



Business Software Alliance

"Why Implementing SAM Best Practices is Good for Business"

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Agenda

- What is the BSA
- Challenges
- Definition of SAM
- Starting SAM
- Information & Resources

Business Software Alliance

- Software industry voice - Intellectual Property, Security, Privacy and Free Trade
- Non-profit, established 1988
- Active in 80+ countries
- Copyright Protection through:
 - Public Policy
 - Education
 - Enforcement

BSA Members



Microsoft



intel.



SYNOPSYS[®]



Mastercam

EMC²
where information lives[®]



Avid

autodesk[®]



Borland[®]

The Piracy Problem

Global	US
<ul style="list-style-type: none">• 35% piracy rate• \$34 billion lost revenue	<ul style="list-style-type: none">• 21% piracy rate• \$6.9 billion lost revenue

The Opportunity – with 10 point piracy reduction

Global	US
<ul style="list-style-type: none">• \$404 billion GDP growth• \$67 billion additional taxes• 2.4 million new jobs	<ul style="list-style-type: none">• \$100 billion GDP growth• \$21 billion additional taxes• 100,000 new high-wage jobs

It Happens When...

- One license is used for multiple installations
- Software is installed or used outside the terms of the license
- Upgrades are installed without owning original license
- “Too good to be true” offers are purchased or downloaded from unauthorized websites or resellers

It Happens Because of....

Lack of focus on software as an asset.

- Inadequate planning, budgeting and controls
- Unmonitored IT acquisitions
- Untracked software installations and licenses
- Unchecked employee activities
- Unspecified Internet usage policy
- Lack of priority because company feels immune to risks

Drawbacks of unlicensed software use

- No upgrades, technical support, manuals or documentation
- No assurance of quality or reliability
- Inefficient resource usage
- Network exposed to security breaches
- Financial exposure and risk
- Risk of legal action and penalties
- Sends message: It's okay to steal

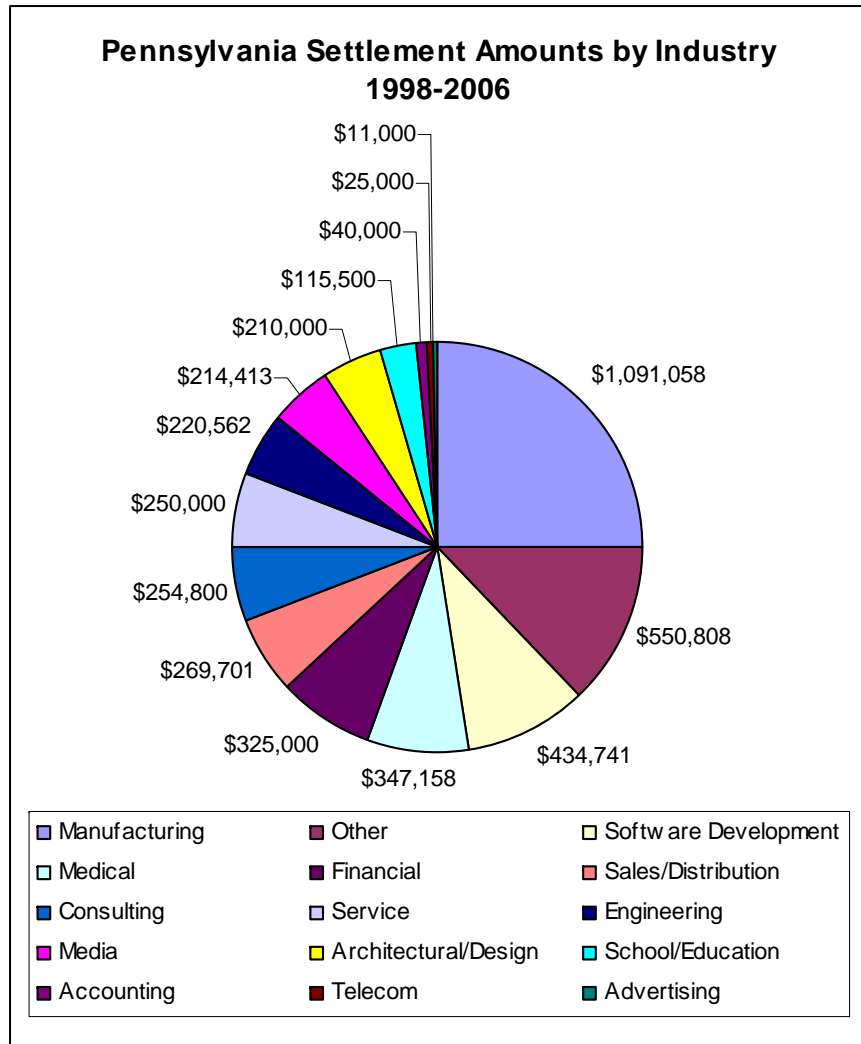
Risks of Unlicensed Software Use

- Legal
 - Criminal and civil liabilities
- Financial
 - Fines of up to \$150,000 for each infringement
- Operational
 - Decreased efficiency
- Technical
 - Vulnerability to viruses
 - Ineligible for technical support or software updates
 - Incomplete or otherwise damaged software

