
Expedia and Identity Management

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Expedia Background

- **Who we are**
 - **4th largest travel agency in US**
(based on gross bookings: Source-TravelWeekly)
- **Areas of investment**
 - Leisure travel
 - International travel
 - Corporate travel
- **History**
 - Started from within Microsoft
 - First customer launch October 1996
 - IPO in November 1999
 - Purchased by InterActiveCorp in August 2003



What does Identity Management Mean to Expedia

- **Improves Expedia's customer offering**
 - **Single Sign-On**
 - Increases online adoption
 - Improves security
 - **Provisioning**
 - 'On the fly' account creation
 - 'Profile' synchronization (e.g. Dept/GL Codes)
 - **Added value services**
- **Enables secure partner integration**
 - **Data feeds to and from our partners**
 - **Access to services**

Expedia's experiences with Identity Management

- **Hailstorm**
 - Prototype
 - Centralized set of services
 - myCalendar, myContacts, etc.
- **Passport**
 - Expedia.com integration
- **Worldwide Travel Exchange (WWTE)**
 - Integration with co-brand partner site
 - Complementary travel offering
- **Expedia Corporate Travel**
 - Enterprise Single Sign-On

Passport based services



Sign in with Microsoft Passport

You can now use Passport to sign in to Expedia.com. [Learn more.](#)

QUESTIONS?

- [Having trouble signing in?](#)
- [Microsoft Passport FAQs](#)

.NET Passport Sign-in [Help](#)

E-mail Address

Password

Sign me in automatically.

Do not remember my e-mail address for future sign-in. (Select this when using a public computer.)

Microsoft .net

Don't have a .NET Passport? [Get one now.](#)

[Member Services](#) [Terms of Use](#)

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Why use Passport on Expedia.com?

- Use ONE sign-in name and password for all Passport-participating sites
- Sign in to one participating site, then sign in to others with just one click

Get here by mistake?

[Sign in with your Expedia.com account.](#)

My Alerts

You currently receive alerts from the providers listed below. To make changes, click Edit Delivery.

Your alerts are: On Off

	eBay	Unsubscribe
Your alerts are sent to:		
Messenger: simontam0@hotmail.com		
	Expedia.com	Unsubscribe
Your alerts are sent to:		
Messenger: simontam0@hotmail.com		
	MSN Autos at the North American International Auto Show	Unsubscribe
Your alerts are sent to:		
You have not selected any delivery locations, so your alerts are sent to your Recent Alerts page. Click Edit Delivery at right to set up locations.		

MSN Messenger

File Contacts Actions Tools Help

Expedia.com [Go to >](#)

- [Get travel deals via e-mail!](#)

MY TRAVEL

Travel with Expedia.com!

- **Personalize this section.**
 - Already a member? [Sign in.](#)
 - Use your Passport to [register](#) with Expedia.com. It's FREE!
 - Track your favorite routes and find the lowest published fares.
 - Get great deals on flights, lodging, packages, cars, cruises and more!

WHAT'S NEW

- [Save on air/hotel vacation packages](#)
- [Save on air, car, hotel and more!](#)
- [Hotel deals: Great rates, great rooms](#)

MSN Messenger Microsoft .net

Start search over

Hotels

1 Where do you want to find a hotel?

In a city
 Near an airport
 Near an attraction

<input type="radio"/> Boston	<input type="radio"/> Las Vegas	<input type="radio"/> Orlando	<input type="radio"/> San Diego
<input type="radio"/> Chicago	<input type="radio"/> London	<input type="radio"/> Paris	<input type="radio"/> San Francisco
<input type="radio"/> Denver	<input type="radio"/> Los Angeles	<input type="radio"/> Phoenix	<input type="radio"/> Seattle
<input type="radio"/> Honolulu	<input type="radio"/> New York City	<input type="radio"/> Portland	<input type="radio"/> Washington
Other city: <input type="text"/>			

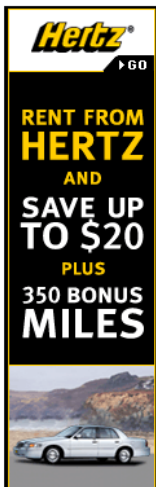
2 Specify dates, rooms, and travelers (Optional)

Check-in date:
 Check-out date:
 Rooms:
 Adults:
 Child:

More search options: [Hotel name](#), [hotel class](#)

CUSTOMER SUPPORT

- For round-the-clock help, call us toll free at 1-888-724-9306. Fax 1-888-724-2647.
- For self service or e-mail support, visit our [online customer support](#).
- You are protected by our [credit card guarantee](#) and our [privacy policy](#).



