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Senior Advisor — Technology and Innovation  
Office of the HON Karen Andrews MP, Minister for Industry, Science and Technology

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30 March 2020

**Subject: BSA Members resources to support Australia during the COVID-19 crisis**

Dear Anne-Marie and Zoe,

On behalf of BSA | The Software Alliance (BSA),<sup>1</sup> I am responding to your request for further information on what BSA members are doing to support Australia during this unprecedented health crisis. More information can be found on our website and on that of the BSA Foundation, [Software.org](https://www.software.org).

Below I have included a letter from our President and CEO, Victoria Espinel. This letter includes links to our members' corporate COVID-19 responses detailing the full extent of their support in Australia and around the world.

I have also included below a summary answering more directly the request for information regarding members' resources broken out against the education, small business, and community sectors. I have also added some of the members' resources on offer to support governments during this time.

Please do not hesitate to reach out if you have any further questions or need further information.

Sincerely,

*Brian Fletcher*

Brian Fletcher  
Director, Policy — APAC  
BSA | The Software Alliance

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BSA | The Software Alliance ([www.bsa.org](http://www.bsa.org)) is the leading advocate for the global software industry before governments and in the international marketplace. Its members are among the world's most innovative companies, creating software solutions that spark the economy and improve modern life. With headquarters in Washington, DC, and operations in more than 30 countries, BSA pioneers compliance programs that promote legal software use and advocates for public policies that foster technology innovation and drive growth in the digital economy.

BSA's members include: Adobe, Amazon Web Services, Atlassian, Autodesk, AVEVA, Bentley Systems, Box, Cadence, Cisco, CNC/Mastercam, IBM, Informatica, Intel, MathWorks, Microsoft, Okta, Oracle, PTC, Salesforce, ServiceNow, Siemens Industry Software Inc., Sitecore, Slack, Splunk, Synopsys, Trend Micro, Trimble Solutions Corporation, Twilio, and Workday.



## **A Message from BSA | The Software Alliance About COVID-19**

These are difficult and unpredictable times. First and foremost, I hope you and your families are safe and healthy.

Throughout BSA, we are dedicated to making sure our people are safe, our operations continue to run smoothly, and we continue to deliver a high level of service to our members.

Our member companies care deeply about the safety and wellbeing of their employees, customers, partners, and our entire global community. This is a time when taking responsible action is more important than ever.

Many BSA members are addressing the COVID-19 crisis in a number of ways, including: providing free access to their services; advice and help regarding remote work; extension of contract terms and subscriptions; helping track and disseminate information on the spread of the virus; supporting medical research efforts; preventing the spread of malicious campaigns including email spam, malware, and ransomware; requiring employees to work from home and continuing to pay hourly workers who cannot do their jobs remotely; donating to emergency funds; and partnering with governments to keep people safe.

You can read about these actions here:

- [Adobe](#)
- [Atlassian](#)
- [Autodesk](#)
- [AWS](#)
- [Bentley](#)
- [Box](#)
- [Cisco](#)
- [IBM](#)
- [Informatica](#)
- [Intel](#)
- [Mathworks](#)
- [Microsoft](#)
- [Okta](#)
- [Oracle](#)
- [PTC](#)
- [Salesforce](#)
- [ServiceNow](#)
- [Siemens](#)
- [Sitecore](#)
- [Slack](#)
- [Splunk](#)
- [TrendMicro](#)
- [Trimble](#)
- [Twilio](#)
- [Workday](#)

Victoria Espinel

President and CEO

BSA | The Software Alliance

## 1. School education, skills, training, transitioning

### **Adobe**

Adobe supports the teaching and learning of creativity, communication, collaboration, and digital literacy, suited for both in-person and remote learning. The company is expanding access to Adobe Creative Cloud apps to facilitate distance learning. Find more details [here](#).

Adobe is giving its higher education and K-12 institutional customers globally — who currently make Creative Cloud apps in on-campus labs — the ability to request temporary “at-home” access at no additional cost through May 31, 2020. To learn more and request access, follow this [link](#).

Adobe also is offering free 90-day access to Adobe Connect, a web conferencing solution. This offer gives users the ability to join meetings, trainings, and virtual classrooms from home. To learn more, check out the Adobe Connect blog [here](#).

### **Atlassian**

Atlassian is giving educators free, one-year subscriptions to [Trello Business Class](#), to help them stay organized and connected as they transition to remote learning.

### **Autodesk**

#### [Businesses and schools can get free access to select Autodesk products and services](#)

These include BIM 360 Docs, BIM 360 Design, Fusion 360, Fusion Team, AutoCAD Web and Mobile, and Shotgun — all for commercial use. The goal is to provide students and workers with as much access to remote resources as possible. This extended access opportunity will be available until May 31, 2020 but could go longer depending on the needs of the situation.

