Rearden Commerce Overview
What We Provide

For Companies: New Savings Opportunity
- Extensible platform for managing services spend
- Communicate, enforce policies at point of purchase
- Maximize use of preferred providers and discounts

For Employees: An Online Personal Assistant
- Knows their preferences, company policies
- Helps them find, book, manage services they use every day
- Constantly works on their behalf, wherever they may be
Comprehensive Spend Management

- Actively Managed
  - Air
  - Hotel
  - Car
- Other Services
- Comprative Spend Management
  - Shipping
  - Conferencing
  - Car Service
  - Event Tickets
  - Dining
  - Airport Parking

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# Comparing Typical Business Expenses

<table>
<thead>
<tr>
<th>Without Rearden Commerce</th>
<th>With Rearden Commerce</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Airline Ticket:</strong></td>
<td><strong>Airline Ticket:</strong></td>
</tr>
<tr>
<td>$447</td>
<td>$447</td>
</tr>
<tr>
<td><strong>Hotel:</strong></td>
<td><strong>Hotel:</strong></td>
</tr>
<tr>
<td>$884</td>
<td>$884</td>
</tr>
<tr>
<td><strong>Dining:</strong></td>
<td><strong>Dining:</strong></td>
</tr>
<tr>
<td>$248</td>
<td>$126</td>
</tr>
<tr>
<td><strong>Airport Parking:</strong></td>
<td><strong>Off-Airport Parking:</strong></td>
</tr>
<tr>
<td>$84</td>
<td>$49.50</td>
</tr>
<tr>
<td><strong>Car Service:</strong></td>
<td><strong>Car Service</strong></td>
</tr>
<tr>
<td>$130</td>
<td>$110.50</td>
</tr>
<tr>
<td><strong>Web Conference:</strong></td>
<td><strong>Web Conference:</strong></td>
</tr>
<tr>
<td>$288</td>
<td>$216</td>
</tr>
<tr>
<td><strong>Package Shipping:</strong></td>
<td><strong>Package Shipping:</strong></td>
</tr>
<tr>
<td>$51.47</td>
<td>$15.40</td>
</tr>
<tr>
<td><strong>Total Expenses:</strong></td>
<td><strong>Total Expenses:</strong></td>
</tr>
<tr>
<td>$2,132.47</td>
<td>$1,848.40</td>
</tr>
</tbody>
</table>

**Savings** $284.07

*Assumes 3 day business trip
1000+ Customer growth in under a year
World Class Partner Network
Hundreds of Thousands of Merchants and Content Providers

[Logos of various companies such as Galileo, Sabre, OpenTable, DHL, FedEx, Google Maps, Maponics, FlightStats, Premiere, ZAGAT Survey, and more]
Embedded in Daily Workflow…

Total Time
00:15

- Parking
- Air
- Car Service
- Hotel
- Web Conference / Call
- Dinner
- Event Tickets

Expense Report

/exporters/s3/expensewire.png

Embedded Daily Workflow...

- Total Time: 00:15
- Parking
- Air
- Car Service
- Hotel
- Web Conference / Call
- Dinner
- Event Tickets

Expense Report

CyberShift: expensewire.com

Databasics: expensewatch.com
Need For Single Sign-On

• Delivered as Software as a Service, so seamless access provides huge adoption payback

• Login failure rates as high as 25% using traditional authentication methods

• Delegation of credential management alleviates some security concerns

• We see some strong demand in the sales cycle
Requirements for our Single Sign-On solution

- Standards based - previous solution required customers perform integration work
- Rapid provisioning to keep up with customer growth
- Flexibility - broad protocol support covers all bases for the sales cycle
- Integration - needed a solution that was easy to digest and plugged into our platform
Selection and Deployment

• Partnered with Ping Identity and are using Ping Federate

• Deployed solution and had 15 customers federated in 30 days post launch

• Currently have 45 customers federated and growing

• 25%+ traffic is flowing over SSO

• Integrated with a wide variety of systems, from home grown, to commercial

• Seeing Single Sign-On as a differentiator, and even a primary motivator in sales process

• Enabled on-demand provisioning over SAML to support rapid addition of users to the platform

• Currently deploying outbound Single Sign-On to partners
Macro Level Deployment Overview

- For inbound Single Sign-On we’re a Service Provider centered hub and spoke model
- We in turn manage and assert identity to a wide variety of partners, either over web services, or Single Sign-On
Deployment Cluster View

• Common pool of clustered Single Sign-On servers serve multiple clusters of our applications

• These servers accept all customer assertions, bridge to our session and provisioning protocols, and direct user to proper cluster
Customer Snapshot – Packaged and Processed Foods Industry

Parent Company Profile
• $12B in annual revenues, 28,000 employees
• Retail food products, food service, food distributor
• Divisions: Consumer Foods, Commercial Products and International

Business Challenges
• Low adoption of travel booking tool led to maverick spending, high costs
• Unable to guide employees to most cost-effective preferred suppliers
• Mandated Single Sign-On as part of sales process based upon past experience

Deployment
• Went from no Single Sign-On solution to implemented in under 30 days

Benefits
• Deployed to 11,000 employees
• Adoption increased from 11% to 81% in 30 days.
• Cost savings through increased adoption to 75% (year one goal met in 30 days)
• 93% reduction in password reset related help desk calls
• 67% reduction in username related help desk calls
• 90% reduction in time spent on these support calls