Rearden Commerce

Federation Enabling SaaS Case Study
Traditional Travel Management Addresses Only Half of T&E Spend

Source: American Express Corporate Card - 2006
The Ideal Solution: Comprehensive Spend Management
The Traditional Travel Experience - Flight, Hotel, Car

Traditional booking tools deliver only flight, hotel, and car.
Travel is much more complicated than just booking a flight, hotel, and car. Rearden Commerce delivers all of the services travelers consume on a trip.
Our Approach
Problem

25% Login Failure

- 25% of sessions require multiple attempts to sign-on to the site

Proprietary Single Sign-On protocol

- Legacy protocol ensured high barrier to entry for customers.
- Build was mandatory

2 Orders of Magnitude customer growth in 2007

- 12 Customers at the end of 2006. 1200 at the end of 2007
- On-boarding needed to be efficient and low cost
Solution

Push Single Sign-On as key part of sales process

- We’re in an adoption oriented business. Benefits are clear and easy to quantify.
- Embrace IT and leverage existing technology investment and process

Standards based federation

- Rather than force customers to build, give them maximum choice
- SAML 1.1, SAML 2.0, and WS-Federation
- Customers can build, use open-source, or purchase

Streamlined deployment

- Developed sales collateral and post sales support materials and team.
- Integrated provisioning allows on-demand creation of customer accounts
Results

150 Customer Sites are using Single Sign-On

- Huge increase - only 3 customers using Single Sign-On before

Identity Deployment of the Year from Liberty

- Won for speed of on-boarding and breadth of deployment

We’ve actually won deals based upon our capabilities

- Very large account that came to us because of our Single Sign-On support
- 41st largest company in the world in terms of revenue
- $575 Billion in assets
- 160,000 employees

Streamlined partner on-boarding with dynamic provisioning

- Resellers are heavy users, providing Single Sign-On portals for their customers
Customer Snapshot – ConAgra Foods

Company Profile

• One of North America’s leading packaged food companies. 96% of American households

• Rolled out to 11,000 employees across 450 locations

Business Challenge

• Visibility and Control over services spend

• Ease of use and Security - “There is no way we would launch without Single Sign-On”

Benefits

• Achieved 81% user adoption in first month of companywide deployment

• Achieved 11% air travel spend reduction.

• 75% increase in online Hotel and Car bookings. 30% increase in preferred hotel rates.

• 92% reduction in password support calls

• 61% reduction in username support calls

• 17% reduction in time spent on calls
Advice

Standardize

• Leverage existing solutions - proprietary protocols will do the same things at much higher cost

Simplify

• Develop a standardized offering, document it, and integrate it into your process.

Partner

• Focus on your core competence; Focus your engineering investments.

Progress

• Launching outbound Single Sign-On to enable partner hosted services