### **Amazon Web Services (AWS)**

#### [Amazon Web Services \(AWS\) is providing tools to support remote learning and teaching.](#)

This includes providing customers in the most affected regions with technical support, offerings, and AWS Promotional Credit to help our educational technology providers and educators around the world quickly deploy or extend learning into the home. More information can be found [here](#).

### **Cisco**

Cisco is offering specific education support and resources for K-12 teachers, students and parents to enable distance education. They can be found [here](#).

The Cisco Networking Academy program is essential for students interested in a career in technology and workers looking to transition or who have been displaced by the corona pandemic. There are free, self-paced courses that feed into Certificate Level courses and can be found [here](#).

## IBM

IBM is supporting educators and students transitioning to remote learning by making a [its online education resources](#) free to all.

- [IBM Skills](#) — Webinars and courses for both high school teachers and students on a variety of subjects such as remote classroom best practices, developing professional skills, and exploring new career paths.
- [Open P-TECH](#) — A digital education platform launched to equip those aged 14-20 years old with foundational knowledge about topics like cybersecurity, AI and cloud computing, plus professional skills like critical and creative thinking, at no cost. When students complete coursework on the platform, they can earn industry recognized “digital badges” that can be added to their resumes and social networks. This can demonstrate their knowledge and skills as they apply for employment or higher education.
- [IBM AI Education series for teachers](#) — An immersive, interactive professional learning suite of online experiences crafted by and for educators to guide students through AI’s foundational concepts and K-12 classroom connections. Participants will learn how to infuse their content and curriculum with the knowledge, skills and values driving innovation in AI today.

## Microsoft

Microsoft is offering a [free version of Office 365 to all educational institutions](#). Microsoft’s Teams enables remote education through a unified communication and collaboration platform. It combines chat, audio conferencing, video meetings, file storage, and it can help users—teachers, students and volunteers—stay connected. Office 365 A1 is a free offering that is available to all educational institutions, and more information is available [here](#).

Educators can learn more Microsoft Teams and how to get started by watching these free webinars:

- Online Classes & Lectures With All Your Students: Explore how to create a persistent online classroom with meetings for up to 250 participants. This webinar is designed to help first-time users of Teams get started and host classes and lectures with online meetings. More information is available [here](#).
- Online Meetings with Student Groups or Anyone via their Email: Discover how to keep students engaged with online meetings for small groups. This webinar is for educators who need to create ad-hoc meetings with select groups of students

and will cover virtual office hours, tutoring sessions, and other group meetings. More information is available [here](#).

- Online Education and Business Continuity for IT Administrators: Learn how to deploy and manage Teams for students, faculty, and staff. This webinar is designed to assist IT Administrators in setting up Teams for online meetings, collaboration, and more. More information is available [here](#).

The Microsoft Education Team has created a [new remote learning community](#) for academic institutions and educators transitioning to distance learning. Microsoft Education representatives and community members are available to answer questions, offer best practices, and share advice on how to leverage Microsoft's software to keep students engaged in this challenging time.

Microsoft is making [Minecraft: Education Edition available free](#) to teachers and students with Office 365 Education accounts to support remote learning during school closures.

### **PTC**

PTC is making its [Onshape SaaS CAD solution](#) and associated learning resources freely available to high schools and universities offering collaborative virtual STEM and 3D CAD classes to students learning at home.

### **Siemens**

[Siemens is providing free resources for distance learning](#). Siemens has a free student download page, as well as remote learning tips and tricks.

### **Workday**

Workday offers free access to all K-12 teachers, school administrators and supporting staff in Australia to their award-winning guided meditation app, [Headspace](#).

Headspace is also offering a collection of content called 'Weathering the storm' available free to everyone.

## 2. Small business and startups support

### **Adobe**

To better enable virtual business environments for remote workforce, and as enterprises reorient their business operations, Adobe Connect can meet business needs with its interactive, scalable and secure virtual environments for businesses. In response to international public health advisories, Adobe is providing free 90-day access to Adobe Connect to help government agencies and businesses enable virtual environments for real-time collaboration and online training. Learn more [here](#).

### **Atlassian**

Atlassian, the collaboration and productivity software provider, is [providing its flagship cloud products for free](#) for teams of up to 10 people. This is in addition to its existing free offerings for teams of all sizes, and the offer is not time-bound. The offer includes the project tracking software Jira and access to the collaboration software Confluence, Jira Service Desk and the project management software Jira Core.

### **Autodesk**

Autodesk is extending contract payment terms to 60 days for all customers and partners for new orders and renewals placed directly with Autodesk now through August 7, 2020. The company is extending the ability to purchase new multi-user subscription plans to August 7, 2020 and moving the retirement of multi-user subscriptions to August 7, 2021. Visit Autodesk's [COVID-19 Resource Center](#) for more information.

