JetBlue Airways Corporation
Microsoft® Windows® 2003 case study

company overview
JetBlue Airways Corporation literally took off in February 2000 with a maiden flight from its home base at New York’s John F. Kennedy Airport to Fort Lauderdale, FL. Just three years later, JetBlue has carried more than 12 million passengers – among 20 destinations in nine states and Puerto Rico. At a time when domestic airlines are struggling to survive economic hard times, JetBlue is soaring with record revenues and many other achievements. The airline ranks first among U.S. airlines in on-time arrivals, load factor (percentage of occupied capacity) and aircraft utilization. At the same time, the airline has the fewest recorded complaints in the industry.

JetBlue is succeeding where others have failed by building on a business model featuring high-quality service, reduced fares and low costs. This unique airline was the first U.S. start-up airline to launch with more than $100 million in capital, enabling it to invest in a fleet of more than 40 new Airbus A320 aircraft with roomy all-leather seats, each equipped with free live satellite TV. JetBlue’s aggressive, flexible business environment carries over to its information-technology (IT) infrastructure, which is a 100 percent Microsoft® Windows® and HP solution. The company relies heavily on leading-edge technology, based on industry standards, to control costs and gain a competitive advantage.

“Complexity in any system raises costs,” notes JetBlue’s Vice President and CIO Jeff Cohen. “We primarily rely on a single source for many of our critical systems and solutions because it keeps our operations simple and our costs low. Obviously, this strategy increases our risk to some degree, but we believe the advantages offset that risk. We trust HP and Microsoft® to deliver industry standard solutions that work. We believe their approaches to standards-based innovation is an excellent match for our business model.”

executive summary
Despite dire economic conditions in the travel industry, three-year-old JetBlue Airways achieved much by keeping costs low and delivering high-quality service. One of the key factors in its success was the early adoption of cutting-edge technologies in every area of operations – from “paperless” cockpits to hundreds of home-based customer service representatives linked to the airline via VOIP phones. The early adoption of economical, standards-based technology from leading vendors is helping JetBlue gain a competitive advantage and keep costs low. JetBlue is working closely with Microsoft® and HP to rollout the new Microsoft® Windows® Server 2003 across its 250 HP ProLiant servers by mid-May 2003. The airline has already implemented an HP Intel® Itanium® 2-based server for its frequent flyer program and plans to add 64-bit Microsoft® Windows® on Intel® Itanium® 2-based servers later in the year. “We are experiencing better than 99.7 percent uptime since we began using Microsoft® Windows® Server 2003 on our HP ProLiant servers – and that’s just with beta software. For us, this deployment has been a pleasure,” observes Cohen.
business challenge

Despite today's difficult environment for airlines, including the threat of terrorism, a reduction in overall travel and an uncertain economy, JetBlue Airways achieves tremendous success where other, more established competitors struggle to survive. JetBlue's architects designed the company from the ground up to be a low cost, high-quality operation. To accomplish this challenging goal, the airline quickly became an early adopter of advanced technology and committed to a standards-based infrastructure, which provides a competitive edge and lowers operating costs. By participating early in beta and joint-development programs with key strategic vendors, including HP and Microsoft®, JetBlue gains a valuable edge in advanced capabilities, often at reduced costs.

A key challenge in this approach is to stay ahead of the technology curve by continually testing and implementing new and improved versions of software and hardware systems. JetBlue worked closely with Microsoft® by participating in the Microsoft® Windows® Server 2003 Joint Development Program (JDP) throughout 2001. Because Microsoft® developed Windows® Server 2003 on HP ProLiant servers, and both companies adhere to industry standards, the transition to beta versions of the new operating system in 2002 was relatively seamless. By July 2002, JetBlue's entire domain infrastructure consisted of HP ProLiant servers running Microsoft® Windows® Server 2003.

By mid-May 2003, JetBlue plans to complete its rollout of Microsoft® Windows® Server 2003 on the company's infrastructure of 250 HP ProLiant servers. These servers will support some of the company's mission-critical applications, including its paperless cockpit, which provides pilots with vital manuals contained on HP laptop computers, which JetBlue keeps updated via wireless links. The HP laptops also calculate aircraft weight and balance, which helps the airline achieve greater efficiency and a higher percentage of on-time flights. The distributive file capabilities of Microsoft® Windows® Server 2003 and the reliable HP ProLiant-based airline network make this and other applications possible.

benefits

From its inception in 1999, JetBlue based its entire IT infrastructure on the Microsoft® Windows® operating system and HP systems – including desktops, laptops and HP ProLiant servers. “By creating an IT environment based on industry standards from the start, we lowered our total cost of ownership substantially,” notes Cohen. “Most airlines spend about five percent of revenues on IT, while JetBlue spends just 2 percent.”

Microsoft® Windows® Server 2003 on HP ProLiant servers provides JetBlue with a flexible, adaptable IT infrastructure that enables the company to share files easily among multiple locations, including mobile users. Along with its HP laptop-based, paperless-cockpit applications, the JetBlue HP ProLiant and Microsoft® Windows® server network helps the airline control and manage its entire infrastructure centrally, which reduces labor costs and achieves operational efficiencies. In addition, JetBlue controls costs even further by using HP SmartStart server provisioning software and HP Insight Manager to automate processes and provide proactive support.

“`The HP and Microsoft® infrastructure is our backbone,” Cohen says. “From JetBlue.com – which accounts for 70 percent of our revenues – to file sharing and e-mail, we depend on reliable HP servers and Microsoft® software for our mission-critical applications. We’re excited about the results achieved on our recent deployment of an HP Intel® Itanium® 2-based server for our frequent-flier program. We were able to consolidate multiple SQL Server database servers onto a single 4-way HP Intel® Itanium® 2-based rx5670 server, and still have plenty of headroom. Moving forward with these large applications, it will be far less expensive to scale up using fewer powerful Intel® Itanium® 2-based servers, than to scale out with many smaller servers. Again, we gain a competitive edge when we can lower our costs and gain efficiency. We believe HP and Microsoft® will continue to give us that advantage in the future.”

For more information on how working with HP can benefit you, contact your local HP service representative, or visit us through the Internet at our World Wide Web address: http://www.hp.com.