The Value of BSA | The Software Alliance

A Vital Resource and Global Partner for Software Companies

The software industry has seen more change in the last five years than most industries experience in a lifetime. As the industry shifts toward cloud and data services, the nature of our member companies’ businesses is changing dramatically. At the same time, an increasingly complex global policy environment is making it more difficult for members to enter markets and to conduct their businesses in the most efficient and productive ways.

Software has never been more important and ubiquitous than it is today. Software impacts every aspect of our lives and is transforming our global society. It makes healthcare more effective, communication richer, businesses more efficient, the world around us more navigable, and improves everything from agricultural yields to transportation safety. New technologies like artificial intelligence, blockchain, virtual reality, and 3D printing have the potential to drastically change our lives.

The software industry has transformed our global society. It has matured into a $400 billion sector which continues to innovate rapidly, outpacing overall global economic growth by a factor of three. Software has a one trillion-dollar impact on the American economy, supporting nearly 10 million jobs nationwide and driving economic gains in all 50 states. The software industry also outperforms in R&D, investing at a level three times greater than the average for all US industries. Software is also making a profound impact on the European economy, contributing close to €1 trillion to the EU’s GDP, supporting almost 12 million high-quality, well-paying jobs and investing close to €13 billion in R&D. This phenomenal growth is only expected to continue.
BSA | The Software Alliance helps drive this growth and innovation by addressing challenges around the world that threaten to close access to key markets, undermine the business of developing and commercializing innovation, and hinder the growth and evolution of valuable cloud and data service offerings.

Working closely with our members, who are among the most innovative companies in the world, BSA is well positioned to tackle these challenges. Since our inception more than 25 years ago, we have increased our influence through our substantive depth of knowledge and expertise and our global network of legal, communications, and government relations professionals in 60 countries. With operations spanning six continents, BSA’s global footprint is one of our unique strengths. Leveraging these assets, we work with our members, governments, and stakeholders around the world to promote good policy and generate business opportunities in markets of critical importance to our members.

About BSA

BSA is the leading advocate for the global software industry and the only global association exclusively focused on software issues. Our members are among the world’s most innovative and respected companies, creating software solutions that spark economies and improve modern life. With headquarters in Washington, DC; offices in Bangkok, Beijing, Brussels, London, Mexico City, New Delhi, Sao Paulo, Seoul, Singapore, Taipei, Tokyo, and Warsaw; and operations in 60 countries, BSA conducts programs that drive safe and efficient legal software use and advocates for public policies that allow our member companies to do business without undue restrictions.

BSA MEMBERS INCLUDE

Adobe, ANSYS, Apple, Autodesk, Bentley Systems, CA Technologies, Databricks, DocuSign, IBM, Microsoft
... and many other companies located around the world.
Global Policy: Opening Markets and Advancing Innovation

In close consultation with our members, BSA | The Software Alliance works with policymakers, stakeholders, and legislators around the world to ensure our member companies can access global markets in a manner that fits their business models and strategies. With operations in more than 60 countries, and dedicated policy staff in Washington, DC, Brussels, Tokyo, Beijing, Singapore, New Delhi, Seoul, and Sao Paulo, BSA provides an unparalleled opportunity to influence policy debates on a truly global level. Our policy agenda focuses on issues that have the greatest impact on members’ ability to innovate and commercialize their software products and services globally.

BSA’s policy priorities are designed to facilitate the development and deployment of a range of software services, including cloud computing, data analytics, cybersecurity, the Internet of Things (IoT), artificial intelligence (AI), and blockchain solutions. These priorities include:

- Promoting consumer trust through a balanced approach to privacy and security that advocates:
  - Privacy policies and laws that respect and encourage informed consumer choices, while ensuring customers receive the value of products and services tailored to their specific needs, and;
  - Security policies that promote trust, rapid innovation, and adaptation in the face of a constantly evolving threat landscape.

- Advancing intellectual property (IP) policies that encourage innovation and protect members’ innovative products, services, and business models. BSA advocates for patent, copyright, and trade secret policies that are robust, enforceable, and technology neutral;

- Opening global markets to digital trade by working with policymakers to ensure trade agreements include strong and enforceable commitments on cross-border data flows, prohibit data localization requirements, eliminate non-competitive market access barriers, and encourage robust IP protection and enforcement;

- Encouraging a level playing field for doing business with governments by promoting procurement policies that are fair and non-discriminatory, with decision making based on factors such as value, efficiency, and performance — rather than the nationality of the supplier or method of development;

- Advocating for a streamlined regulatory approach that promotes the adoption of cutting edge technologies and analytics tools associated with emerging technology such as AI, IoT, and blockchain, and;

- Supporting investment in computer science education and workforce development.
Driving Revenue to Members

Software companies are losing revenue every year due to the widespread use of unlicensed software. Nearly 40% of all software used worldwide is not paid for. The region with the highest overall rate of unlicensed software is Asia-Pacific which is measured at a remarkable 61% and at 58% percent, Central and Eastern Europe had the next highest unlicensed software rate. North America continues to have the lowest regional rate at 17%, although this constitutes a significant commercial value of $10 billion.

BSA | The Software Alliance helps our member companies turn unlicensed software use into revenue through our compliance and enforcement programs. Our extensive global network of staff, legal counsel, and other representatives has broad expertise in both individual legal regimes and the culture and context of intellectual property rights compliance. Leveraging these assets, BSA has delivered more than $400 million in legalization revenue to our members since 2010, allowing these members to realize an ROI well above their dues investment.

