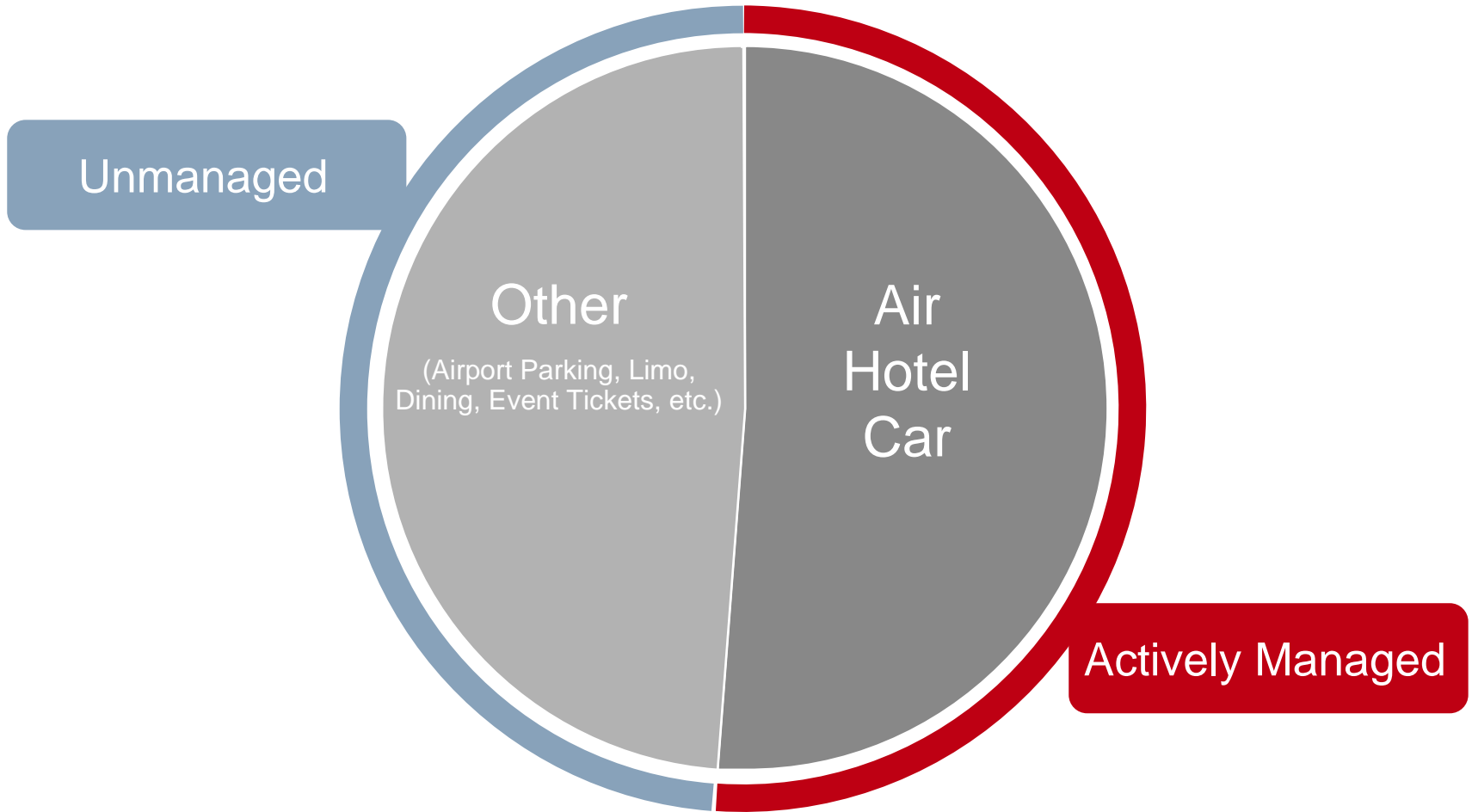




Rearden Commerce

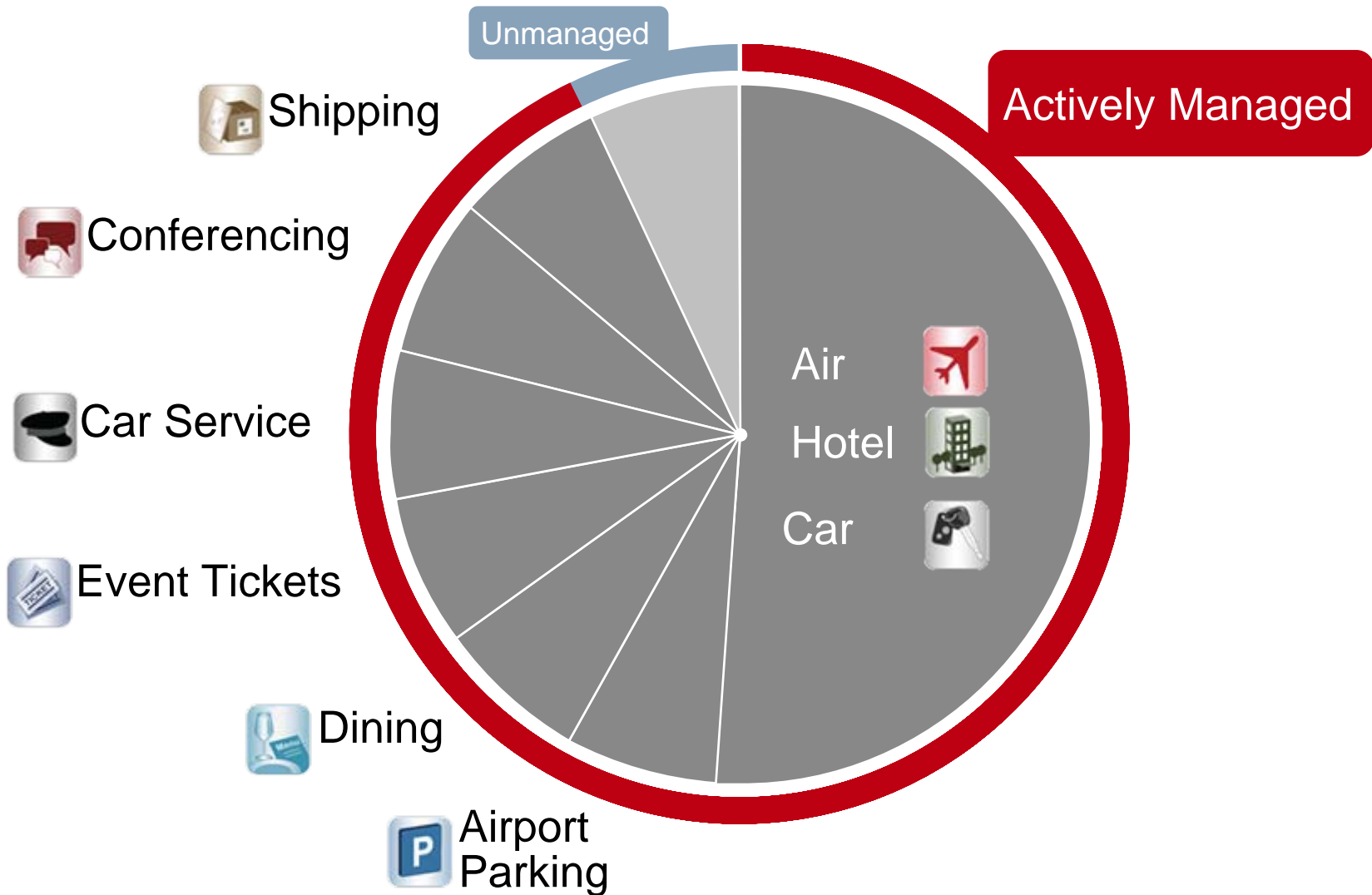
Federation Enabling SaaS Case Study

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.





