



## Can we help you over the one of the looming threats you face in 2007?

2007 is shaping up as the year of living dangerously for organizations that have less than the right number of (dare we say pirated) software licenses.

### Microsoft UK changes tactics with license dodgers Microsoft will involve BSA in dealing with companies it suspects of using unlicensed software

“Microsoft will take a new approach toward mid-size companies it suspects of using unlicensed software, sending a series of letters culminating in a threat of legal action from the Business Software Alliance (BSA), a company official said Monday.” By Jeremy Kirk, IDG News Service January 29, 2007  
[http://www.infoworld.com/article/07/01/29/HNmslicensedodgers\\_1.html](http://www.infoworld.com/article/07/01/29/HNmslicensedodgers_1.html)

If you are an auditor your task is to protect the organization by ensuring that it's computer license count is "in the correct shape" ie; the correct number of licenses matched to a software inventory and all licenses accounted for, to ensure minimum risk.

### The Buck Stops Here

If you have been relying on the IT department, they may, or may not have done the task for you but at the end of the day the buck stops at the top of the organization when it comes to fines and legal fees should you get caught short.

### So, Where Do You Start?

In many cases, to get the audit tools that you need as the auditor to independently verify that you are compliant, you usually have to write a 1,000 word business case, to justify having the accountant and manager sign off on audit software, so that you can do your task.

Given what is happening in the market at present with anti-piracy schemes, updates requiring validation, reward schemes, report the boss schemes, and now demand letters being sent out by software vendors, it's time for auditors to make sure that you have the risks contained and under your control.

The screenshot shows the top of an InfoWorld article. At the top right, there is a banner for a "February 12, 2007 Hotel Nikko ~ San Francisco" event, with "VirtExecForum.com" below it. The InfoWorld logo is on the left. Below the logo is a navigation bar with links for HOME, NEWS, COLUMNS, BLOGS, PODCASTS, VIDEO, RESOURCES, TECHNOLOGIES, TEST CENTER, and EVENT. The main headline reads "Microsoft UK changes tactics with license dodgers" followed by the sub-headline "Microsoft will involve BSA in dealing with companies it suspects of using unlicensed software". The byline is "By Jeremy Kirk, IDG News Service January 29, 2007". There are icons for E-mail, Print Friendly, and Reprints. The article text begins with "Microsoft will take a new approach toward mid-size companies it suspects of using unlicensed software, sending a series of letters culminating in a threat of legal action from the Business Software Alliance (BSA), a company official said Monday." There are two "Free IT resource" boxes on the left side of the article. The first one is titled "Virtualization Insights from Top Experts - Learn how virtualization gets real." and is sponsored by Dell. The second one is titled "Check Your Migration From the Physical to Virtual". On the right side of the article, there are two quotes. The first quote is from Ram Dhalwal, Microsoft's licensing programs manager in the UK, saying "By involving the BSA, which is an advocate for copyright and intellectual property issues, Microsoft is hoping to 'spark off the engagement' with its customers, said Ram Dhalwal, Microsoft's licensing programs manager in the UK." The second quote is from Dhalwal saying "If they are using our software, we are simply going to ask them to pay for it," said Dhalwal, whose group runs the company's Software Asset Management (SAM) program. The final paragraph of the article states "In the past, Microsoft contacted companies by phone or e-mail and asked to come in and audit their software. Microsoft contends companies have an incentive to have legally licensed software, and its audit and asset management teams also can look for ways the company can save money, he said."

“Microsoft keeps purchase records for volume-license customers, and those lists can reveal usage inconsistencies,.....”  
[http://www.infoworld.com/article/07/01/29/HNmslicensedodgers\\_1.html](http://www.infoworld.com/article/07/01/29/HNmslicensedodgers_1.html)

Many will haggle over “the right tool, the price, or they want to have the audit software FOR FREE “to evaluate”..... and yet you “**know that you have a local problem that needs to be sorted, and need to act now**”, before there is a tipoff to the BSA Hotline by some ex-employee or disgruntled employee wanting to claim the BSA rewards on offer, up to \$US200,000 – see <http://reporting.bsa.org/usa> and <http://www.bsa.org/usa/>



### Where Do You Really Need To Start?

**PCProfile will make available to you for a 5 day period a purpose-built software audit tool that will allow you to inventory the whole business entity in less than 5 days to help you verify what has been installed so that you can reduce your risk.**

This tool was used extensively during Year 2000 audits as a fast inventory technique for auditors and is one of the very few audit tools focused on delivering fast results in unencrypted data formats for upload to a database.

