



Case Study:

ConAgra Deploys SSO for Travel Planning

The Organization

One of North America's largest packaged food companies, ConAgra Foods is a leading branded foods company and is the trusted name behind several leading brands: Healthy Choice, Chef Boyardee, Egg Beaters, Hebrew National, Hunt's, Orville Redenbacher's, PAM, and Banquet, among others. ConAgra's consumer brands are found in 96 percent of U.S. households and 26 are ranked first or second in their category. ConAgra Foods also has a very significant presence in commercial food products and ingredients, and is one of the nation's leading specialty potato providers to restaurants and other foodservice establishments.

Marketplace Overview

In today's password-centric online world, individuals and organizations alike find themselves in an increasingly complex struggle to manage their identity and its practical applications, security and privacy. Users are hampered by having to recall and securely manage a variety of user names and passwords. Corporate IT organizations scramble to provision and de-provision individual authentication and access rights to information, systems and applications, creating potential corporate-level security liabilities. In response to these challenges, enterprises are turning to the benefits of identity federation and standards-based solutions for cross-domain single sign-on.

The Challenge

ConAgra Foods sought a technology solution that would help it cut costs and more strategically manage its travel and entertainment (T&E) budget. Because thousands of employees would use the solution, ease of use was critical to meeting ConAgra Foods' goal of widespread user adoption. With its previous travel-booking tool, ConAgra Foods found it difficult to drive employee compliance with travel spending policies.



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Chuck Mortimore

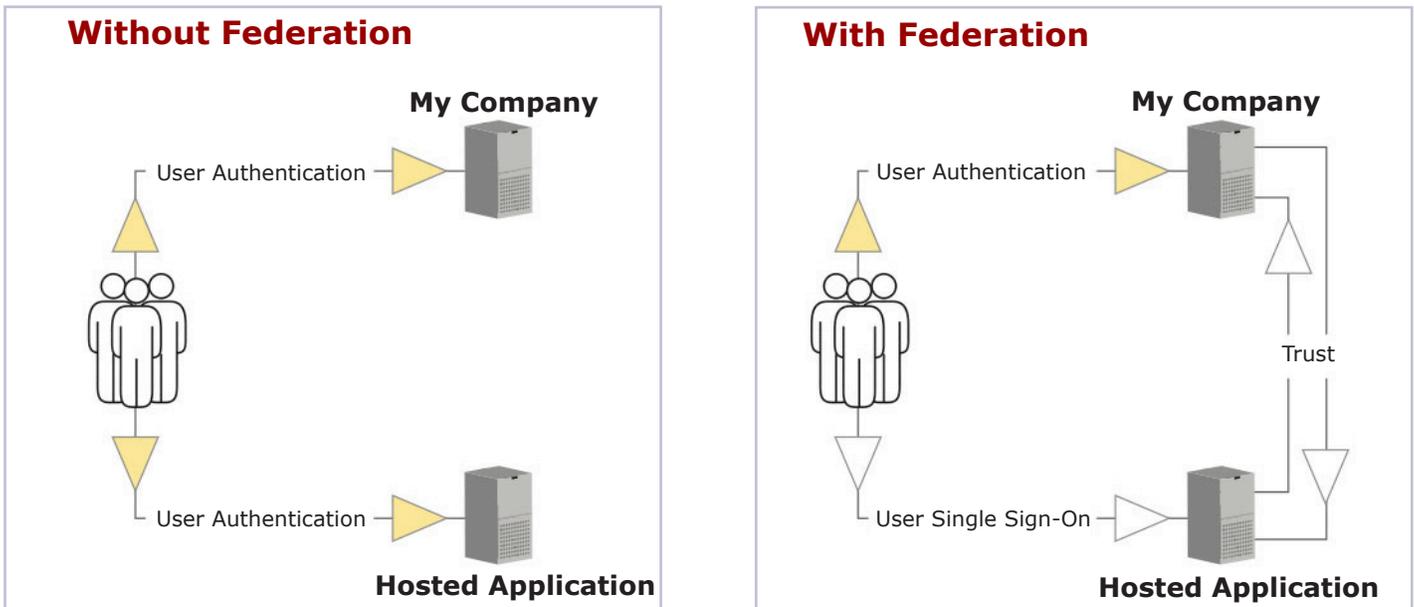
Director of Platform Services,
Rearden Commerce

Deployment Facts

- **Organization:** ConAgra
- **Location:** 450 U.S. locations
- **Technology:** Rearden Personal Assistant; PingFederate
- **Launched:** August 2007
- **Multi-Protocol Support:** SAML 1.0, 1.1, 2.0; WS-Federation Single Sign-On
- **Key Features:** Widespread user adoption; significant productivity gains; greater confidence through security