### **Amazon Web Services (AWS)**

With many small and medium businesses now being asked to work or learn from home, there are a range of AWS services available at no charge or under the AWS Free Tier. These are summarized [here](#).

### **Box**

Box is offering tips for working remotely and is offering a [free instructor-led course](#) on Box User Essentials (using promo code **UEFREE**) on how to enable remote work for your organization as quickly as possible.

### **Cisco**

Cisco is supporting business continuity by providing free security, collaboration and compute capability products at the general [Cisco CV-19 support site](#). Businesses can get more information on Cisco's offerings [here](#).

## IBM

IBM is supporting educators and students transitioning to remote learning by making a [its online education resources free](#) to all.

- [IBM Skills](#) — Webinars and courses for both high school teachers and students on a variety of subjects such as remote classroom best practices, developing professional skills, and exploring new career paths.
- [Open P-TECH](#) — A digital education platform launched to equip those aged 14-20 years old with foundational knowledge about topics like cybersecurity, AI and cloud computing, plus professional skills like critical and creative thinking, at no cost. When students complete coursework on the platform, they can earn industry recognized “digital badges” that can be added to their resumes and social networks. This can demonstrate their knowledge and skills as they apply for employment or higher education.
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## Microsoft

Microsoft’s Teams is a tool and resource offered to facilitate remote work. It is a unified communication and collaboration platform that combines workplace chat, audio conferencing, video meetings, file storage, and can help users — employees, students and volunteers — stay connected. Teams is a part of Office 365. If your organization is licensed for Office 365, you already have it. But Microsoft wants to make sure everyone has access to it during this time. [Here are some simple ways to get Teams right away](#), including some free or premium options. Need help using Teams? IT Guidance, End User Guidance and other support links, including quick start guides and training videos, can be found [here](#).

## Okta

The cloud identity management firm Okta launched [Okta for Emergency Remote Work](#), which offers core Okta services for free to all new customers for at least six months. The services offered include [Okta Single Sign-On \(SSO\) and Okta Multi-Factor Authentication \(MFA\)](#) to five apps for all users, as well as best practices guides, community access, and support and training.

## PTC

PTC is making its [Vuforia Chalk augmented reality \(AR\) remote support and collaboration technology](#) available at no cost until June 30, 2020. Learn more about Chalk [here](#).

PTC University will provide unlimited access to eLearning courses for their customers during the COVID-19 crisis, with no user limits on eLearning access. PTC hopes these resources will allow disrupted employees to take advantage of unexpected downtime by upskilling their capabilities and returning to work with an advanced level of proficiency. Learn more about available resources at [PTC University](#).

## Salesforce

Salesforce is offering free access to [Health Cloud](#) for qualified emergency response teams, call centers, and care management teams for health systems affected by COVID-19.

Tableau, a subsidiary of Salesforce, has developed a [free COVID-19 Data Resource Hub](#) to help organizations make data-driven decisions relating to the virus using resources compiled from the WHO, the CDC, and Johns Hopkins University.

Salesforce is making [Quip Starter](#)—a collaborative document and spreadsheet tool that helps remote teams work together effectively—available for free to any Salesforce customer or non-profit organization through September 30, 2020. Learn more about Quip [here](#).

## ServiceNow

ServiceNow helps governments and companies transform old, manual ways of working into modern digital workflows. To help governments put in place critical emergency response and crisis management workflows, [the company is making four free, open-sourced apps available](#):

- *Emergency Response Operations*— This app was created by Washington State’s Department of Health to manage the COVID-19 situation, and they are donating it for use by other organizations and public agencies. This app supports operational processes of emergency response and preparedness at the state and local government level. It helps optimize resources and staff in critical locations, and follows federal regulations required for emergency funding and reimbursement.
- *Emergency Outreach*— This workflow uses a mobile app to help organizations connect with employees and assess the impact on their workers. Employers can reach out by email or push notification to provide information and safety measures and get a response to confirm if employees are safe, and where they are located.

- *Emergency Self Report*— This workflow helps an employee notify their employer that they are going into quarantine and helps the employee safely return to work.
- *Emergency Exposure Management* — When an employee has been diagnosed with an illness, this workflow helps the employer identify other people who might have been exposed based on the employee’s meetings and location.

## Slack

Slack offers a [free version](#) of its namesake collaboration software that can help businesses and their employees continue working through the COVID-19 crisis.

Through the Slack for Nonprofits program, Slack has made nonprofit organizations of any size eligible to receive three months of their Standard or Plus offerings free of charge. Find more information [here](#).