Consequences in Pennsylvania

- Pennsylvania ranks among the top 10 states for total software settlements since 1993.
- Pennsylvania companies have paid more than \$5.6 million to BSA to settle copyright infringement claims.
- Pennsylvania companies paid 9 percent more in 2006 to settle unlicensed software claims than they did in 2005.
- Pennsylvania companies paid over \$340,000 to settle infringement claims in 2006.

Impact by Industry



BSA Priorities

- Public awareness of risks of software piracy
- Promotion of SAM

So What is SAM?

“SAM is all of the infrastructure and processes necessary for the effective management, control and protection of the software assets within an organization, throughout all stages of their lifecycle.” - ITIL

So What is SAM?

- Business Process
- Cost Cutter
- A solution to a common problem
- The strategy for license compliance over time

What SAM isn't

- Just a Tool
- About licenses
- An IT problem
- A quick fix
- A silver bullet

Customer Benefits of SAM

- Risk Management
 - Security
 - Legal and financial exposure
- Reduce Costs
 - Predictability on future IT investments
- Competitive Advantage
 - Better quality decision-making
 - Faster time to market
- Enhanced productivity

SAM Provides Control



Good Business Practice

Software Asset Management is Good Business Practice

- Maximize software assets
- Optimize license purchasing and IT budget management
- Comply with Corporate Governance legislation (SOX)
- Minimize exposure to security and legal risks

Cost Control

- Reduced direct costs of software and related assets.
- Reduced time and cost for negotiating with suppliers
- Improved financial control
- Reduced infrastructure costs for managing software and related assets
- Reduced support costs

Risk Management

- Interruption to IT services
- Deterioration in the quality of IT services
- Legal and regulatory exposure
- Damage to public image

Competitive Advantage

- Quality decision making
- Deployment of new systems
- Mergers and acquisitions
- Higher morale

Starting SAM

1. Educate yourself about the risks to your business.

- This seminar is a great first step!
- Awareness of the problem is critical to protecting your business.
- The latest information is available at www.bsa.org and www.AvoidtheNet.com.

2. Assess your current software assets.

- BSA offers free resources for businesses.
- BSA's HealthCheck Tool is available online at www.AvoidtheNet.com.
- Delete any unlicensed or unnecessary copies found on your computers.

Starting SAM

3. If necessary, make compliance purchases, and only from authorized dealers.
 - If the price sounds too good to be true, it probably is.
 - Visit the software manufacturer's Web site to find an authorized local reseller.

4. Develop a software management policy for your business.
 - An effective software policy should:
 - Clearly state your business's intolerance of software piracy;
 - Identify procedures for acquiring needed software;
 - Set rules for Internet usage; and
 - Explain the consequences of violating the policy.
 - Download BSA's "Guide to Software Management" at www.AvoidtheNet.com to see a sample software policy.

Starting SAM

5. Assign responsibility.

- Centralizing your software purchasing and management process to one individual or team will help ensure consistency and complete documentation.

6. Educate your co-workers and employees.

- Distribute the software policy office-wide and include it in the employee manual.
- Give employees an opportunity to ask questions about the new policy.
- Provide periodic reminders about the policy.
- Download BSA's "Guide to Software Management" at www.AvoidtheNet.com to see a sample memo to employees.

Starting SAM

7. Enforce your software policy.

- Noncompliance puts your business at risk for the legal, financial, operational, and technical risks of software piracy.
- BSA recommends requiring employees to sign your software policy to show they understand the consequences of violating it.

8. Conduct regular audits and spot checks.

- Software audits should be conducted at least once a year.
- Spot checks will help ensure that your software policy is followed year-round.

Information and Tools

www.bsa.org

- ✓ BSA Guide to Software Management
- ✓ BSA Licensing Guide
- ✓ Free software audit tools
- ✓ Asset management resource references
- ✓ The BSA HealthCheck Tool

Where can I find more information?

Visit www.bsa.org

Visit www.AvoidtheNet.com

Contact us at
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Thank You