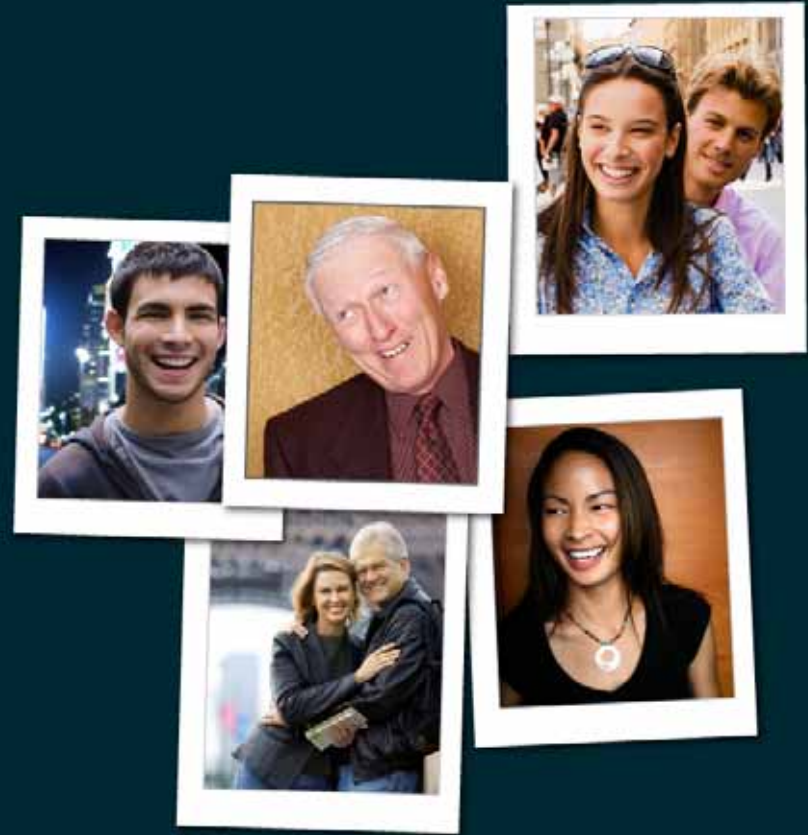


SUMMIT 08



RIGHTNOW CONNECT

Customer Experience Through Integration

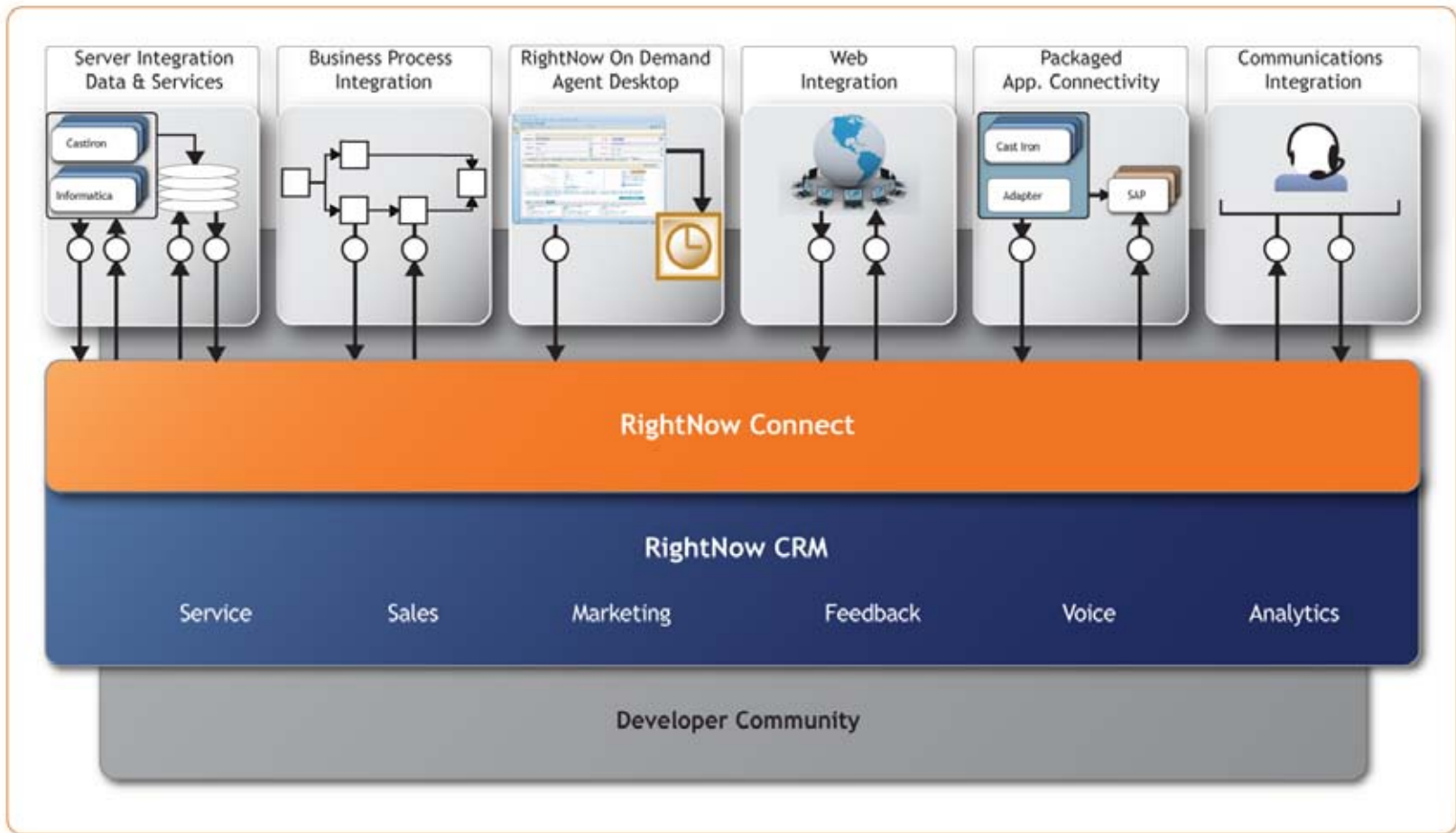
RIGHT
NOW.

- RightNow Connect Overview
- Unified Experience Examples
- Q&A

DESIGN SEAMLESS EXPERIENCES

- All relevant customer information needs to be accessible in a timely manner at all points of a customer interaction
- The system must be flexible and easy to change as business dynamics change
- Seamless access to customer data can be complex if the data resides in multiple disparate systems
- A standards based approach is key for success
- The real-time data created during the agent-customer interaction must be considered

RightNow Connect is a standards-based framework that easily enables the key integration types performed by our clients



Desktop Integration
& Customer Portal

Integration
Enhancements

SOAP Web Services,
Web-to-web Integration,
Other Enhancements

RightNow Aug '08

- Desktop integration through .Net add-in components
- Customer Portal Web Integration Framework - APIs and Widget Framework

RightNow Nov '08

- Desktop Integration
 - Scripting integration with Desktop Add-ins
 - Automation
 - Extension Bar
 - Developer mode
- Data integration
 - C++ Libraries for Windows

Future

- Updates to the Web integration
- Data integration
 - Ad-hoc queries
 - Admin interface to create and manage Server-side script
 - C++ Libraries for RedHat
 - Public WSDL
- Additional Desktop integration features

