



● **Sierra Atlantic, RightNow Announce Partnership to Deliver Enterprise CRM Integration to Global 2000**

Award-Winning On-Demand Technology and World-Class Professional Services Enable Up-Market Customers to Optimize ROI and Accelerate Time-to-Benefit

Bozeman, MT - February 10, 2004 - RightNow® Technologies, the leading on-demand CRM company focused on customer service, and lifecycle enterprise application services provider Sierra Atlantic today announced a partnership to provide global 2000 organizations with advanced, integrated CRM solutions. The partnership enables these organizations to fully leverage RightNow's acclaimed on-demand customer service solutions in conjunction with other enterprise CRM, ERP and SCM applications.

Sierra Atlantic will now support global 2000 organizations deploying RightNow's on-demand solutions in complex IT environments with the implementation, integration and support services they require to optimize ROI and accelerate time-to-benefit. These upmarket companies are embracing RightNow's solutions in growing numbers, as their effectiveness is validated in the field to maximize customer value.

With its unique NShore™ methodology for providing complete lifecycle Enterprise Application Management services, highly skilled global staff, and broad certifications—including Oracle, Peoplesoft, SAP, and Siebel enterprise applications, and BEA, IBM, Oracle, Tibco and webMethods integration platforms—Sierra Atlantic is ideally qualified to service RightNow customers with sophisticated enterprise integration requirements. NShore™ consists of best practices, tools and processes that ensure the right mix of onshore, near-shore and offshore software services for both enterprise application vendors and their customers. The tested, proven processes of this methodology ensure rapid development, implementation and responsive and effective support of solutions, with reduced iterations, resulting in quality solutions delivered at minimal cost and duration.

“The partnership of Sierra Atlantic and RightNow delivers exceptional value in environments where complex, highly customized integrations are essential for achieving targeted business goals,” Peter Dunning, Executive Vice President for Worldwide Field Operations, said. “Sierra Atlantic's proven experience and expertise is a welcome complement to RightNow's own internal professional services organization.”

The partnership with Sierra Atlantic brings the total number of global support professionals for integration and development to more than 400. Several joint RightNow-Sierra Atlantic engagements are under way.

“RightNow is a powerful platform for improving the quality and efficiency of communications with customers, and the openness of its web-based architecture makes it ideal for integrating customer-facing business processes—in addition to a wide range of back-office tasks,” Marc Hebert, Sierra Atlantic's Executive Vice President, said. “These attributes create new opportunities for customers to fully exploit the potential synergies between RightNow and other industry-leading software vendors, using our integration core competence.”

Customers have integrated their hosted and in-house RightNow deployments with a wide range of third-party applications, databases, and call center platforms. RightNow's integration with other enterprise applications is facilitated by an XML Parser, standard APIs and a built-in Event Handler. Its XML-based integration and pure Web architecture make it ideal for implementation as Web Service. Pre-fabricated integration modules, known as “RightNow Connectors,” are also available for Siebel and Remedy.

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● About Sierra Atlantic

Sierra Atlantic is a leader in offshoring enterprise applications, helping our customers optimize their investments in Oracle, PeopleSoft, SAP and Siebel. With expertise derived from deep R&D relationships with enterprise software leaders, we offer complete lifecycle application management solutions -- strategy, implementation, integration, upgrade and support -- using our NShore™ methodology. We integrate these point solutions into Application Networks® that enable seamless business processes within and outside the enterprise. With over 300 highly satisfied customers since 1993, Sierra Atlantic is headquartered in Silicon Valley with offices in Chicago, New York, London, India, Malaysia and Singapore. For more information, please visit www.SierraAtlantic.com.

● About RightNow Technologies

RightNow Technologies is the leading on-demand CRM company focused on customer service that improves the effectiveness of service and support operations with easy-to-implement technology, replicable best practices drawn from the industry's broadest base of successful implementations and engagement terms that create accountability for delivering quantifiable results.

RightNow has delivered these benefits to more than 1,000 customers worldwide such as: Air New Zealand, Ben & Jerry's, Briggs and Stratton, British Airways, Cisco, Dolby Laboratories, Inc., Electronic Arts, Pioneer, Raymarine, Remington, Sanyo, Specialized Bicycles and more than 150 public sector clients including the Social Security Administration and the State of Florida.

Founded in 1997, RightNow has offices in Bozeman, Dallas, San Mateo, New Jersey, London and Sydney, with an associated office in Tokyo. RightNow's products are available in 17 languages worldwide. For further information visit www.rightnow.com.

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