

RightNow offers Siebel users six months of free CRM



CRM leader provides compelling alternative to uncertain future

RightNow Technologies is offering Siebel users six months of RightNow CRM for free - providing them with a compelling alternative to the uncertain future they face as a result of the proposed acquisition by Oracle. With complete marketing, sales, and service functionality provided via an on demand model RightNow delivers rapid time-to-benefit and greatly reduces total technology ownership costs. RightNow already offers greater return-on-investment than conventional CRM applications such as Siebel. This new special offer makes RightNow even more attractive by reducing the cost of a two-year contract by 25 percent for Siebel users. Alison Higgins-Miller, vice president for Asia-Pacific, RightNow said, "Siebel users have a lot of serious, nagging questions about product direction, support, and their long-term plans for CRM success. Those questions will disappear when they become RightNow customers - so we're making it easier for them to make that decision." Even without this special offer, many former Siebel customers have chosen RightNow to optimise the business benefits yielded by their CRM implementations and ease the burdens of technology ownership. RightNow's engagement model - which emphasises commitment to and accountability for quantifiable customer success - differentiates it from other CRM vendors. RightNow's ability to deliver concrete business benefits is also evident from its 90 percent customer retention rate. RightNow also has a variety of specific functional advantages over other CRM solutions - including RightNow Voice, a unique suite of native packaged voice automation solutions. More information about RightNow's special offer for Siebel users is available at <http://www.rightnow.com/theroad/>. About RightNow Technologies RightNow (NASDAQ: RNOW) provides organisations with industry-leading on demand CRM solutions to build customer-focused businesses. RightNow's acclaimed technology, comprehensive services and commitment to customer success deliver high returns on investment for its customers. More than 1,400 organisations worldwide use RightNow solutions including British Airways, British Telecom, Cisco Systems, Continental Tire North America, John Deere, Nikon and the Social Security Administration. Founded in 1997, RightNow is headquartered in Bozeman, Montana, with additional offices in North America, Europe and Asia. For further information, please visit www.rightnow.com. RightNow is a registered trademark of RightNow Technologies, Inc. NASDAQ is a registered trademark of the NASDAQ Stock Market.

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