# International Deployment
## OMV Uses samQ to Optimize its SAP Licensing Worldwide

*Globalization and international growth are keys to success, but they involve increasingly complex processes and structures. It is becoming more and more difficult to maintain an overview of IT landscapes, thereby making it more and more difficult to uphold compliance guidelines. samQ allows companies to ensure that all of their SAP users have the correct licenses and that license evaluation does not become costly.*

samQ
LICENCE OPTIMIZER
FOR SAP®-SOFTWARE

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VOQUZ spoke with Michael Keck and Peter Stroi, members of the OMV IT team at the OMV Global Solutions SAP Competence Center.

**VOQUZ: What was the main reason that you researched SAP license management tools?**

**Michael Keck:** We had very clear and simple motivations for doing so. Up until now, we always carried out system evaluations and system and user classifications manually, in direct response to events. Although this only ever entailed intermittent bursts of effort, these always took up a great deal of time and personnel resources. Because of that, we sought out an option that would automate these processes and make them transparent and repeatable on short notice.

**VOQUZ: How did you handle license management in the past? How did you manage SAP licenses?**

**Michael Keck:** Manually managing the licenses was a challenge, given the complexity of our SAP system landscape. We prioritized certain processes and heavily focused on users with expensive license types, such as the SAP Business Suite Professional users. We thoroughly analyzed them with regard to their usage behavior so that only users who really required these types of licenses would receive them.

**Peter Stroi:** However, we were not able to put in the same amount of effort for all of our SAP users. This is because we operate a wide range of productive ERP systems that are used by several thousand users, and they also work in several systems. Managing all of these manually entails an enormous amount of effort.

**VOQUZ: How did you assign licenses to the other SAP users?**

**Michael Keck:** We categorized users by their authorizations. These served as a basis for determining and assigning the named user license.

Unfortunately, this assignment method does not take into account the fact that authorizations don't always correspond to actual usage behavior. Because of that, uncertainties arose in our old licensing strategy, which were unavoidable despite our greatest efforts.

**Peter Stroi:** That was why we were looking for a way to optimize licensing. We wanted to successfully carry over the proven method that we used for issuing more expensive types of licenses to all of our other SAP users. After all, that is the only real way to issue licenses in a fully compliant and audit secure way. However, it is only possible to do so with a professional software tool.

**VOQUZ. How did you go about selecting the tool?**

**Peter Stroi:** The usual way. First, we took a look at the market to see what kinds of tools and aids were out

there for license management. Of course, there are very complex SAM tools available that we could use to evaluate all kinds of software in the company. However, we consciously chose to only focus on SAP. This was because we needed a tool that would fulfill our requirements in that particular area to the greatest possible extent.

**Michael Keck:** Naturally, the cost-benefit ratio was an important factor, and it was one of the main reasons we chose samQ. Based on that, we decided to go for a proof of concept and set up a test installation together with VOQUZ. That went incredibly quickly; within a few hours, samQ had been installed on our SAP Netweaver system. We only needed to make a few settings before receiving our initial results. That was really impressive, and it won us over.

**VOQUZ: What did you do next?**

**Michael Keck:** Based on the findings of the test installation, we quickly decided to put samQ into productive use. We installed and set up samQ in May 2015, and it went very smoothly. We made a few changes and expansions in the customizing settings together with VOQUZ so that we could precisely correspond to the conditions of our agreement with SAP.

**Peter Stroi:** Customizing provides you with a great deal of opportunities to account for company specific situations. For example, during our negotiations with SAP, we had precisely determined how to define Limited Professional users for our company. It was really easy for us to store this definition in the samQ Customizing section. This option is what makes the tool so unique and valuable in our eyes.

**VOQUZ: Were there special requirements or considerations that you had to take into account when implementing samQ?**

**Peter Stroi:** Yes, there was something that we have subsequently implemented. For internal billing purposes, we needed a grouping by email domain. Because of that, we set up samQ so that we could set different licenses depending on the email domain. Even though this functionality was not available as a standard, we were able to easily implement it together with VOQUZ.

**VOQUZ: Now that the optimization is complete, what does your license inventory look like? Has it changed a great deal?**

**Michael Keck:** It is not possible to make retroactive changes to SAP agreements, but we will be able to manage our future licensing costs more efficiently. We

know the exact level of usage for our license types, on practically a day-to-day basis, thanks to samQ. That means we will save a lot of money on our future additional purchase and maintenance costs, all the while ensuring that we are 100 percent compliant with our agreement.

**VOQUZ: What do you think is the greatest added value for the OMV Group in using samQ?**

**Michael Keck:** Thanks to samQ, we now have the opportu- nity to transparently document and evaluate the licensing situation in our company on a daily basis. We can start evaluating our systems at any time and no longer need multi-week lead times to do so.

**VOQUZ: And has the first SAP license evaluation already taken place since samQ was rolled out?**

**Michael Keck:** Yes, it has. At the end of last year, SAP came to carry out an on-site audit at our company for the first time. The audit results confirmed that the OMV Group is using SAP licenses in compliance with the agreement.

**VOQUZ: We are happy to hear that. Thank you very much for speaking with us!**



**WHAT WON OUR CUSTOMER OVER?**
- Automated issuing of SAP licenses
- Transparent license assignment based on the actual usage of SAP users
- Quick, uncomplicated software installation and implementation

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# 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.

## VOQUZ Labs

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