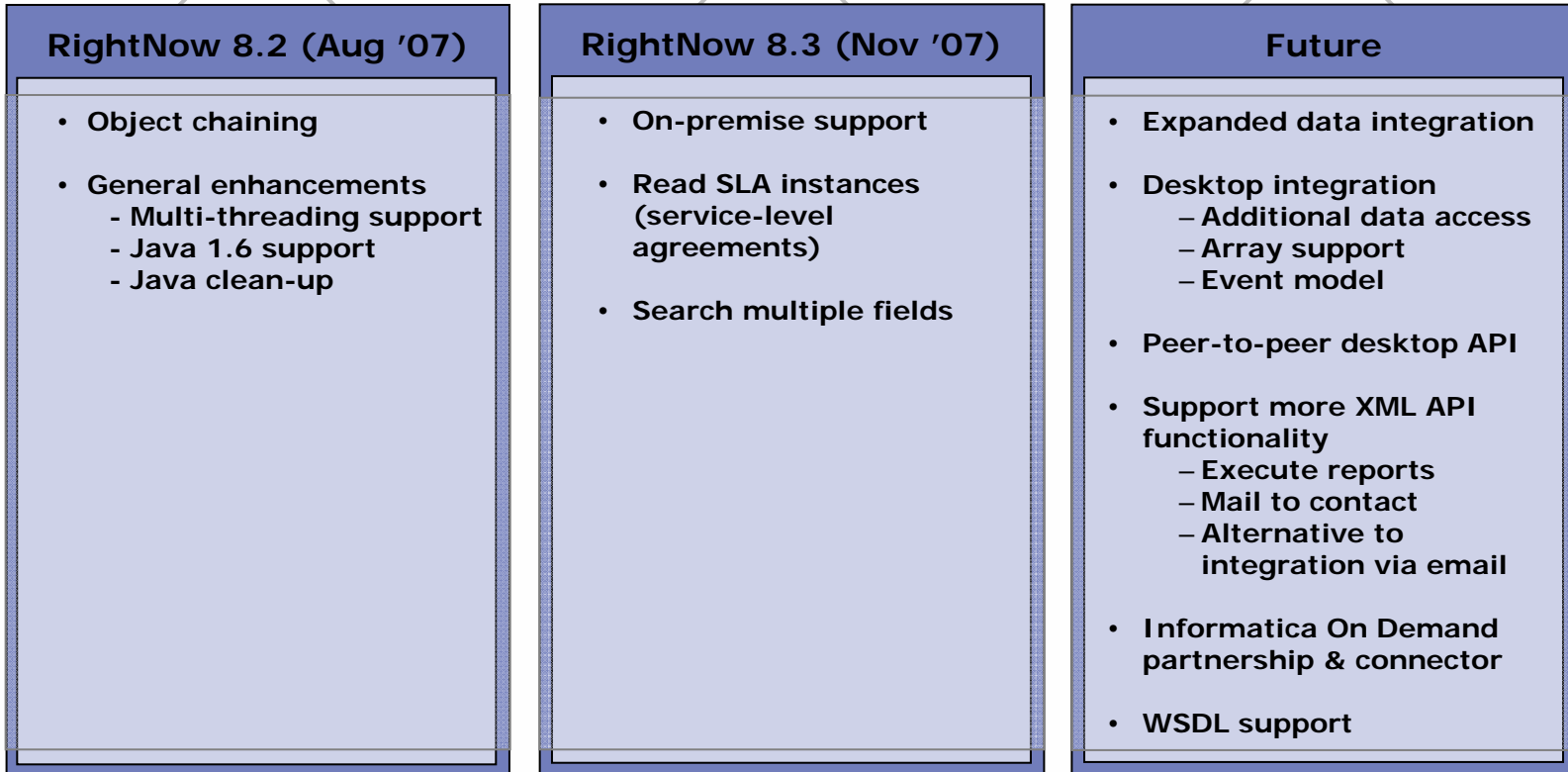
RightNow Connect Product Roadmap

Target
Release
Timeframe

Q3
2007

Q4
2007

2008+



Note: Subject to change

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RightNow Developer Community

RightNow Developer Community

An online, on-demand software development focused community helping developers manage and extend RightNow throughout the enterprise