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Lodging in Seattle (and vicinity)

Booking online is a snap -- or call 1-866-520-5800 to book by phone.

Hotel list view
Area map view
Hotel map view

Show hotels > Seattle (and vicinity) | All areas Go

Not what you're looking for? [Choose a different destination](#)

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Sort by: Our Picks
 Price
 Hotel Name
 City
 Hotel Class

The Edgewater-A Noble House Hotel
Lowest avg rate **\$179.00**

★☆☆½ Seattle, WA Area: Downtown Virtual Tour Available

Mountain views from downtown's waterfront hotel
 A sophisticated version of a Northwest lodge, the Edgewater offers panoramic views of Elliott Bay, Puget Sound, and the snow-capped Olympic Mountains from ...

[More lodging info](#)

Availability request: 1 room E-Special rate Fri 5-Nov-04 to Sun 7-Nov-04

Room type	Fri	Sat	Avg rate (per night)	
City-side	\$179	\$179	\$179.00	Book it
Water-side	\$209	\$209	\$209.00	Book it

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Customer Support

WWTE/JetBlue sign in options

QUESTIONS?

- [Having trouble signing in?](#)

We collect personally identifiable information on this page. To learn more, read our [Privacy Statement](#).

Already a registered user?

Note: Travel services for WWTE/JetBlue are provided through an agreement with WWTE. You must sign up for a new account with WWTE if you have not previously used this service.

Member ID:

Password: [Forgot your password or Member ID?](#)

Save this password on my computer for automatic sign in.
Note: Recommended for use on private machines only.

[Sign in to WWTE/JetBlue](#)

New WWTE/JetBlue user?

[Create an account](#)

Expedia Corporate Travel

- **History**

- 1996 partnership with Microsoft and AMEX to develop AXI
- 2002 ECT is formed
 - Purchased Metropolitan Travel – July 2002
 - Purchased Egencia – March 2004

- **How is it different**

- Distinct web site based on Expedia platform for B2B
- Full service travel agency with technology to allow online booking
- Containment, travel policy configuration, user management, reporting of data, negotiated rate access, cross company payment methods
- Security...
 - Password configuration
 - Integrated with corporate network

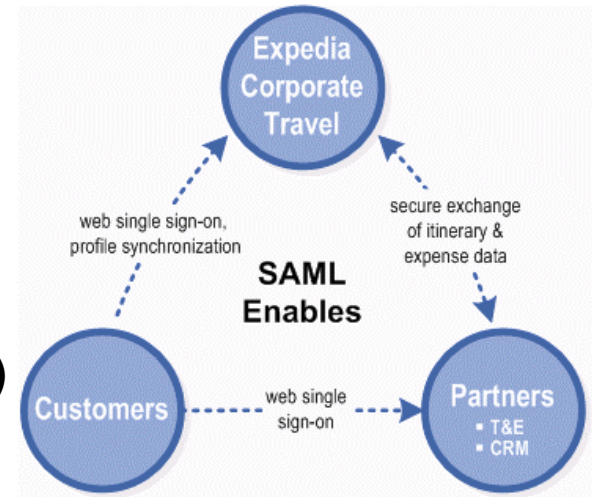
Seamless Enterprise

- **Integration with a company and Expedia based services**
- **Transparent access from corporate desktop to web services**
- **Secure and trusted**
- **Open standards based**
- **Lowering TCO**

Enabling the Seamless Enterprise

Meaningful customer integration of:

- Inbound data
 - Single Sign-On
 - Account provisioning
 - Traveler attribute sync (ex. Dept codes)
- and Outbound data
 - Travel Reporting
 - Trip Itinerary and Expense Management data



Via secure, trusted and open standards, will:

- Lower TCO
- Improve end-user experience
- Deliver on promise of ASP, while allowing “custom” integration

Benefits of Single Sign-On to ECT

- **Increased Travel Savings**

- Accelerates online adoption by eliminating need for username/password
- Lowers TCO through standard identity management solutions

