Introduction

Software has never been more important than it is today. Software makes health care more effective, communication richer, businesses more efficient, and the world around us more navigable. The industry itself has grown into a mature, nearly $400 billion market that continues to innovate rapidly. BSA | The Software Alliance enables this innovation by addressing challenges around the world that threaten to close off access to key markets, undermine the business of developing and commercializing intellectual property, and hinder the growth and evolution of cloud computing.

This document provides an overview of BSA’s 2013–2015 strategic plan, focusing on our two main areas of activity: Anti-piracy and Advocacy.

The BSA strategic plan is focused on the goals that are most important to our member companies. The plan you will read on subsequent pages serves as a guiding framework for our operations through 2015.

We look forward to our work with members, government officials, and other influencers around the world over the next three years to ensure software companies can continue to innovate, spark the economy and improve modern life.
BSA advances the interests of companies that invest billions of dollars annually to develop innovative software solutions that spark the economy and improve modern life. By conducting global advocacy initiatives and anti-piracy programs, BSA ensures they are free to commercialize their intellectual property through a variety of business models.

BSA fosters industry growth by:

- Promoting public policies that strengthen IP rights and protections, open global markets, and advance innovations such as cloud computing, while enabling software companies to do business without undue costs, restrictions, or pressure to relinquish control of their IP in exchange for market access.

- Protecting members’ IP with Internet and end-user enforcement programs that ensure their products are not pirated, and providing innovative compliance solutions that help organizations realize the value of fully licensed, legitimate software.
BSA works with governments around the world to improve business conditions for companies that develop and sell software. In close consultation with members, BSA has developed a strategic advocacy agenda focused on the issues of greatest importance to BSA member companies, and where BSA is uniquely suited to deliver value.

**Global Advocacy**

Working with governments and public stakeholders to promote legal frameworks and market conditions necessary for the global software industry to flourish.

- Protecting IP and Innovation
- Opening Global Markets
- Advancing the Global Cloud

**Policy Solutions**

Driving progress on foundational issues for the digital economy and society.

- Security
- Privacy
- Human Capital (US)
Protecting IP and Innovation
BSA advocates for robust intellectual property rights and protections that drive the digital economy by encouraging technology innovation. We do this by:

- Articulating a distinct voice on software IP;
- Ensuring members can obtain robust IP rights in key markets; bolstering their ability to enforce those IP rights; and advocating global policies to promote software patentability; and
- Protecting members’ freedom to commercialize IP on market terms.

Opening Global Markets
BSA promotes a comprehensive digital trade agenda that opens markets around the world to all products and services that define and enable the information age. We do this by:

- Advocating for global trade rules that advance BSA’s advocacy agenda in key bilateral and multilateral trade agreements;
- Driving advocacy results in priority markets: China, India, Brazil and the EU; and
- Raising awareness of market access barriers through development and dissemination of BSA research and economic impact analyses.

Advancing the Global Cloud
BSA encourages legal and regulatory cohesion in the global marketplace so companies can provide services across borders and customers can choose from the best the world has to offer. We do this by:

- Developing advocacy strategies to preserve and expand the free flow of data across international borders;
- Addressing regulatory obstacles to cloud computing; and
- Protecting intellectual property in the cloud.

Security
BSA advocates policies that harness market forces to promote rapid innovation and adaptation in the face of a constantly evolving threat landscape. We do this by:

- Supporting policies that strengthen cybersecurity capabilities, without putting undue regulatory burdens on industry; and
- Ensuring cybersecurity policies protect our members’ ability to innovate, especially in new fields such as mobile and the cloud.

Privacy
BSA promotes policies that respect and encourage informed consumer choices while ensuring industry can provide products and services tailored to consumers’ specific needs. We do this by:

- Supporting sound data-stewardship practices to protect consumers’ privacy through enforceable voluntary, industry-led efforts, and promote responsible Internet habits among users; and
- Ensuring that privacy policies leave ample breathing room for technological innovation and the development of new services such as cloud computing.

Human Capital
BSA supports policies that increase the number of highly skilled workers in the fields of science, technology, engineering, and mathematics. We do this by:

- Encouraging efforts aimed at improving STEM education in elementary and secondary schools; and
- Advocating for meaningful reforms to the H1-B Visa and Employment-Based Green Card systems that will allow more highly trained and educated professionals to come to the United States and contribute to the invention, design, production and innovation of advanced technology.
BSA serves as the world’s premier Anti-piracy organization, working to expand legal software markets on a global scale through education, advocacy and enforcement initiatives.

**BSA’s 2013–2015 Anti-Piracy Strategic Plan**

Protecting IP and Driving Innovation
Working to drive down a $63B commercial value of unlicensed software to allow the software industry to flourish

Global Enforcement Programs

Government Relations & Engagement

Anti-Piracy Focused Communications

Disrupting Unauthorized Software Distribution

Addressing Cloud Piracy

Providing Compliance Solutions
Driving innovative efforts to allow organizations of all sizes to realize the value of legitimate software

Software Asset Management (SAM)

Educational Tools & Resources
Global Enforcement Programs

BSA undertakes anti-piracy enforcement programs in over 60 countries worldwide to combat all forms of software theft. We do this by:

- Vigorously enforcing member companies’ rights against those that engage in software theft;
- Disrupting the illegal distribution of counterfeit or otherwise unlawful product;
- Partnering with local law enforcement bodies;
- Referring cases for criminal prosecution and providing collaborative support; and
- Identifying solutions to emerging forms of cybercrime that target new forms of software-based products and services.

Disrupting Internet Piracy

To curb online piracy, BSA employs a variety of techniques which detect and disrupt the distribution of infringing software online and in the cloud environment. We do this by:

- Working with hosts to remove infringing files from their sites;
- Litigating across the globe against those who illegally distribute software online; and
- Collaborating with US and international law enforcement agencies in the pursuit of software pirates.

Government Relations and Engagement

Through active anti-piracy advocacy campaigns, BSA protects our members’ IP rights. BSA works alongside governments to ensure strong, modern IP laws are in place, are being enforced, and that cultural perceptions about the legal use of software are changed. We do this by:

- Partnering with governments to increase IP awareness and educate businesses on the risks of pirated software;
- Ensuring that policymakers modernize protections for software and create strong, measurable enforcement mechanisms; and
- Working with governments to educate courts and enforcement bodies on the importance of strong IP protection and the impact of IP protection on national economies.

Providing Software Compliance Solutions

BSA understands that businesses need innovative solutions which enable license compliance. BSA provides these proactive solutions through effective SAM programs that help organizations drive maximum value from their software assets. We do this by:

- Participating in the International Organization for Standardization’s (ISO) standard-setting process on software asset management, and aligning our own programs to this globally recognized approach;
- Providing solutions to small and mid-sized businesses to assist them with managing their software and licenses; and
- Recognizing businesses who demonstrate that their SAM practices are ISO-aligned and best in class through a corporate certification program.

Anti-Piracy Communications

Effective communication is fundamental to building awareness and respect for IP rights. Working with governments and other local partners, BSA drives education and awareness programs in markets around the globe.

We do this by:

- Educating organizations and end-users on the very real security, legal and related risks of unlicensed software;
- Educating businesses and consumers about the benefits of proactive software asset management; and
- Training professionals and others on how to effectively manage software as a critical asset.