



With revenue of \$7BN and over 40,000 annual passengers, JetBlue is the USAs 6th largest airline

# JetBlue halves SAP named users with automated user management

# The American airline JetBlue has halved the number of named users required for SAP with proactive user management.

**ITAM recently met with Mukarram Syed, General Manager for IT Corporate Products and Vijay Thillainathan, Security Engineer of JetBlue Airways in New York. They discussed their approach to SAP license management and how they managed to reduce their SAP named users by 500.**

Interestingly, their enormous saving on SAP named users stems from a security focused project to provide housekeeping around user logins rather than Software Asset Management per se – but the result has delivered a fully optimized SAP License Position to ensure they are making best use of their growing spend with SAP.

With a holistic approach to managing users, from Human Resources including new hires, position changes and terminations as well as back end systems, JetBlue has significantly reduced the security threat of dormant user accounts and financial waste of duplicate and unused named user accounts.

## There has to be a better way

Prior to implementing a software asset management solution, the JetBlue team found establishing a baseline with SAP licensing a very convoluted and frustrating process. According to Mukarram, “Due to the changing SAP Account Executives every few years, the process of establishing the license inventory and validating it becomes quite cumbersome. It took us several iterations to get our inventory right.”

The team resolved to find a better way to manage the SAP Licensing from being able to forecast licensing growth to classifying users and reporting the actual usage.

## End-to-end user management at JetBlue

In the interests of security and efficiency, user authorization at JetBlue is based on position in the company. So a user will be assigned privileges within SAP based on their position assignment. User profiles are tightly aligned to Microsoft Identity Manager and HR systems. So when a user leaves the company or moves to a different position, all systems are updated

accordingly, from SAP access to the name badge used to enter the building. The single source of truth behind all of this is the employee ID number; a unique identifier used across both HR and IT systems.

## Building a business case from real data

JetBlue chose samQ, an SAP License Optimization Tool from VOQUZ, to take the heavy lifting out of managing their SAP estate. Sharing his experiences of the selection process, Mukarram says: “As part of the evaluation process I had certain criteria in mind. A priority was the ability to install the software within the SAP environment and follow a similar SAP workflow - with the same look and feel.”

“VOQUZ fit the bill, right off the bat. They have an SAP add-on, which we could install on any system and it didn't have any stringent hardware requirements.” The JetBlue team stated that they found VOQUZ to be flexible in their approach and didn't insist that the company purchase a whole SAM system.

## JetBlue at a glance

- Founded 1998
- 22,000 employees
- Sixth largest airline in the USA (based on available seat miles)
- Connections to over 100 destinations
- Revenues \$ 7BN (2017)
- NASDAQ: JBLU
- [www.jetblue.com](http://www.jetblue.com)



## About VOQUZ

VOQUZ Labs is a sub-division of the larger VOQUZ Group and the leading provider of Software Asset Management (SAM) and Authorization Management (GRC) add-ons for SAP, with bases in Berlin, Amsterdam, Cluj-Napoca, Cape Town, London, Mexico City and New York. VOQUZ Labs combine best-in-class SAP User Management solutions and a strong Consulting Expertise in License Advisory, Compliance, Security, Access Control and Efficient User Management.

## About our SAP Solutions

With its software products samQ and setQ, VOQUZ Labs has specialized in the optimization of license costs and authorization concepts for SAP applications. These self-developed SAP solutions reduce the manual administration effort and cut costs by optimizing usage of the existing software inventory. In addition to the SAP license management tool samQ, setQ enables the automation of SAP authorization assignment. This way, authorization processes become revision-safe and compliant.



### HEADQUARTER CONTACT

VOQUZ Labs AG  
Kurfuerstendamm 11, 10719 Berlin , Germany  
Phone: +49 30 36418- 833  
Email: [labs@voquzlabs.com](mailto:labs@voquzlabs.com)  
[www.voquzlabs.com](http://www.voquzlabs.com)