- **Greater Productivity**

- Travel purchasing is simpler, easier and faster
- Reduced password administration for both Travelers and Travel Managers

- **Improved Security**

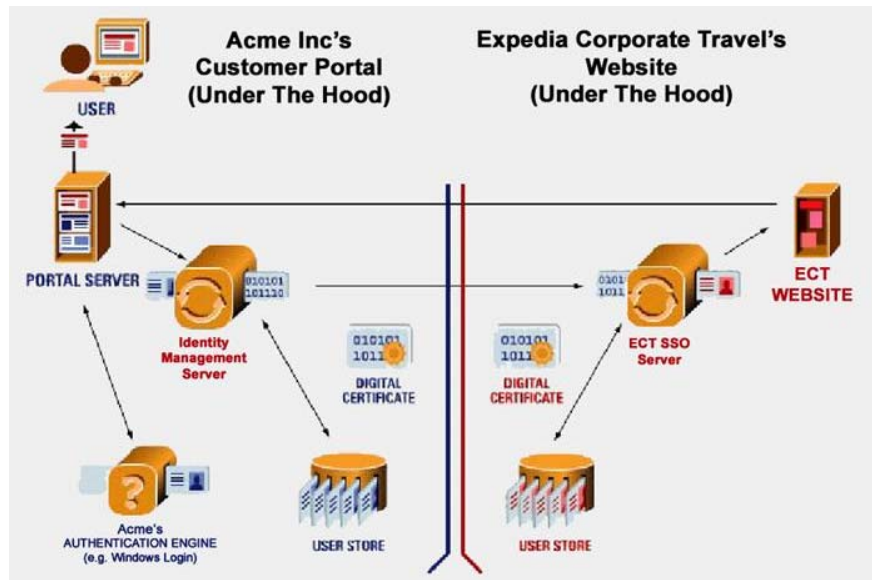
- Standards-based implementation make it the most secure Single Sign-on offering in the industry
- Adheres to corporate security standards