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

- <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



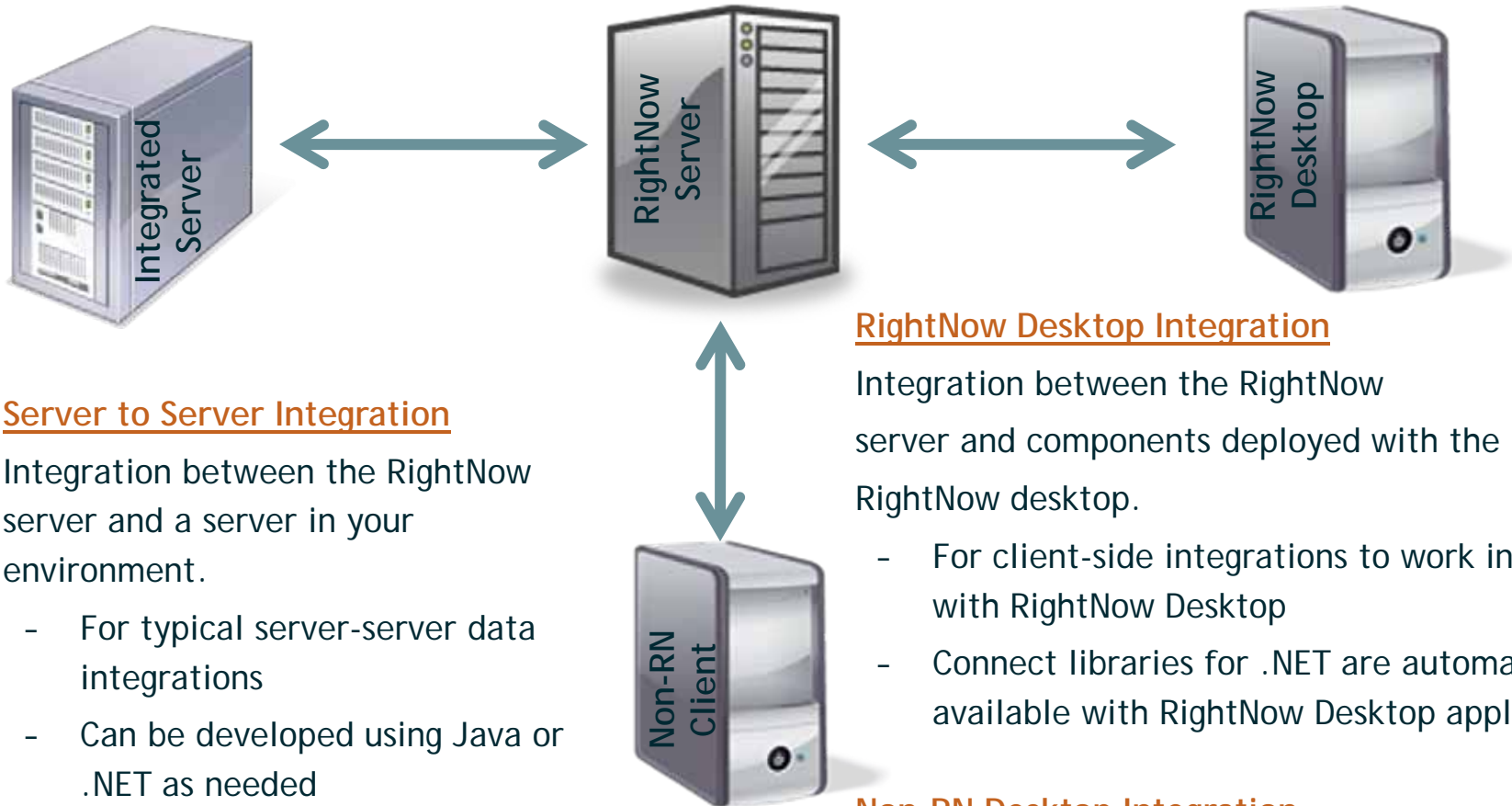
Data Integration

Features

- Provides programmatic access to RightNow data at the desktop (incidents, organizations, opportunities, tasks, and contacts)
- Provides integration APIs exposed through native .Net, C++ and Java libraries
- Built from the ground up to improve the ease with which integrations are performed
- Samples are provided for each of the data integration libraries: .Net, C++ and Java

Benefits

- Enables exploration, extraction, transformation and data delivery
- Leverages scalable enterprise-level data integration platform
- Can be implemented within the enterprise in a flexible manner to conform to firewall and exposed as best fits the enterprise environment



