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**RightNow Technologies and Transera Communications
Unveil Integration for Global Contact Centers**

RightNow On Demand CRM and Transera's Seratel® Help Global Businesses Streamline Customer Interactions and Improve Service In Distributed Environments



LAS VEGAS — June 24, 2008

At the 9th Annual Call Center Week conference, RightNow® Technologies (NASDAQ: RNOW) and Transera® Communications, announced a new integration between RightNow CRM and Transera's Seratel® that will help companies with distributed call center operations deliver seamless, excellent customer experiences.

With the new integration, RightNow and Transera will manage all inbound customer inquiries — via phone, email, web and chat — and provide a complete view of the customer's contact history.

- RightNow's enterprise-class on demand CRM solutions give contact center agents a single, unified desktop with the complete customer history at their fingertips.
- Transera's on-demand virtual contact center solution allows businesses to locate contact center agents *anywhere* – onshore or offshore, while retaining full visibility and control over operations.
- Transera's intelligent routing and call management capabilities also ensure customer interactions are distributed to the best available agent, located anywhere in the world.

With the new integration, RightNow and Transera powered contact centers can cost-effectively deliver exceptional and seamless customer experiences.

Comments on RightNow and Transera

"If you deliver a great consistent experience, you will build a loyal customer base. Together, RightNow and Transera can give businesses with contact centers distributed around the world, an easy-to-implement system to allow them to deliver personalized and exceptional customer experiences."



Scott Creighton
Vice President,
Business Development
RightNow Technologies

"With unified and centralized management of all customer contacts, businesses can understand, anticipate and respond to customers' needs in a consistent way, across all channels of communications. Our integrated solution is built on joint customer engagements and a shared vision of delivering software-as-a-service to simultaneously improve the bottom line and customer experiences."



Prem Uppaluru
CEO and Co-Founder
Transera
Communications

"All too often, software-as-a-service is implemented in a silo with no links to the resources that make it simple and inexpensive to support multiple sites and delivery channels. Transera and RightNow fills a need for solutions that integrate on-demand CRM with intelligent routing to balance caller satisfaction with cost-effective service delivery."



Dan Miller
Senior Analyst
Opus Research

For more information about the combined solution, please attend speaking engagements and workshops delivered by the companies at IQPC's 9th Annual Call Center Week. A demo of the solution will be available in Transera's booth, #24, on the show floor at the Flamingo Hotel in Las Vegas.

About RightNow Technologies

RightNow (NASDAQ: RNOW) delivers the high-impact technology solutions and services organizations need to cost-efficiently deliver a consistently superior customer experience across their frontline service, sales and marketing touch-points. Approximately 1,800 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. For more information, please visit [RightNow Technologies](#).

RightNow is a registered trademark of RightNow Technologies, Inc. NASDAQ is a registered trademark of the NASDAQ Stock Market.

About Transera Communications

Headquartered in Sunnyvale, California, Transera Communications is the first company to offer an adaptive on-demand virtual call center solution, enabling real-time visibility and control over distributed call center operations while ensuring the best customer experience at the lowest cost. Seratel, Transera's award-winning software, delivered as a service, enables organizations to rapidly deploy a feature-rich call center for agents located anywhere in the world, including in-house, outsourced, remote or at home with no upfront capital expenditures. For more information, go to or www.transerainc.com call 408-338-0900.

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