Details about our IdM implementation

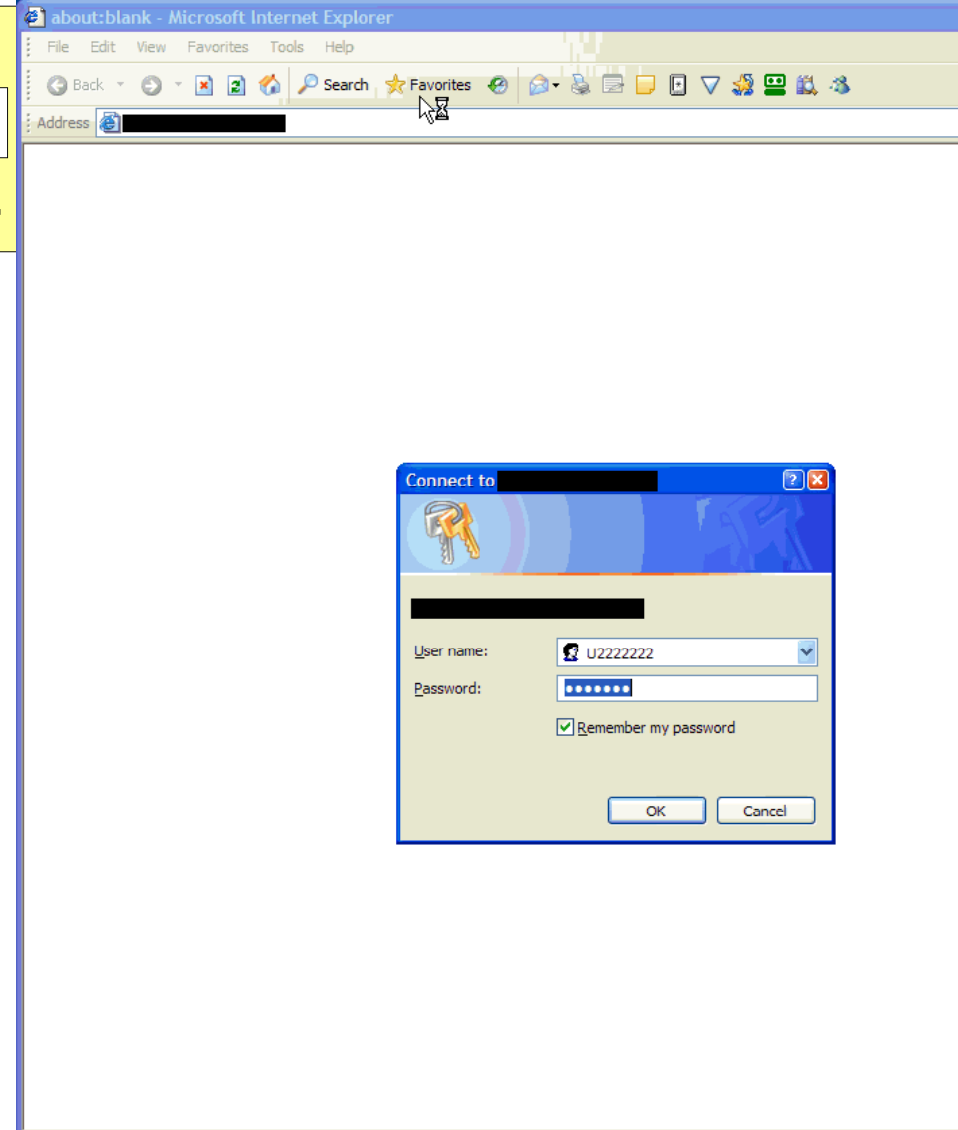
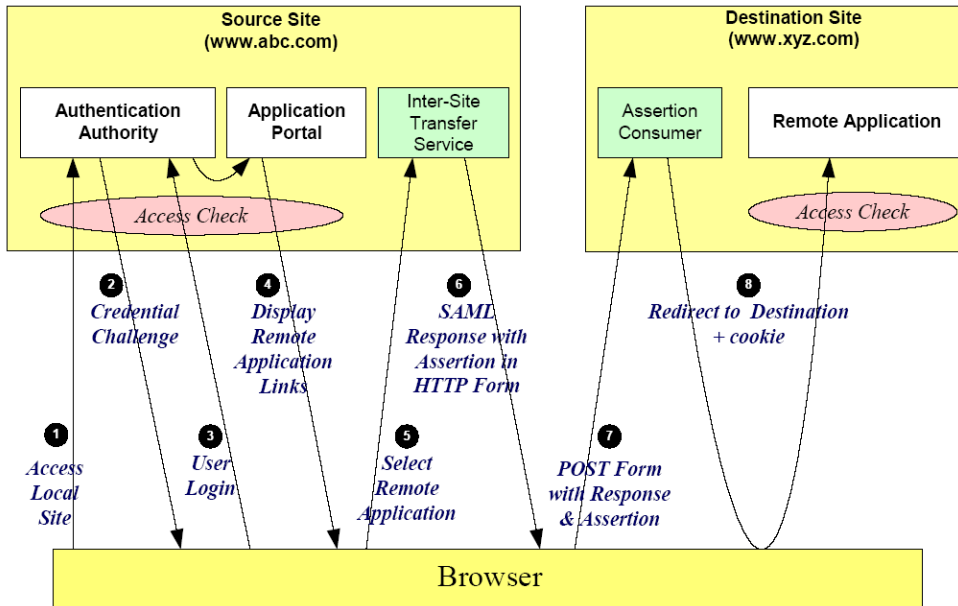
- **Why Expedia chose SAML?**
 - Field proven
 - OASIS community
 - Supported by leading security/IdM vendors
 - Open standards vs. “one-off” custom solution
 - Leverages existing installations and/or new plug-n-play solutions
 - No special client software required on traveler desktops

Details about our implementation

- We added a SAML receiver into ECT website
 - Used OpenSAML libraries
- Linked SAML attribute to provisioned user id
- Our customers:
 - Use 3rd party SAML-compliant identity management software
 - Or build their own SAML senders
- We have a partner that
 - Provides standalone software based identity management solution
 - Low cost, easy to setup
 - Supports SAML open standard & certified for use with ECT
 - Customer can leverage solution for other uses in the future
 - Preferred pricing for ECT clients



How It Works



- **F500 customer (financial services)**
- **Leveraged existing Oblix installation**
 - Currently utilizing SSO with other vendors

Future Uses of Identity Management

- Provisioning
- Use within IAC
- Use across partners and Expedia/IAC
- Continue to work with partners and industry for identity management
- Encouraging other service providers to utilize open standards

