

THE VALUE OF BSA

2020

The logo for the Business Software Alliance (BSA) is a stylized square composed of eight thick bars. The top and bottom bars are dark blue, while the left and right bars are a lighter blue. The letters 'BSA' are centered within the square in a bold, black, sans-serif font.

BSA

The logo for The Software Alliance is a stylized square composed of eight thick bars. The top and bottom bars are dark blue, while the left and right bars are a lighter blue. The text 'The Software Alliance' is centered within the square in a bold, black, sans-serif font.

**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



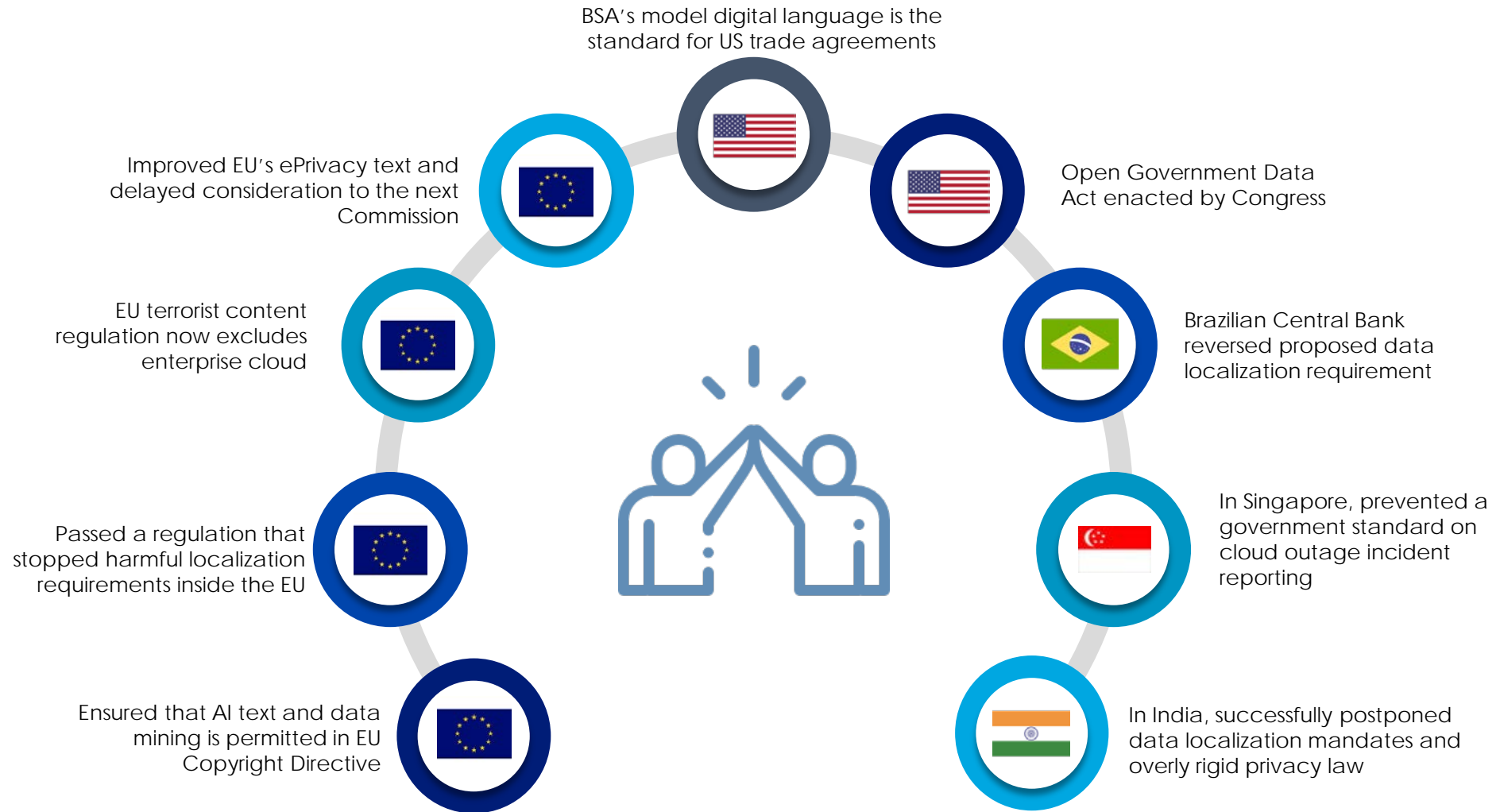
POLICY PRIORITIES

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



- 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

OUR POLICY SUCCESS



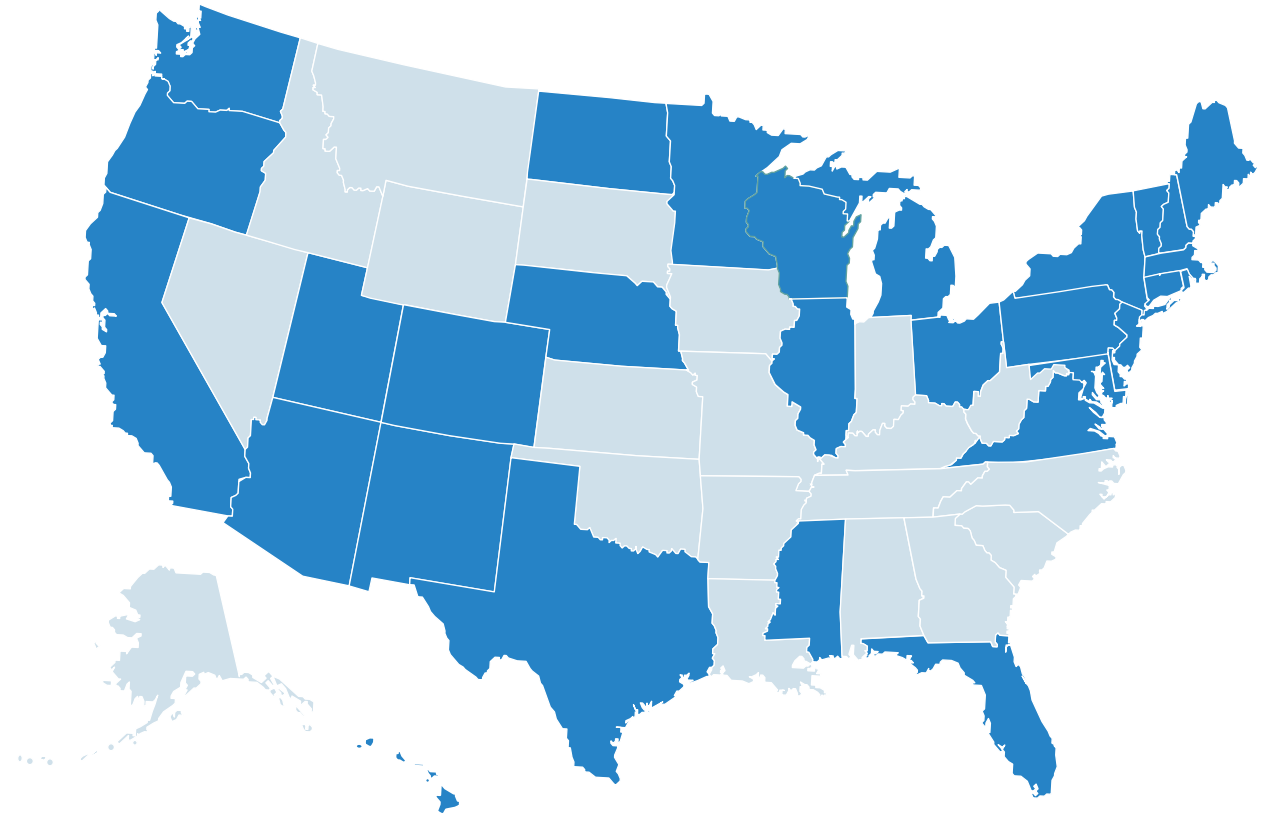
BSA STATE ADVOCACY

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



2020 STATE PRIVACY LEGISLATIVE ACTIVITY