The screenshot shows the 'RightNow Communities' website interface. At the top left is the 'RIGHT NOW TECHNOLOGIES' logo. The main heading is 'Communities' in a large, orange font. Below this, there are three tabs: 'Customer Community', 'Developer Community' (which is highlighted in green), and 'Partner Community'. A navigation bar below the tabs includes 'Forum' and 'Downloads'. A large banner image shows a group of people sitting around a table in a meeting. Below the banner, there is a 'Welcome to the Developer Community!' section with a brief description. To the left, there is a quote from 'BLACK & DECKER'. In the center, there is a 'Developer Forums' section with the text 'Exchange information with RightNow staff and your peers at other companies.' To the right, there is a 'Community File Exchange' section with the text 'Toolkit releases, API documentation, and sample code.' At the bottom, there is a footer with a 'Visit RightNow.com' button, a navigation menu (Home, Email Alerts, Contact Info, Privacy Policy, Anti-SPAM Policy, Tell your RightNow Story), and a copyright notice: 'Copyright © 2007 RightNow Technologies, Inc.'

- <http://community.rightnow.com/developer>
- Technical topic forums
- Technical information dissemination
- Access to RightNow technical experts
- Provide a repository for RightNow materials
 - Documentation
 - Coding examples
 - RightNow Connect installations for .Net & Java



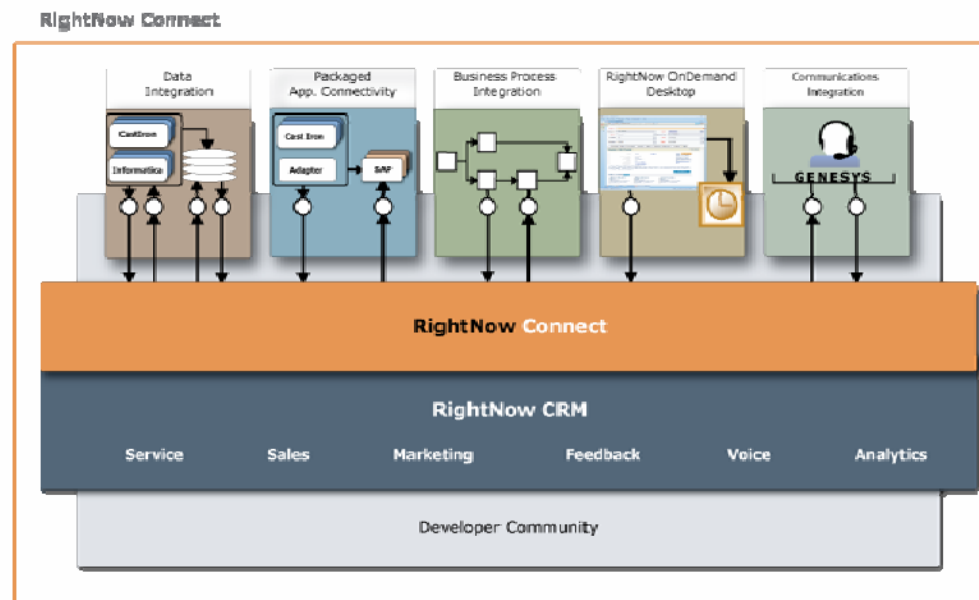
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RightNow Connect – Benefits Summary

The RightNow Connect Solution

- **Enterprise Integration Framework**
 - Data integration
 - Packaged application integration
 - Business process integration
 - Desktop Integration
 - Communications integration
- **RightNow Connect API**
 - Supporting .NET and Java
- **RightNow Developer Community**
 - Collaboration
 - Knowledge & information
 - Tools



RightNow Connect Key Benefits

- Extend breadth and depth of RightNow 8 capabilities
- Enables faster development of integrated solutions involving the RightNow suite
- Targeted toward software development engineers skilled in Microsoft .Net (C#, C++, VB) or Java languages
- Provides robust access to RightNow suite functionality via a web accessible programming interface
- Focus on backward compatibility
 - Limits or removes the need to re-develop integrations when upgrading the RightNow suite from version 8.1 forward



Facilitates superior customer experiences by enabling access to all relevant customer information at the point of customer interaction



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Other Relevant Sessions and Resources

Other Integration-Oriented Sessions

Best Practices Sessions		
Session	Time	
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Session	Time	
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Q&A