For organizations already on Slack, there are resources available with best practices and recommendations on [how to optimize the Slack platform for remote work](#).

## TrendMicro

Trend Micro are offering [6 Months Free Use of Endpoint Suite](#) for businesses.

## Twilio

Twilio is a cloud communication platform that helps governments and businesses engage constituents and customers across channels — text, voice, video, and more. Public services, health organizations, and NGOs are using Twilio to improve their COVID-19 response initiatives, including by:

- *Reducing public health hotline backlogs and wait times:* Deploying automated chatbots and other self-service capabilities to share public service information and answer frequently asked questions will put the right information in the hands of citizens faster and more efficiently, while freeing specialists to tackle the complex requests only they can handle.
- *Combating misinformation with proactive alerts:* Proactive SMS, voice, and email notifications enable organizations to keep their constituents up to date on the latest information based on trusted sources of public health.
- *Reaching more people by using preferred communication channels:* Effective containment of the virus is largely dependent on providing everyone in Coronavirus-affected areas with the right trusted information to protect themselves and their families. This requires delivering your message over channels where end-users in need of assistance prefer to communicate.
- *Automating appointment reminders and scheduling:* You can set up reminders via email, text, and/or voice to reduce no shows and ensure that appointment

slots which are canceled can be offered to others. Many organizations also offer a text in option to schedule appointments in the first place.

For non-profits and social impact organizations, Twilio.org offers benefits through its Impact Access Program. More information is available [here](#).

### 3. The wider community — keeping people sane and safe

#### **ServiceNow**

ServiceNow is releasing community apps and resources to help companies, employees, and government agencies manage the unique challenges presented by the COVID-19 pandemic. More information can be found [here](#).

Four apps are available at no charge to help respond to the pandemic:

- *Emergency Response Operations*: An app that helps optimize staff and resources to support emergency response for public agencies and other organizations
- *Emergency Outreach*: Distribute information and confirm employee safety and location through email or a mobile app.
- *Emergency Self Report*: Enable employees to report illnesses and readiness to return, and initiate workflows to help managers respond
- *Emergency Exposure Management*: Identify and manage exposure risk when an employee is diagnosed with an illness.

#### **Splunk**

Splunk for Good has built a publicly available interactive [Splunk COVID-19 Dashboard](#) that any individual or organization can view without any installation necessary. They've also provided an application that an individual or organization can download, populate with their own data, and use it to help get a better understanding of the data behind the pandemic.

#### **Twilio**

Through Twilio's social impact arm, [Twilio.org](#), Twilio offers product, financial, and other resources to help organizations respond to COVID-19. This includes the [Impact Access](#) program which provides a US\$500 kickstart credit and discounted pricing to nonprofits, social enterprises, volunteer groups, and companies working on communications for public benefit. Information on Twilio product donations and discounts, grant funding, and technical resources can be accessed here --> <https://www.twilio.org/customer/covid19/>.

#### **Workday**

Workday offers free access to all K-12 teachers, school administrators and supporting staff in Australia to their award-winning guided meditation app, [Headspace](#). Headspace is also offering a collection of content called 'Weathering the storm' available free to everyone.

## 4. Support for Governments

### **Adobe**

Adobe Connect provides users with interactive, scalable and secure virtual environments for online meetings and other collaboration. The company is providing [free 90-day access to Adobe Connect](#) to help government agencies and businesses enable virtual environments for real-time work and online training.

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### **Amazon Web Services (AWS)**

In support of governments and educational institutions around the world, Amazon Web Services (AWS) is quickly deploying people and technology to enable [remote learning and home working](#). Our services can help address our customer's most pressing challenges during this unprecedented time, including making sure citizens are productive with remote working solutions, that students can access online learning platforms, and that communications are reliable and available for public entities at all levels of government. More information can be found [here](#).

### **Box**

Box is offering tips for working remotely and is offering a [free instructor-led course](#) on Box User Essentials (using promo code **UEFREE**) on how to enable remote work for your organization as quickly as possible.

### **Microsoft**

Microsoft Teams enables remote work. It is a unified communication and collaboration platform that combines workplace chat, audio conferencing, video meetings, and file storage. To help organizations, [the company is offering a range of free and premium options for Teams access](#).

Microsoft has offered its Healthcare Bot service powered by Microsoft Azure to health care organizations on the frontlines of the COVID-19 response to help screen patients for potential infection and care. Read more about the COVID-19 assessment bot [here](#).

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## Twilio

Twilio is a cloud communication platform that helps governments and businesses engage constituents and customers across channels — text, voice, video, and more. For

government agencies, Twilio is offering discounts on services through its partners' GSA Schedule 70 and other contracting vehicles.

Public services, health organizations, and NGOs are using Twilio to improve their COVID-19 response initiatives:

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