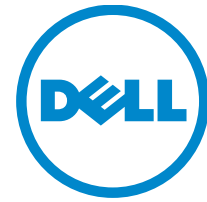


# RightNow provides positive customer experiences and saves on power and cooling costs with Dell PowerEdge platforms



- Consolidation
- Desktop/Laptop Refresh
- Mobility
- Power & Cooling
- Virtualization



“We’re doing a lot of videoconferencing this year. It cuts down our travel costs and puts a personal touch in our communications. And as the customer experience experts, we definitely appreciate that.”

*Ben Nelson, CISO, RightNow*

## Customer Profile

Company:	RightNow Technologies
Industry:	Technology
Country:	United States
Employees:	800
Web:	<a href="http://www.rightnow.com">www.rightnow.com</a>

## Business Need

RightNow needed to update its robust Software-as-a-Service (SaaS) offering. It also needed a server solution for its internal data center to eliminate server sprawl and reduce power and cooling costs. The company also wanted a laptop solution to provide employees with mobility along with the processing power to run desktop applications.

## Solution

The company chose Dell to power its customer-facing applications, its internal corporate applications and its laptop computing needs. RightNow uses Dell™ PowerEdge™ servers for its SaaS offering and its internal corporate data center. The internal platform is virtualized with VMware vSphere 4. The company is also using Dell Latitude™ laptops for 80 percent of its employees’ desktop computing needs.



## Benefits

- Savings in power and cooling costs for internal data center
- 15 minutes to deploy virtual servers vs. 1 month for physical servers
- Nearly doubling capacity of its customer-facing servers using PowerEdge servers
- 65 physical servers eliminated from corporate data center using virtualization
- Ability to put 35-40 virtual machines on one VMware ESX host

There's a lot riding on the shoulders of contact centers today, as budgets and staffing tighten while email and call volumes continue to escalate. The contact center is the critical area where customer attitudes are shaped. Many companies are turning to RightNow to drive costs down while improving the customer experience. RightNow is helping to rid the world of bad customer experiences, one consumer interaction at a time, seven million times a day.

"We can put 35 to 40 virtual machines on a Dell PowerEdge R905 server, so we have a tremendous amount of headroom for growth, and users are extremely pleased with the performance of their applications."

*Ben Nelson, CISO, RightNow*

Based in Bozeman, Montana, the 800-employee company delivers its Software-as-a-Service (SaaS) customer experience applications through a cloud solution hosted across four data centers. With RightNow's hosted customer experience management software solutions, agents share a unified view into all customer interactions across channels—email, phone, Web and live chat—so everyone is accessing the same information. Among its almost 2,000 customers are British Airways, Black and Decker, Continental Tire, the U.S. Social Security Administration and the U.S. Department of Education.

#### **Doubling processing capacity**

RightNow's cloud solution consists of Dell PowerEdge R710 and R410 rack servers. The Dell servers represent the latest in a long line of Dell servers that RightNow has used to populate its data centers to host its customer-facing applications.

"We're really impressed with the Dell PowerEdge R710 and R410 servers," says Tom Jinneman, IT director, RightNow. "Performance is outstanding, and we're definitely saving on power with these PowerEdge servers."

The company uses MySQL databases for all its applications, and has approximately 300 Dell PowerEdge R710 database servers across its four data centers. Its primary Web

server is Apache, which it runs on the PowerEdge R410. External applications run on CentOS Linux.

The company's Web server farm was running at around 60-70 percent CPU utilization. Then RightNow swapped out its existing servers with R410s, and utilization went down to 20-30 percent, nearly doubling capacity.

#### **Technology at Work**

##### **Services**

Dell™ Support

##### **Hardware**

Dell Latitude™ E6500, E6400 and E4300 laptops with Intel® Core™ 2 Duo processors

Dell PowerEdge™ R710 and R410 servers with Intel Xeon® 5500 series processors

Dell PowerEdge R905 servers

##### **Software**

CentOS Linux

Microsoft® Exchange Server 2007

Microsoft Office SharePoint® Server

MySQL database

VMware vSphere 4

Windows Server® 2008

## Eliminating 65 physical machines

RightNow's customer-facing servers are not virtualized because its software is set up to securely separate customers and allow them to run on shared equipment. However, the servers hosting the company's internal applications are virtualized with VMware vSphere 4. Four Dell PowerEdge R905 servers host a total of 150 virtual machines, which consolidated 65 physical boxes as well as 90 virtual machines that were on a previous VMware ESXi cluster.

## Saving on power costs

Prior to the virtualization project, server sprawl was pushing the limits of space in the data center and taxing power and cooling capabilities. The VMware ESX cluster is now running at 35-40 percent utilization. "The performance is phenomenal," says Ben Nelson, CISO. "With the Dell PowerEdge R905 servers we're saving on power and cooling compared with our costs prior to this virtualization initiative."

The ESX cluster runs Microsoft Office SharePoint Server and Microsoft Exchange Server 2007. The virtual machines (VMs) run Microsoft Windows Server 2008.

## Saving by bringing app in house

"Having a virtualized platform makes it much more likely that we can accommodate ad hoc requests that aren't in the budget," says Nelson. "So it's really made us a lot more nimble as an IT organization. If new applications come down the pipe, unless there are very heavy compute requirements, we can generally stand up a VM in 15 minutes and be up and be running with a new application in two days versus having to spec out additional hardware,

order it and get it in house, implement it and find space in the data center for it."

RightNow's internal IT team is considering replacing its professional time management and tracking system, which historically had been hosted by an outside vendor. Bringing it in house would save a great deal of money.

"In a traditional setup, we would have had to purchase three or four extra servers and get them implemented, all at a significant cost for the hardware," says Nelson. "It would have taken a month or more. Now we can stand up virtual servers in 15 minutes, and all we have to worry about is licensing the operating system and the software. So virtualization makes a big difference to our internal operations by eliminating a great deal of time and cost. We don't even have to make a business case for doing it, because its requirements in terms of resources are so minimal."

## More headroom for growth

RightNow's 800 internal users are the beneficiaries of the new capabilities that the company has acquired through virtualization with the Dell platform. "We can put 35 to 40 virtual machines on a Dell PowerEdge R905 server, so we have a tremendous amount of headroom for growth, and the users are extremely pleased with the performance of their applications," says Nelson. "We're constantly tweaking the cluster to get better performance. If the users had their way, there would be 1,000 virtual machines on the cluster because the users are constantly coming up with ideas for improving processes. The cluster would be able to scale, although we have to exert controls so that we can manage it. But that's a good problem to have."

"We're really impressed with the Dell PowerEdge R710 and R410 servers. Performance is outstanding, and we're definitely saving on power."

*Tom Jinneman, IT Director, RightNow*

## Mobility for employees

Of the company's 800 users, approximately 80 percent access the Dell cluster on Dell Latitude laptops—RightNow's preferred solution for personal computing. The company purchases Dell Latitude E4300 laptops for teleworkers and mobile sales people. The majority of office workers use Dell Latitude E6400 laptops with Intel Core 2 Duo processors, and developers and professionals who don't do a lot of traveling but need extra horsepower get Dell Latitude E6500 laptops.

"We're ordering all the Latitudes with built-in webcams because we're doing

a lot of videoconferencing this year," says Nelson. "It cuts down our travel costs and puts a personal touch in our communications. And as the customer experience experts, we definitely appreciate that."

Longtime users of Dell equipment, RightNow single sources all of its product needs through Dell to get the best value for its equipment investment and the latest technology. "We've built our business on Dell hardware and it's working just the way we want it," says Nelson.



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