The Total Travel Experience – All Services

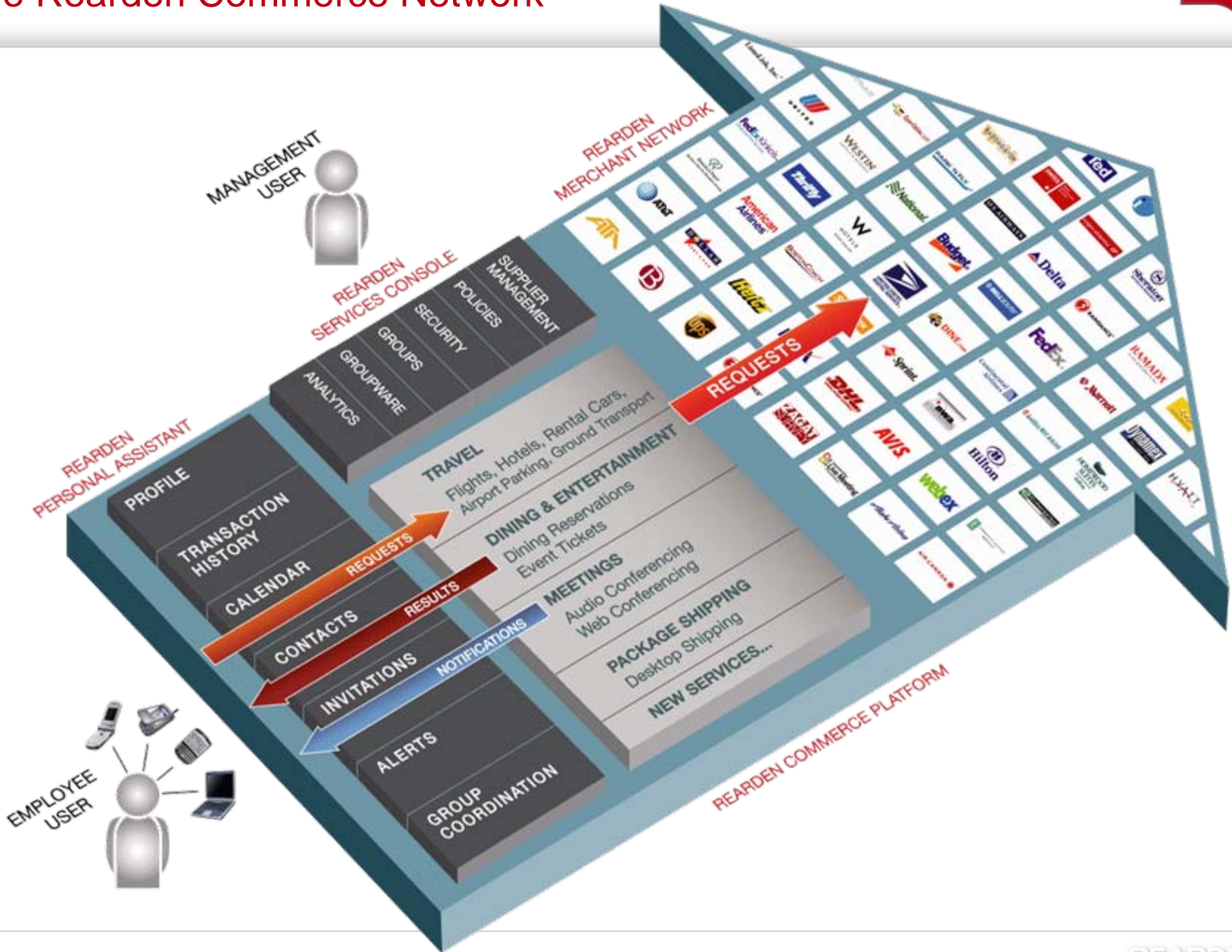
Travel is much more complicated than just booking a flight, hotel, and car. Rearden Commerce delivers all of the services travelers consume on a trip.



Our Approach



The Rearden Commerce Network



Rearden Commerce At a Glance



AMERICAN EXPRESS BUSINESS TRAVEL



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

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

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



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

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