**At the end of 5 days PCProfile will invoice you the sum of \$US 125 (or equivalent) to cover the perpetual licensed use of the software for an unlimited, unrestricted period irrespective of how many PCs you need to audit, how often you need to audit. (For the conditions of this offer see next page)**

**MULTI CURRENCY PRICING:**

Perpetual use license (unlimited PC numbers, no time limit)  
**\$US 125: 99 EURO: 65 GBP: \$165 AUD: \$185 NZD: 900 ZAR.**



**AUDIT Baseline v 4** as listed at <http://www.pcprofile.com/auditbaselinev4.htm> provides your organization with –

- a very fast audit method consuming no server based resources;
- an audit method that does NOT consume any bandwidth as it runs using the local PC CPU and saves the data locally, until needed centrally for consolidation;
- audit software needing no training or special skills to run see the 1 page user manual at [http://www.pcprofile.com/Simple\\_Instructions\\_for\\_the\\_SCRIPTED\\_VERSION.pdf](http://www.pcprofile.com/Simple_Instructions_for_the_SCRIPTED_VERSION.pdf) ;
- a method that means that you NO LONGER need an expensive audit team or external hourly paid consultants to visit every PC;
- an audit technique that means that more energy can be spent on other core activities when you see the savings in the approach we offer;
- a once-only audit software license requiring no annual maintenance or upgrade fees (typically 18% to 25% per annum);
- unencrypted audit results that you can use and load to any database see [http://www.pcprofile.com/20040327\\_FREDDY.zip](http://www.pcprofile.com/20040327_FREDDY.zip);
- no need to budget annually for software upgrades and maintenance fees (unless you change operating system platforms)

The audit results files contain “no false positive results”. The “naming to detection ratio” on a range of XPPro machines is ~ 91%. The ~ 9% unnamed are purely due to the vendors NOT including sufficient (or any) details within their software build details, yet most are identifiable by their folder names so this ought not be an issue. They are generally accessory type files associated with the main application package. The fault with being unable to detect these names lies directly with the vendors and not with our software! For an example of the audit results file see [Do your audit results look like this after 15 to 30 seconds for each PC?](http://www.pcprofile.com/20040327_FREDDY.zip) [http://www.pcprofile.com/20040327\\_FREDDY.zip](http://www.pcprofile.com/20040327_FREDDY.zip)



**Audit Baseline** software is available for shipping via e-mail **TODAY** and can allow you to conduct a total enterprise audit before you leave the building **TODAY** of all connected PCs on your system, without

any degradation in service, or bandwidth consumption hogging that other tools offer.

**NOTE:**  
**MOST Audit Software requires INSTALLATION or Internet lookup.**

**This software can be run direct from a USB drive WITHOUT installation.**

**In the time that it has taken you to read this page you could have audited the entire server connected PC population in your organization with the scripted approach to AUDIT Baseline!**

**The electronic data inventory is really only a very small portion of the overall task needed to prove compliance as you need to match installed versions to license ownership! THE SOONER YOU HAVE THE ELECTRONIC RECORD OF WHAT IS INSTALLED THE SOONER YOU CAN START THE REAL TASK, ie; the data matching!**

**PLEASE NOTE:**

**If you don't like the conditions listed below DO NOT send us an email to request the software and then ask us for a refund! We offer the same refund policy as Microsoft!**

**To qualify for this offer** send an email to [pcprofile@internode.on.net](mailto:pcprofile@internode.on.net) with the following details from YOUR company or business email account (hotmail and gmail or yahoo accounts or account anonymizers DO NOT QUALIFY) – **PLEASE READ THE CONDITIONS OF THIS OFFER 1st!**

- Name of person requiring the software;
- Business or organization name;
- Business web address;
- Address for invoicing and licensing purposes;
- Phone number;
- Fax number;

When we have validated the bonafides of the enquiry we will send by return email a zipped file containing one small executable and a 1 page user manual with a 5 day license.