The Solution

After evaluating a number of options, ConAgra Foods selected the Rearden Personal Assistant for use by 11,000 U.S. employees across 450 locations. Rearden Personal Assistant leverages federation technology to help users find and purchase the services they need based on their preferences and company policies. As users schedule travel, dining reservations, corporate entertainment, package shipments, Web conferences and other services, the Rearden Personal Assistant automatically updates their calendars and notifies them of any changes. The SSO component of the Rearden Commerce service is delivered via PingFederate, a federated identity server for enabling SSO to online services for employees, customers and business partners. Rearden Commerce selected PingFederate for its multi-protocol capabilities for SAML 1.0, 1.1, 2.0, and WS-Federation single sign-on. Rearden Commerce received a 2007 IDDY Award from the Liberty Alliance for Identity Management Deployment of the Year.



The Selection Criteria: Rearden Commerce Stands Out

The Rearden Personal Assistant was selected for three primary reasons:

Visibility and Control: ConAgra Foods recognized it needed to have a more effective way to set T&E policies, and communicate those policies to its thousands of employees across the U.S. In so doing, ConAgra Foods would drive employees to preferred vendors to take advantage of negotiated discounts, and provide the tools and information employees required to make economically sound purchase decisions.

Ease of Use: ConAgra Foods needed to balance its mandate for use with satisfying employee needs for convenience, choice and ease of use. With Rearden Commerce's on-demand Personal Assistant, which learns individuals' preferences, ConAgra Foods employees can quickly and easily book services that not only meet their needs, but fall within company policy. Additionally, employees can book other service categories such as airport parking, car service, dining and event tickets.

Secure Accessibility: If the online booking tools weren't easy to use and convenient, ConAgra Foods wouldn't meet its main objective of ensuring widespread enterprise adoption. By implementing Rearden Commerce with secure and seamless log-on integration, ConAgra Foods created a win-win: employees weren't burdened by having to remember log-in names and passwords, and the organization was confident its employees were transacting in a secure environment.

What Is the Rearden Personal Assistant?

“Think Travelocity, OpenTable, Ticketmaster, BostonCoach, UPS, Kinko’s, and hundreds of other sites all in a single system.”

Bruce Richardson
AMR Research



The Importance of Standards-Based Solutions

“Standards-based federated identity management enables our partners and us to securely break down the walls between corporate portals and the tools people want to access,” says Chuck Mortimore, Director of Platform Services, Rearden Commerce. “ConAgra, for example, can now leverage existing identity systems, maintain control over the credentials, manage policies and provide users with easy secure interaction with service providers.”

Adoption of SSO Soars at ConAgra

The fact that Rearden Commerce had an SSO component was very attractive to ConAgra. “There was just no way we were launching without SSO,” says Amanda Jackson, procurement category manager for ConAgra Foods. “This was a big selling point with our users because they don’t want to remember additional user names and passwords.”

Today at ConAgra, users access the Rearden Personal Assistant through the company’s corporate intranet, known as the Café. “The ConAgra mission is to drive everyone to the Café. We strive to be a paperless organization and present all the information and instructions employees will need through our portal,” says Stacey Taylor, Vice President, Indirect & Capital Enterprise Procurement for ConAgra Foods.

The mission was successful with more than 81 percent user adoption within one month. “The user adoption surpassed our client’s expectations. Much of that success is attributed to our secure, standards-based, SSO capabilities, allowing seamless access and a smooth transition for their end users,” says Chuck Mortimore.

Other factors that contributed to the high adoption rate include:

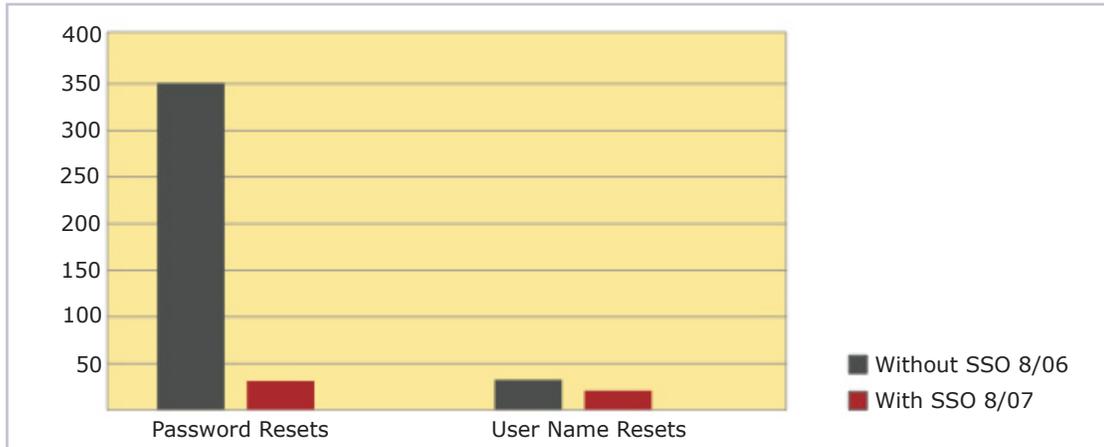
- Strong support from the organization’s highest executive ranks
- Instituting a clear travel policy mandate from project inception
- Effective employee communication
- Maintaining an open dialogue with employees pre- and post-implementation; in so doing, ConAgra Foods employees feel they have a voice in the mandate and are more inclined to comply with stated travel policies

Hard Numbers Illustrate ConAgra Foods Productivity Gains

Since deploying Rearden Commerce's technology, ConAgra Foods has enjoyed significant productivity gains, both on the part of its employees, as well as from its travel management company, Travel and Transport (www.tandt.com). Because ConAgra Foods employees feel comfortable using the Rearden Personal Assistant to transact, and aren't hindered with log-in burdens thanks to the use of SSO, their reliance on Travel and Transport for helping not only with basic travel booking but with password and user name resets has decreased. This means Travel and Transport can focus its resources on providing a superior quality of service for ConAgra Foods' more complex travel requirements.

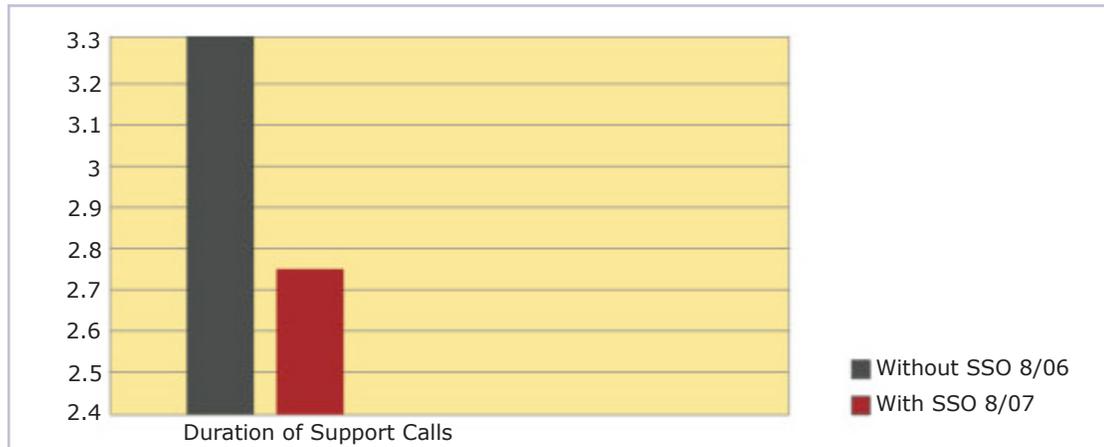
For instance, in August 2006, Travel and Transport recorded 351 calls from ConAgra Foods employees requesting help with password resets. These password reset support calls represented the single highest inquiry by ConAgra Foods employees of its travel agency. In August 2007, after implementing the Rearden Commerce platform with SSO, that number dropped to a total of 29 calls – a staggering 92 percent reduction in the number of support calls. In August 2006, Travel and Transport logged 44 calls from ConAgra Foods employees requesting help with user names; in August 2007, that number dropped to 17 calls, representing a 61 percent reduction in support calls.

Password/User Name Resets, 8/06 vs. 8/07



The duration of these support calls dropped, as well, from 3.30 minutes in August 2006, to 2.75 minutes in August 2007 – meaning that spending less time on the phone has enhanced ConAgra Foods employee productivity. In total, the percentage of time Travel and Transport spends on support calls per online transaction has dropped 95 percent, comparing August 2006 to August 2007 data.

