THE VALUE OF BSA

2020

The Software Alliance
BSA VALUE

PROPOSITION

BSA membership provides you a seat at the table with the world’s leading software companies.

It gives you a unique opportunity to shape policies that affect your company’s bottom line, and the software industry as a whole, all around the globe.

BSA also drives revenue to our members through our respected license compliance and enforcement programs and solutions.
WHO WE ARE & WHY BSA IS DIFFERENT

FOCUSED MEMBERSHIP
ENTERPRISE SOFTWARE COMPANIES, 100% FOCUSED ON THE ISSUES THAT MATTER TO OUR INDUSTRY

GLOBAL
WASHINGTON DC HQ; EXPERIENCED STAFF IN EUROPE, ASIA, AND THE AMERICAS

SOLUTIONS-DRIVEN
CONSTRUCTIVE, CREATIVE, THOUGHTFUL, AND EFFECTIVE

RESPONSIBLE
REASONABLE, MEASURED, NON-PARTISAN, AND PRO-ACTIVE

ESTABLISHED
ALLIANCES WITH OTHER INDUSTRIES, AND RELATIONSHIPS WITH POLICY-MAKERS AND MEDIA AROUND THE WORLD
BSA’S GLOBAL REACH

REGIONAL OFFICES
WASHINGTON, DC, BRUSSELS, AND SINGAPORE
50% OF POLICY STAFF BASED OUTSIDE THE US

INTERNATIONAL STAFF
BOOTS ON THE GROUND IN 30+ COUNTRIES IN ADDITIONAL LOCATIONS INCLUDING BANGKOK, BEIJING, BERLIN, CANBERRA, NEW DELHI, PARIS, SAO PAULO, SEOUL, AND TOKYO
STAFF AND A NETWORK OF TRUSTED LAWYERS AND CONSULTANTS WITH DECADES OF EXPERIENCE

EAR TO THE GROUND
ABILITY TO MONITOR REGIONAL/LOCAL ACTIVITY FOR MEMBERS IN REAL TIME
BSA GLOBAL MEMBERS
BSA focuses on a clear set of policy priorities and objectives and applies its expertise to move the needle.
Ensured that AI text and data mining is permitted in EU Copyright Directive

EU terrorist content regulation now excludes enterprise cloud

Passed a regulation that stopped harmful localization requirements inside the EU

Improved EU’s ePrivacy text and delayed consideration to the next Commission

BSA’s model digital language is the standard for US trade agreements

Open Government Data Act enacted by Congress

Brazilian Central Bank reversed proposed data localization requirement

In Singapore, prevented a government standard on cloud outage incident reporting

In India, successfully postponed data localization mandates and overly rigid privacy law

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OUR POLICY SUCCESS
BSA STATE ADVOCACY

STATE POLICY PLATFORM

• Advance public policies at state level of government that reflect BSA and member company reputations as responsible, substantive, and solution oriented.
• Emphasis on strong privacy protection standards, in coordination with federal and global programs, as well as other strategically important policy issues.
• Leveraging appropriate cross-industry collaboration and involvement in multi-industry groups.

KEY ISSUES

- Data Privacy
- Cybersecurity
- Internet of Things (IoT)
- Artificial Intelligence (AI)
- Open Data
- Workforce
Administered by BSA and included as a Global member benefit, the Global Data Alliance is a cross-industry coalition of companies that are committed to high standards of data responsibility and that rely on the ability to transfer data around the world to innovate and create jobs.

At a time of rising digital protectionism, a multi-sector voice is needed to support sensible and responsible cross-border data policies in capitals around the world.

The Global Data Alliance provides that voice.

What the Alliance does:

- **Convenes** a multi-sector group of global stakeholders that depend upon the seamless movement of data across borders and that support building trust across borders

- **Educates** policy makers, media, and the public on the benefits of responsible movement of data across borders to innovation, job creation, and economic opportunity; and the costs of cross-border data transfer restrictions and data localization mandates

- **Advocates** with governments, particularly in Europe, the Asia-Pacific region, and the Western Hemisphere for thoughtful and forward-looking data transfer policies

Global Data Alliance members include BSA members and companies from the following industries:

- Advanced Manufacturing
- Aerospace
- Agriculture
- Automotive
- Energy
- Finance
- ICT Services
- Healthcare
- Retail
- Supply Chain Logistics
- Transportation
BSA Compliance Solutions

- Education & Awareness
- End-User Enforcement
- License Compliance Services
- Global Internet Enforcement
Protect reputations of BSA members

30+ years of experience in compliance & enforcement

BSA fully funds all enforcement activities (e.g. lead generation, expert reports, oversight, management) even when cases are unsuccessful

25+ active programs, 5 continents, staff in 9 key markets

92 law firms worldwide (80% have been with BSA for more than 5 years, almost 50% for more than 10)

More than 20,000 letter & call escalations and 5,000+ enforcement actions each year

MORE ON COMPLIANCE SOLUTIONS
Software.org is a non-partisan, international research organization that educates policy-makers and the broader public about the positive impact that software has on our lives, our economy, and our society.

- Spearheading RESEARCH & REPORTS that explore and explain emerging technologies in a tangible way
- Highlighting the SOCIAL & ECONOMIC IMPACT of software and offering industry perspective on key policy debates
- Making it personal through CONGRESSIONAL DELEGATION trips, taking policy-makers to industry locations in the US and EU
- Amplifying industry efforts to increase DIVERSITY in the software workforce, and to train workers for JOBS OF THE FUTURE by partnering with Girls Who Code and through www.TransformYourTrade.org
BSA BY THE NUMBERS

~600 GOVERNMENT MEETINGS  150 GOVERNMENT FILINGS  55 PUBLIC EVENTS  17 ISSUE BRIEFS

4 REPORTS  ~430 UNIQUE MEDIA HITS  125 SPEAKING APPEARANCES

Did you know?
BSA filed more than 100 submissions around the world in 2019 on behalf of its members. If a member company were to hire a law firm to do that, they’d likely spend around $4 million!

*Information from last full year available (2019)
SO, WHY BSA?

TRUSTED
THE BSA NAME IS RECOGNIZED AND TRUSTED AROUND THE WORLD

TONE
#1 MOST RESPECTED TRADE ASSOCIATION IN TECHNOLOGY 3 YEARS RUNNING

AWARENESS
VISIBILITY IN THE MEDIA AND THROUGH EVENTS ALL AROUND THE GLOBE

REACH
FROM STATE TO FEDERAL TO GLOBAL, WE MOVE THE NEEDLE AROUND THE WORLD ON THE ISSUES THAT MATTER MOST