**At the end of 5 days we will invoice your organization and expect payment with 24 hours via credit card.**

## CONDITIONS OF THIS OFFER:

1. Must be a valid business entity and from a valid email address (not hotmail, yahoo, gmail, anonymizers etc)
2. The software is NOT free, it is only sold under license
3. The fee paid is NON REFUNDABLE – if you have used the software please consider the fee as 1 or 2 hours of an external consultants time eg; KPMG, E&Y etc
4. If you don't like the conditions listed here DO NOT send us an email to request the software and then ask for refund! We offer the same refund policy as Microsoft does, ie zero
5. This offer DOES NOT APPLY to consulting houses who wish to use the software for auditing clients businesses for a fee for service. We have a special license pack available for this purpose. Please ask for detail at [pcprofilehelp@internode.on.net](mailto:pcprofilehelp@internode.on.net)
6. The fee applies to one "license required per country grouping" in the case of large global entities so if you are based in US, UK, Europe, Sth East Asia it is 4 x the cost
7. No restrictions on companies, and subsidiary companies, these count as 1 license.
8. The audit files generated for each PC are as per the file listed at [http://www.pcprofile.com/20040327\\_FREDDY.zip](http://www.pcprofile.com/20040327_FREDDY.zip)
9. Government agencies are treated as single entities for each head agency.
10. Offer is not valid for students or educational purposes.
11. Offer is valid world wide only through PCProfile at <http://www.pcprofile.com> and the software is not for resale.

## REMINDER:

**If you don't like the conditions listed here DO NOT send us an email to request the software and then ask for a refund! We offer the same refund policy as does Microsoft ie; ZERO refunds!**

## Other uses for this audit software within your organization;

- Creation of software inventory for uploading to a centralized asset database
- Assessing the spread and location of applications prior to upgrading and rollout out of Windows Vista
- Validating and testing of results from existing audit tools in use, to reduce risk
- Validating inventory reported (or lack thereof) by IT departments too busy to do the task
- Pro-active audits to minimize the risk of any BSA/SIIA/CAAST/FAST software raid for "alleged piracy"
- Re-active audits during and after a BSA/SIIA/CAAST/FAST software raid for "alleged piracy"
- Due diligence investigations over installed assets on takeover/divestment of a business or change of ownership, or business valuation
- Sarbanes Oxley investigations over aspects of legal state of software compliance across all assets
- Compliance with Software Asset Management requirements outlined in ISO/IEC 17799:2005 Information technology - Security techniques - Code of practice for Information Security Management

## Other feature articles of relevance

\* [http://www.pcprofile.com/Hasta\\_La\\_Vista.pdf](http://www.pcprofile.com/Hasta_La_Vista.pdf) and

\* [http://www.pcprofile.com/Update\\_Now\\_Managing\\_Clouds\\_and\\_Moving\\_Goalposts.pdf](http://www.pcprofile.com/Update_Now_Managing_Clouds_and_Moving_Goalposts.pdf)

## For UK Auditors other links to the Microsoft tactics are shown below.

"Under the new program, if Microsoft doesn't receive a response after 14 days, the company will send a succession of three "escalation" letters over three weeks. The last two letters warn that the case could be turned over to the BSA....."

\* [http://www.computerworld.com/action/article.do?command=viewArticleBasic&articleId=9009361&intsrc=news\\_list](http://www.computerworld.com/action/article.do?command=viewArticleBasic&articleId=9009361&intsrc=news_list)

\* <http://news.zdnet.co.uk/itmanagement/0,1000000308,39285678,00.htm>

\* <http://www.pcadvisor.co.uk/news/index.cfm?newsid=8235>

Previous examples of successful claims in UK are <http://news.zdnet.co.uk/software/0,1000000121,2102426,00.htm> and other details can also be picked up from the FAST archives at <http://www.fast.org.uk/archive.asp>

## DON'T LET YOUR ORGANIZATION BE QUOTED IN THE PRESS IN THE FOLLOWING MANNER!

The most common observation in press releases about Anti-Piracy actions taken, is that the organisation " ..... [had inadequate procedures in place](#) to prevent the use and installation of unlicensed software..... and " .....[should have had preventative measures in place](#)..... " .

PC Profile has been providing anti-piracy (self-help / non-policing) advisory services worldwide since 1991 and are based in Adelaide, Sth Australia email: [pcprofile@internode.on.net](mailto:pcprofile@internode.on.net) web: <http://www.pcprofile.com>

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