Duration of Support Calls in Minutes, 8/06 vs. 8/07



Benefits of the Rearden Personal Assistant to ConAgra Employees:

- Quickly find and book travel, car service, dining, and corporate entertainment.
- Receive real-time travel updates via email, SMS, phone
- Automatically updates user calendars with reservation details
- Easy access through single-sign on

Benefits of the Rearden Personal Assistant to ConAgra:

- 11 percent reduction in the average airline ticket price means a \$3.5 million annual savings to ConAgra Foods
- 3 percent increase in use of preferred air carrier
- 4 percent increase in use of non-refundable air tickets
- 75 percent increase in online hotel and car bookings
- 30 percent increase in use of preferred hotels

Today's Single Sign-On Challenge

According to industry analyst firm, the Burton Group, the average individual manages more than 20 distinct user names and passwords for the variety of applications we use both in our work and personal lives. Whether we're buying a book on Amazon.com, accessing a bank account or logging on to the corporate Intranet to process a business-critical transaction, the sign-on challenges we face become more and more onerous. The implications of the sign-on challenge are many. From the perspective of the end user, it means having to recall and manage these many user names and passwords. But few of us have an effective means to do so. One needs only to peek inside the average workspace to spot myriad yellow sticky-notes with individuals' private access codes posted in clear view, ripe for attack. Suddenly, our secure digital identities aren't quite so secure. Or if we try to access a site using incorrect sign-on information, most of us eventually abandon the attempt after a few futile efforts, hampering our productivity. From the perspective of the corporation, sign-on challenges pose security and cost implications. A PricewaterhouseCoopers/Meta Group survey found that 45 percent of help desk calls are for password resets. Not only does this put a tremendous burden on the IT and help desk staff at a corporation, but it also stalls employee productivity. And as employees come and go in the workplace, IT is forced to scramble to provision and de-provision individual authentication and associated access rights to information, systems and applications, creating potential corporate-level security liabilities. Individuals and organizations alike find themselves in an increasingly complex struggle to manage identity, and its practical applications, security and privacy. In response to these challenges, enterprises are turning to the benefits of identity federation and standards-based solutions for cross-domain single sign-on (SSO). The Burton Group defines federated identity as "a collective term describing agreements, standards and technologies that make identity and entitlements portable across autonomous domains."

Identity federation provides enterprises a standards-based approach to securely link and exchange identity information across partner, supplier and customer organizations. It effectively bridges separate security domains to provide companies with the ability to secure their cross-boundary interactions – removing friction, improving productivity, gaining efficiency and enabling competitive differentiation.

Source: Rearden Commerce Whitepaper, 2008

About Rearden Commerce™

Rearden Commerce makes life simpler by delivering an on-demand Personal Assistant that intuitively manages the everyday details of business and personal life. Just like a seasoned executive assistant, the Rearden Personal Assistant handles an impressive array of tasks and services, and delights users by considering their unique needs and personal preferences. The Rearden Personal Assistant is built on the Rearden Commerce Platform, which supports the world's largest ecosystem of more than 137,000 trusted merchants and third-party applications providers. Today, more than one million contracted users at organizations ranging from the Fortune 500 to small/medium enterprises, including ConAgra Foods, Glaxo Smith Kline and JDSU, rely on the recommendations and assistance of the Rearden Personal Assistant to save time and be more efficient, while saving their companies money. Rearden Commerce is headquartered in Foster City, CA. For more information, visit www.reardencommerce.com.



What It Takes to Win an IDDY

IDDY Award nominations are evaluated based on criteria that include the benefits applications deliver to users and organizations; the ROI the application is demonstrating; and how the solution may successfully address identity issues such as reducing identity theft, meeting regulatory requirements, or providing users with increased security and privacy protection. The program includes an emerging applications category to showcase up-and-coming Liberty-based applications and proof-of-concepts that are driving the next generation of secure and trusted digital identity management solutions. Rearden Commerce was honored as an established deployment and especially recognized for their speed of implementation.



For more information on next year's competition, contact Russ Deveau at Russ@projectliberty.org.

About Liberty Alliance

Liberty Alliance is the only global identity organization with a membership base that includes technology vendors, consumer service providers and educational and government organizations working together to build a more trusted Internet by addressing the technology, business and privacy aspects of digital identity management. The Liberty Alliance Management Board consists of representatives from AOL, Ericsson, Fidelity Investments, France Telecom, HP, Intel, Novell, NTT, Oracle, and Sun Microsystems. Liberty Alliance works with identity organizations worldwide to ensure all voices are included in the global identity discussion and regularly holds and participates in public events designed to advance the harmonization and interoperability of CardSpace, Liberty Federation (SAML 2.0), Liberty Web Services, OpenID and WS-* specifications. More information about Liberty Alliance as well as information about how to join many of its public groups and mail lists is available at www.projectliberty.org.