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

RightNow Desktop Integration

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

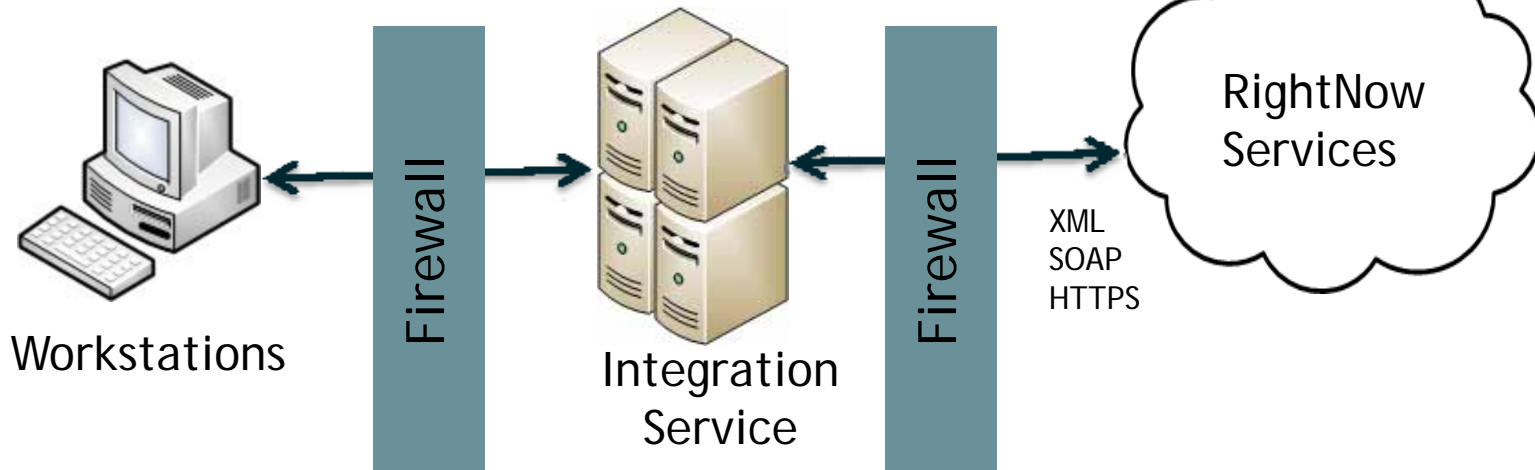
- For client-side integrations to work in concert with RightNow Desktop
- Connect libraries for .NET are automatically available with RightNow Desktop application

Non-RN Desktop Integration

Integration between the RightNow server and another client application.

- For utilizing RightNow data in other client applications

Internal Interface: <ul style="list-style-type: none">- WSDL- Json- XML...	RightNow Libraries: <ul style="list-style-type: none">- Java- .Net- C++
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Desktop Integration

Features

- Desktop mash-up integration framework
- Quick development of functional components
- Backward compatibly
- Expose data from third-party systems inline
- Exposed context (data and permissions)

Benefits

- Extends the core RightNow desktop functionality
- Agent active management (guidance and /or monitor activity)
- Persona separation of “component development” from “layout and distribution”
- Enables revenue generation
- Identify skill development opportunities
- Integrated with external agent management systems (LMS, QMS, WFM)
- Supported upgrade path

- **Desktop Integration (JavaScript)**
 - Legacy functionality provided by RightNow
 - Design for Web application developers to leverage
 - Not removed or altered with the addition of .NET
- **Desktop Integration (.Net)**
 - Enables inline integration with the RightNow Desktop
 - Requires .NET 3.5 on the Desktop
 - Provides backward compatibility at the API layer

- Visual controls can be added
- Access to global variables
- Access to profile permission
- Read/write record objects and attributes
- Desktop events can be trapped
- Content pane control
- Extension Bar
- Automation
- Extend the ribbon and Navigation pane
- Developer mode and logging
- Safe mode

Sample Integration

- Specialized controls
 - Events, unified login, dashboard, nav panel, address control and, Order history
- Call Center agent
 - Media bar, KPIs, notifications and, mapping
- Automating workflow
 - TargusInfo, Scripting, Contextual Assistant, offers (DDS), credit card
- Supervisor
 - Feeding external systems, generating events within add-ins, Analysis and BI integration