



RightNow Technologies Delivers Software-as-a-Service Using MySQL



Customer Relationship Management

Database: MySQL Enterprise Server

"MySQL has helped RightNow to become a leading provider of on demand customer relationship management solutions."

Laef Olson

Chief Information Officer
RightNow Technologies



RightNow Overview

RightNow Technologies provides customer relationship management (CRM) software solutions for large global enterprises. The company has more than 1,800 customers worldwide — including large, well known companies such as Black & Decker, Electronic Arts, Nikon and British Airways. RightNow helps these organizations manage all of their customer interactions, enabling them to provide outstanding customer experiences while controlling costs. The RightNow solutions have received numerous awards and industry recognition from publications and research firms such as CRM Magazine, Forrester and Gartner Group.

The Business Challenge

During the past five years, RightNow's client base has grown rapidly. To meet increasing demand for RightNow's solutions, which are available under a Software-as-a-Service (SaaS) delivery model, the company needed an IT infrastructure that was reliable, scalable and delivered peak performance, under heavy loads, in order to handle many high-volume client deployments. RightNow also needed to be able to continue to cost-effectively add capacity to its IT infrastructure so it could quickly add new customers, without having costs spiral out of control.

The MySQL Solution

The RightNow solution includes service, marketing, and sales applications, which enables companies to interact with their customers consistently across all channels of communication. To ensure high levels of scalability, reliability, security and high-performance, RightNow chose to build its solution on high-quality, open source components including Red Hat Enterprise Linux, Apache, the MySQL database and PHP.

RightNow's MySQL implementation has evolved into a modern horizontal scale-out database architecture that utilizes master-slave replication, failover servers, backup servers, reporting servers and geographical redundancy. This scale-out architecture has enabled them to triple their Web traffic and manage:

- 30+TB of data - all stored in MySQL
- 17 billion queries and 500 million page turns per month
- Thousands of database schemas, all from different customers running dynamically-generated SQL, based on customer design

In addition, MySQL's low administration benefits allow RightNow to manage more than 200 servers with only four DBAs — a much better ratio than could be achieved using proprietary database technology.

MySQL Enterprise Server for OEMs, ISVs, and VARs

MySQL Enterprise Server is a full-featured, zero administration database that enables ISVs and OEMs to bring their applications and solutions to market faster. MySQL's small footprint, zero administration and support for 20+ platforms gives ISVs and OEMs ultimate flexibility to ship a highly reliable SQL compliant, transactional database with just about any software application or hardware appliance.

The MySQL Embedded Database enables OEM/ISV/VARs to:

- **Reduce COGS and improve profitability** by embedding a cost-effective database without artificial license restrictions on CPU, memory, and servers
- **Bring applications to market faster** by embedding a proven database rather than building and maintaining a proprietary database in-house
- **Deliver a differentiated solution** that can capture, store and report on data with speed and granularity by embedding a full-featured, relational database
- **Win competitive comparisons** using a SQL compliant, relational database with superior performance and reliability
- **Deliver a Zero Administration solution** so that their customer don't have to hire dedicated DBA resources
- **Make reporting and analysis easy** using a cost-effective open source reporting solutions like Jasper for MySQL: OEM Edition.

MySQL Embedded Server is Ideally Suited for:

Software Applications

- Network & Performance Management
- Monitoring Systems
- CRM & ERP
- Educational Software
- Email, Anti-spam software
- VoIP & Online Messaging
- Healthcare & Practice Management
- Biotech

Hardware Appliances

- Networking Equipment
- Routers & Traffic Controllers
- Security Appliances
- Retail Kiosks
- Point-of-Sale (POS) Systems
- Diagnostic Instruments
- Sensory Devices
- And more...

About MySQL

MySQL AB develops and supports the MySQL database server, the world's most popular open source database. Over ten million installations use MySQL to power high-volume Web sites and other critical business systems — including industry-leaders like The Associated Press, Yahoo, NASA, Sabre Holdings and Suzuki.

MySQL is an attractive alternative to higher-cost, more complex database technology. Its award-winning speed, scalability and reliability make it the right choice for corporate IT departments, Web developers and packaged software vendors. For more information about MySQL, please go to www.mysql.com.



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