GLOBAL DATA ALLIANCE

TRUST ACROSS BORDERS

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.

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**

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

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**

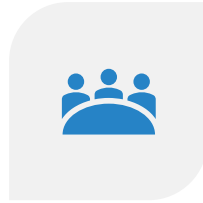


Software.org is a non-partisan, international research organization that educates policy-makers and the broader public about the positive impact that software has on our lives, our economy, and our society.



- ❖ 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

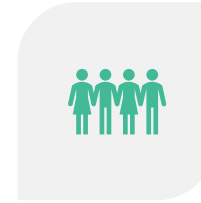
BSA BY THE NUMBERS



~600 GOVERNMENT MEETINGS



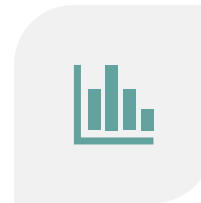
150 GOVERNMENT FILINGS



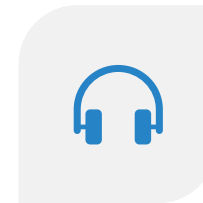
55 PUBLIC EVENTS



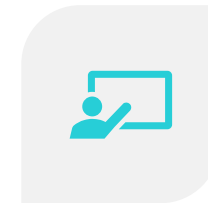
17 ISSUE BRIEFS



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!

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