



RightNow Ups the Ante on SaaS with Service Level Credits

RightNow Stands Behind SaaS Performance By Offering Money-Back-Guarantee

Sydney, 13 March 2009 — RightNow Technologies (NASDAQ: RNOW) today bolstered its world-class software-as-a-service (SaaS) capabilities with a money-back guarantee.

“If we don’t meet our on demand ‘up-time’ commitment to our customers, we will give them their money back,” said Greg Gianforte, chief executive officer at RightNow.

RightNow is confident in its performance commitments and is offering its clients a money-back guarantee. This new crediting offers customers a SaaS model that RightNow financially stands behind. If RightNow falls short of its 99.9 percent up-time objective, it will refund a percentage of its client’s subscription fees*.

RightNow World-Class SaaS Performance

RightNow’s enterprise-class SmartHosting architecture supports its robust CRM solutions and includes:

- upgrades-on-demand,
- real-time data monitoring and usage reporting,
- global hosting centres in both the US and Europe,
- time zone sensitive maintenance windows,
- strict standards for security, availability and reliability, and
- redundancy and disaster recovery.

RightNow’s hosting track record includes:

- more than two billion customer interactions facilitated annually,
- more than 200 million end-user sessions conducted per month, and
- more than 500 million contacts maintained on 60 terabytes of storage.

“As cloud computing gains momentum, it becomes even more vital for a SaaS company to stand behind its service commitments. CIOs are in the risk management business and regardless of whether they deploy on-premise software or SaaS, they are responsible for system availability and performance. No amount of ‘money back’ will take the place of performance, but our willingness to put real dollars at stake underscores the confidence we have and that our customers should have in our solution,” said Laef Olson, Chief Information officer, RightNow Technologies.

SaaS Trumps Traditional On Premise Software

RightNow’s customer relationship management (CRM) software is delivered as a service, allowing RightNow to take on the critical responsibility of application tuning, management and service delivery. This helps eliminate many direct and indirect costs associated with traditional software ownership. SaaS as a software delivery model continues to gain momentum in several software categories, states a Gartner report titled ‘Key Issues for Software as a Service, 2008,’ SaaS can provide cost savings and accelerate implementation cycles.

“This continued growth [in SaaS] means that sourcing executives and vendor managers must make sure that they are staying ahead of the trend and understand what to consider in SaaS pricing and licensing, contracts, and ongoing vendor management.” Liz Herbert, Analyst, Forrester

*This money back program applies to customers who have purchased premier support.

About RightNow Technologies

RightNow (NASDAQ: RNOW) delivers the high-impact technology solutions and services organisations need to cost-efficiently deliver a consistently superior customer experience across their frontline service, sales and marketing touch-points. Approximately 1,900 corporations and government agencies worldwide depend on RightNow to achieve their strategic objectives and better meet the needs of those they serve. RightNow is headquartered in Bozeman, Montana. Click here for more information on RightNow <http://www.rightnow.com/index.php?cex=1762> .

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