

# THE VALUE OF BSA

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The logo for the Business Software Alliance (BSA) is a square composed of four thick bars: a dark blue bar on the top, a dark blue bar on the bottom, a light blue bar on the left, and a light blue bar on the right. The letters "BSA" are centered within this square in a bold, black, sans-serif font.

**BSA**

The logo for The Software Alliance is a square composed of four thick bars: a dark blue bar on the top, a dark blue bar on the bottom, a light blue bar on the left, and a light blue bar on the right. The text "The Software Alliance" is centered within this square in a black, sans-serif font.

**The  
Software  
Alliance**

# WHO WE ARE & WHY BSA IS DIFFERENT

## GLOBAL REACH

REGIONAL OFFICES: DC, BRUSSELS, SINGAPORE

50% OF POLICY STAFF BASED OUTSIDE THE US

BOOTS ON THE GROUND IN 30+ LOCATIONS INCLUDING BANGKOK, BEIJING, BERLIN, CANBERRA, NEW DELHI, PARIS, SAO PAULO, SEOUL, AND TOKYO

STAFF & A NETWORK OF TRUSTED LAWYERS AND CONSULTANTS WITH DECADES OF EXPERIENCE WITH THE ABILITY TO MONITOR REGIONAL/LOCAL ACTIVITY FOR MEMBERS IN REAL TIME



## FOCUSED MEMBERSHIP

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



## 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

# YOUR PRIORITIES = BSA'S PRIORITIES

*BSA focuses on a clear set of policy priorities and objectives and applies its expertise to move the needle.*

## AREAS OF EXPERTISE:

COVID Response & Recovery  
Artificial Intelligence  
Data Privacy  
5G  
Cybersecurity  
IoT Security

Workforce Development and Immigration  
Intellectual Property  
Trade  
Cross-Border Data / Data Localization  
Procurement  
Law Enforcement / Government Access to Data

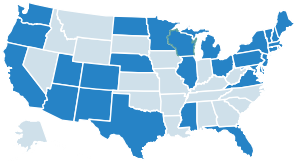
## EXAMPLES OF POLICY WINS:

- ❖ BSA's model digital language is the standard for US trade agreements
- ❖ Open Government Data Act enacted by Congress
- ❖ Ensured that AI text and data mining is permitted in EU Copyright Directive
- ❖ Passed a regulation that stopped harmful localization requirements inside the EU
- ❖ EU terrorist content regulation now excludes enterprise cloud
- ❖ Improved EU's ePrivacy text and delayed consideration to the next Commission
- ❖ Brazilian Central Bank reversed proposed data localization requirement
- ❖ Singapore, prevented a government standard on cloud outage incident reporting
- ❖ India: successfully postponed data localization mandates & overly rigid privacy law

# ADDITIONAL VALUE OF GLOBAL MEMBERSHIP

The  
Software  
Alliance

BSA



## US STATE ADVOCACY PROGRAM

- Advance policies at the state level that reflect BSA and its members as responsible, substantive, and solution-oriented.
- Focus on Data Privacy, also Cybersecurity, IoT, AI, Open Data, and Workforce.
- Leverage appropriate cross-industry collaboration and involvement in multi-industry groups.

## GLOBAL DATA ALLIANCE (GDA)

- Cross industry coalition focused on cross-border data, collaboration, and relationship building
- Industries: aerospace, agriculture, automotive, energy, finance, healthcare, manufacturing, retail, supply chain logistics, transportation

## SOFTWARE.ORG, the BSA Foundation

- Shape the agenda and select topics for foundation research and reports
- Interact with Congress and state Governors and legislators at Software.org events
- Host Members of Congress and senior Congressional staff at company facilities in the US and Europe during delegation trips



# BSA COMPLIANCE SOLUTIONS\*

- *Education & Awareness*
- *End-User Enforcement (legal)*
- *License Compliance Services (non-legal)*
- *Global Internet Enforcement*

\*INCLUDED IN GLOBAL MEMBERSHIP



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)

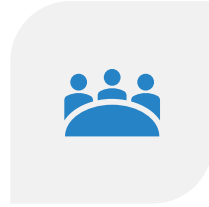


More than 20,000 letter & call escalations and 5,000+ enforcement actions each year

# BSA BY THE NUMBERS

## Did you know?

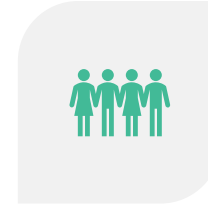
BSA filed more than 100 submissions around the world in 2019 on behalf of its members. If a member company were to hire a law firm to do that, they'd likely spend around \$4 million.



~600  
GOVERNMENT  
MEETINGS



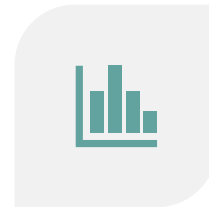
150 GOVERNMENT  
FILINGS



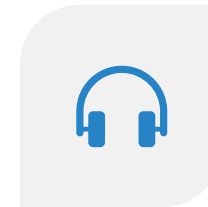
55 PUBLIC EVENTS



17 ISSUE BRIEFS



4 REPORTS



~430 UNIQUE  
MEDIA HITS



125 SPEAKING  
APPEARANCES

\*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