BSA’s suite of innovative programs drives revenue to member companies and protects their intellectual property by:

- BSA helps its members protect their intellectual property through compliance and enforcement programs in 60+ countries worldwide. BSA engages with corporate end-users, educating them on the benefits of fully licensed software and the legal and business risks, including cyber-risks, associated with unlicensed use. Leveraging an extensive global network of law firms and other professionals, BSA also brings legal actions against commercial end-user license infringement, driving legalization revenue to its member companies.
- Communicating directly with the business community about the benefits of sound software asset management (SAM) and the serious cybersecurity risks associated with under-licensing;
- Encouraging and working with companies around the world who have over-deployed their software to true-up and become compliant with their licenses;
- Training IT professionals around the world in the ISO-aligned best practices needed to institute a robust internal SAM Advantage program, and;
- Removing millions of links to infringing content from the Internet as well as hundreds of thousands of illegal, online listings of our member companies’ software every year through BSA’s Global Internet Enforcement Program.

BSA Software Solutions, Inc. (SSI) is a BSA subsidiary that offers BSA members individualized compliance campaigns fully tailored to each member’s desired compliance approach and to local market conditions. In combination with SSI, BSA can offer an integrated program from initial risk awareness campaigns, to targeted compliance programs, to enforcement, maximizing the revenue driven to members.

As our track record with some of the world’s leading software companies illustrates, BSA membership can help your company turn unpaid-for, unlicensed software into a revenue opportunity.
BSA Elevates Awareness of the Software Industry

In order to shape favorable legislative and regulatory outcomes for our members, BSA showcases how software is transforming the world around us. Crafting the right public perception and understanding of software and of what BSA member companies do is critical to advancing the agenda of the software industry.

BSA uses positive press coverage, events, and social media to communicate the incredible impact software has on nearly every aspect of our lives and showcase specific examples from our member companies. In addition, BSA has produced the following studies:

**Global Cloud Computing Scorecard**

Released by BSA on an annual basis, the Global Cloud Computing Scorecard is the only report to regularly track year-over-year changes in the global policy landscape impacting the cloud market. The 2016 BSA Global Cloud Computing Scorecard ranks the cloud computing readiness of 24 countries that account for 80 percent of the world’s IT markets. Each country is graded on its strengths and weaknesses in seven key policy areas. The Scorecard illustrates the patchwork of conflicting laws and regulations that threaten to prevent the cloud computing market from reaching its full potential on a global scale.

**BSA Global Software Survey**

BSA’s most recent Global Software Survey estimates the volume and value of unlicensed software installed on personal computers across more than 110 national and regional economies. It also reveals key attitudes and behaviors related to software licensing, intellectual property, and emerging technologies based on a global survey of more than 24,000 respondents.

**What’s the Big Deal With Data?**

This BSA global report provides compelling examples of how people are improving their lives each day with data — ranging from helpful everyday conveniences and better urban planning, to earlier predictions of weather crises and life-saving healthcare breakthroughs. The report explores how today’s data revolution is driven not only by an abundance of data, but through technologies that have fundamentally changed the way we gather, store, analyze and transform information. Also included are a glossary of data terms and an exploration of myths and facts about data.
Launched in 2017, Software.org: the BSA Foundation is an independent and nonpartisan international research organization aimed at educating policymakers and the broader public about the hugely positive impact that software has on our lives, our economy, and our society.

We believe that by working together to examine the benefits of software innovation and the possibilities of future innovation we can better prepare for the future and help inform government policies and industry culture that will promote both technological advancement and widespread growth.

Software.org will:

- **Think Deeply** — publish reports and studies and engage with governments in a dialogue about cutting-edge technologies and innovation-enabling policies.
- **Give Back** — partner with leading organizations to empower and expand the technological workforce of tomorrow.
- **Look Forward** — prepare for the future by supporting diversity, inclusion, and economic opportunity for all.

Software.org has produced the following studies:

- **The Economic Impact of Software** — a study revealing the huge gains software delivers to the US economy, capturing the growth of the industry and its contributions across all 50 states, from job creation to R&D investment.
- **Infrastructure 4.0** — a look at how software helps cut costs and speed up civic projects and why governments should support efforts to improve broadband access and grow the technology workforce.
- **Sensor Sensibility** — a report highlighting the potential benefits, both societal and economic, of the Internet of Things, with the goal of helping policymakers understand how best to encourage those opportunities.

**Girls Who Code**

Software.org is excited to work with Girls Who Code, a national non-profit dedicated to closing the gender gap through coding platforms aimed at high school girls. In the Washington, DC program, students will learn the fundamentals of computer science, from building a webpage to making a robot dance over the course of seven weeks in the summer. They will also participate in a mentorship workshop, face off in a congressional hackathon, and meet tech industry experts. Software.org looks to make a profound impact on girls interested in STEM by encouraging them to pursue careers in software.

For more information on the BSA Foundation: Chris Hopfensperger, Executive Director, chris@software.org

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“Girls Who Code provided me with a community of like-minded girls [and] after seven weeks in this program, I am proud to call myself a programmer. I will go on for the rest of my career with this vital skill that has become such an integral part of our society.”

~ Nidhi Allani, a 2016 BSA alumna