

SUMMIT 08

Data Integration Alternatives from A to Z



Moderated by:

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Panelists from:

Cast Iron Systems and Pervasive Software

**RIGHT
NOW.**

Data Integration Alternatives from A to Z

- RightNow Connect - our enabling tools to integration
 - a summary
- Defining your integration goals and paths to completion
- Tradeoffs for your needs - Build-versus-Buy
- Alternatives & scoping the effort
- Vendor solutions & services highlights
- Best practices & key success considerations

- Cast Iron Systems
 - One of these: ALI Sadat, ASHISH Srimal, or CHANDAR Pattabhiram,
- Pervasive Software
 - One of these: David Inbar or John Llana



RIGHTNOW CONNECT OUR INTEGRATION TECHNOLOGY

RightNow Connect is a framework that enables key integration types performed by our customers and partners.

- **Data Integration:** To move data between RightNow and other systems in either real-time or batch mode, enabling reconciliation between data sources
- **Desktop Integration:** For integration within the RightNow desktop client, the integration may be to other applications and data sources
- **Web Integration:** For integration within the RightNow Customer Portal, includes PHP APIs and widget framework
- **Packaged Application Integration:** To connect to other packaged applications by using custom or pre-built adapters
- **Business Process Integration:** To integrate RightNow data and application functionality with Business Process Management systems
- **Communication Integration:** For specialized integration between the RightNow application and call center technologies (desktop & media channel)

Features

- Provides an API for server side integration
- Enables bi-directional integration between RightNow data and external
- An open integration environment

Benefits

- To exchange data between back office application data and the RightNow data
- To incorporate RightNow in Master Record management
- To include ongoing operational data for optimal reporting in the RightNow database
- For flexible deployment options for server to server and client to server solutions





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

1. Manual routine import/export between systems
2. In-house use of RightNow Connect API's / Tools
3. Application vendor services engagements
4. Integration software/appliances for one to many approach
5. Systems Integration professional services to aid in any of these approaches

**Good, Bad, Ugly
?**

1. What is being integrated & why?

- How do you prioritize?
- Who needs to be involved for success?
- How do you determine the best approach?

2. How was it integrated?

- Where do you start? What steps?
- What skills are needed & where?
- Desktop or Server side models

3. Assuring goals & objectives achievement

4. Managing change & optimizing phases

5. Key "take away" recommendations for success



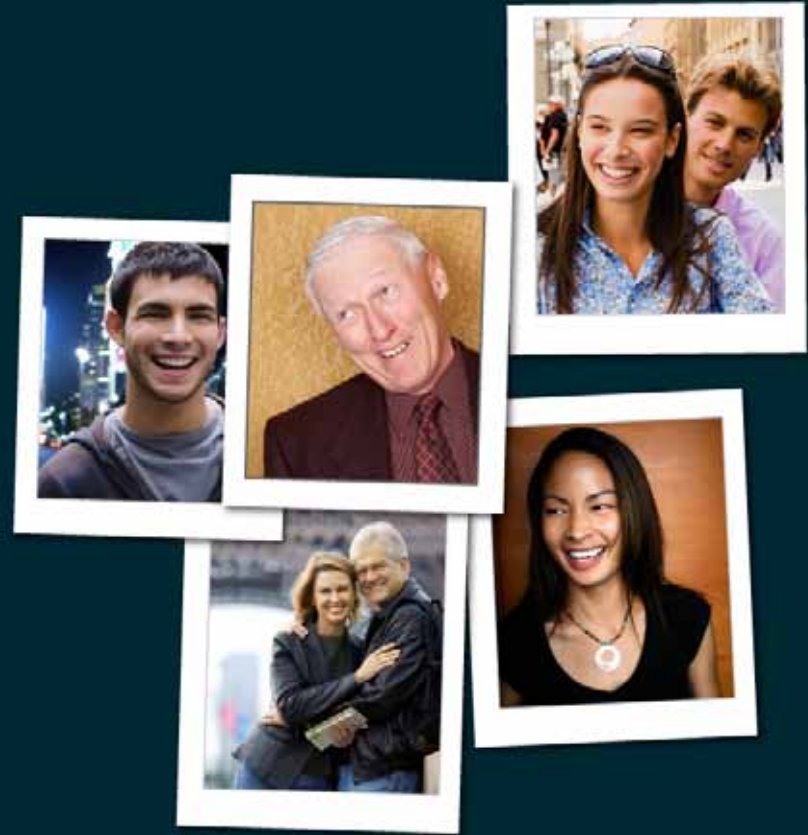
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RIGHTNOW CONNECT INTEGRATION PRODUCT ROADMAP

