THE VALUE OF BSA

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

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**

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<thead>
<tr>
<th>Feature</th>
<th>Details</th>
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<td>Protect reputations of BSA members</td>
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<td>30+ years of experience in compliance &amp; enforcement</td>
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<td>BSA fully funds all enforcement activities (e.g. lead generation, expert reports, oversight, management) even when cases are unsuccessful</td>
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<td>25+ active programs, 5 continents, staff in 9 key markets</td>
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<td>92 law firms worldwide (80% have been with BSA for more than 5 years, almost 50% for more than 10)</td>
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<td>More than 20,000 letter &amp; call escalations and 5,000+ enforcement actions each year</td>
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*INCLUDED IN GLOBAL MEMBERSHIP*
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