



## Amylin Pharmaceuticals Achieves 100% Adoption in Three Weeks with Rearden Commerce

### INDUSTRIES

Pharmaceuticals

### GEOGRAPHIES

North America

### COMPANY SYNOPSIS

Located in San Diego, California, Amylin Pharmaceuticals helps diabetics keep their disease in check. It makes and markets two injectable diabetes drugs, Byetta and Symlin, and is working on other diabetes products.

### CHALLENGES

Amylin needed to more strategically manage its travel spend, while improving the overall employee travel experience

### SOLUTION

The Rearden Personal Assistant™, an on-demand, intelligent business assistant that guides employees to preferred providers offering negotiated rates

### KEY BENEFITS

- Achieved 100% user adoption in three weeks
- More satisfied travelers
- Higher compliance
- No need to hire additional travel staff

## Managing travel budget more strategically

The past few years have capped a period of rapid growth for Amylin. Byetta and Symlin achieved record sales, and the U.S. Food and Drug Administration approved two of Amylin's new drugs. After the greenlight from the FDA, the company couldn't hire new pharmaceutical sales reps fast enough. All the major drug companies seek the next blockbuster product, and Amylin needed more sales people to make its new formulations a hit.

But with the expanded staff came a few headaches – especially for the travel department, which suddenly saw its workload skyrocket. Pharmaceutical reps spend most of their time on the road promoting their products, and Amylin's travel spend jumped from \$3 million a year to \$9 million after the new sales people came on board. The burden for booking all of the new travel fell squarely on the shoulders of Amylin's three-person travel staff, which quickly became overwhelmed.

---

*“From the first time I saw what Rearden Commerce was offering, I knew this was something our business travelers would love.”*

CHRISTINE LARDIZABAL  
Manger of Travel Services,  
Amylin

---

“With business travel spending on the rise, not only were we struggling to keep up with requests, but policy enforcement now posed an increasing challenge,” says Christine Lardizabal, manager of travel services at Amylin.

Amylin began looking for an online travel booking tool that would help it manage its travel budget more strategically. It wanted to consolidate all employee business services onto a single platform and ensure employee compliance with travel policies and preferred vendors. And to meet Amylin's goal of widespread user adoption, the solution had to be easy to use.

## Amylin turns to Rearden Commerce

After evaluating a number of travel management solutions, Amylin implemented the Rearden Personal Assistant (RPA), an intelligent, web-based service that provides an extensible platform for managing all business services spend. The RPA identifies the best value from more than 160,000 suppliers of travel, business, and entertainment services including airport parking, ground transportation, dining, event tickets, shipping, car service, and audio and web conferencing.

Amylin selected the RPA based on a number of key capabilities. For example, the RPA enables Amylin to monitor compliance and modify policies to meet changing company and employee needs. It also delivers a wide range of services through a single platform that offers a consumer-style user experience.

Amylin took a strategic approach toward implementation. Prior to roll-out, the company began communicating to employees about the upcoming move to the RPA. Key components of its communications plan included:

- A dynamic internal travel page with announcement
- Printed co-branded Rearden Commerce/Amylin posters
- Company email sent one week prior to launch announcing the changes

## **100% adoption rate after just three weeks**

Its strategy worked. After just three weeks of using the RPA, Amylin reported an astonishing 100 percent user adoption rate (among approximately 700-800 users) – greatly surpassing the company’s initial, aggressive adoption goals.

Now, rather than depending on the travel staff, Amylin sales reps use the RPA to find and book a range of services from hundreds of thousands of trusted suppliers – based on company policies and their personal preferences. They can search from thousands of flight, hotel, and rental car options and create a travel itinerary that meets their needs and complies with corporate policy.

Lardizabal cites the ease of making reservations with the RPA as a key selling point for the sales reps. Employees also appreciate the RPA’s intuitive user interface and unique features such as the ability to sort hotels by amenities and star ratings, which bring a consumer-like experience to corporate travel booking.

Lardizabal uses the Services Console to set and manage spending policies, and gain comprehensive visibility into all services spending. Updating policies, changing preferred merchants, or adding new services is as easy as a few mouse clicks. And guiding employees to preferred providers offering negotiated rates is a snap.

With Rearden Commerce, Amylin has enjoyed significant productivity gains due to the reduced number of support calls to its travel department. This allows the travel staff to focus its resources on other activities, like international travel, booking more complex itineraries, and group meetings travel. The travel staff also doesn’t have to hire a fourth staff member.

Today, employees can now make smarter decisions about travel bookings, because the RPA guides them to preferred vendors and negotiated rates. This enables Amylin to better manage its travel spend. And Amylin employees also can procure other services beyond air, car, and hotel, such as dining, airport parking and car service – providing further convenience to employees and control for Amylin.

“From the first time I saw what Rearden Commerce was offering, I knew this was something our business travelers would love.”