



**If you are caught, then you may end up on the NAME and SHAME file!**

**Ooopsss, that should read .....**

**WHEN you are caught YOU WILL end up on the NAME and SHAME file!**

The most common observation in press releases about Anti-Piracy actions taken, is that the organization

" ..... had inadequate procedures in place to prevent the use and installation of unlicensed software.....

and

" .....should have had preventative measures in place..... ".

**DON'T LET THIS BE YOUR ORGANIZATION!**

## **NAMED AND SHAMED by the Business Software Alliance**

From the public records those "named and publicly shamed" in 2006 so far are as follows:

Ferron Mold And Tool, a mold and die manufacturer, located in Dayville, Conn., paid BSA a total of \$26,333 to settle claims that it had unlicensed copies <http://www.bsa.org/usa/press/newsreleases/Dayville-org-settlement.cfm>

Gexa Corporation ([www.gexaenergy.com](http://www.gexaenergy.com)), a Houston-based retail electricity provider, has paid BSA \$400,000 after an audit revealed that it had unlicensed Microsoft, Sybase and Symantec software programs installed on office computers. <http://www.bsa.org/usa/press/newsreleases/Houston-Gexa-Settlement.cfm>

Steven Brock from IOWA to 18 months in prison for selling and distributing pirated software through the Internet. Brock, 54, from Storm Lake, admitted to using the popular online auction site eBay to sell hundreds of copies of illegally reproduced software. <http://www.bsa.org/usa/press/newsreleases/iowa-doj-sentance.cfm>

Prime Receivables, LLC ([www.summithealthcareservices.com](http://www.summithealthcareservices.com)), a provider of high-quality coding, billing and accounts receivable management services, located in Brecksville, Ohio, paid BSA a total of \$160,000 to settle claims that it had unlicensed copies of Adobe, McAfee, Microsoft and Symantec software programs installed on its computers. <http://www.bsa.org/usa/press/newsreleases/Cleveland-Area-Settlement.cfm>

Alvine & Associates, Inc. ([www.alvine.com](http://www.alvine.com)), an engineering and consulting firm located in Omaha, Nebraska, paid BSA \$105,000 after a self-audit revealed that it had unlicensed copies of Adobe, Microsoft and Symantec software programs on its computers. <http://www.bsa.org/usa/press/newsreleases/Alvine-Associates-Settlements.cfm>

Twin City Signal, ([www.twincitysignal.com](http://www.twincitysignal.com)) a railroad signal engineering company headquartered in Hudson, MN, paid BSA \$103,500 after an audit revealed that it had unlicensed copies of Adobe, Autodesk, Bentley, McAfee and Microsoft software programs installed on office computers. <http://www.bsa.org/usa/press/newsreleases/Twin-City-Signal-Settlement.cfm>

Fair Isaac Corporation (NYSE: FIC), a software and consulting services provider, headquartered in Minneapolis, MN, paid BSA \$47,078 to settle claims that LBSS, Inc., a company it acquired, had more copies of software programs on its computers than it had licenses to support. Upon acquiring LBSS, Fair Isaac completed the audit that BSA had requested and corrected the licensing shortfall. <http://www.bsa.org/usa/press/newsreleases/Consulting-Firm-Settlement.cfm>

PORTLAND USA - Encompass Teleservices, Inc. ([www.encompass-ts.com](http://www.encompass-ts.com)), a customer service provider with offices in Beaverton, OR, paid BSA \$100,000 after an audit revealed that it had unlicensed Adobe, Autodesk, Microsoft and Symantec software programs on its computer

and

LiveBridge Corporation ([www.livebridge.com](http://www.livebridge.com)), a global customer interaction services company, maintaining 24-hour worldwide contact centers with offices in Portland, OR, paid BSA \$75,000 to settle claims that it had unlicensed Microsoft software programs on its computers.

<http://www.bsa.org/usa/press/newsreleases/Feb-Portland-Settlements.cfm>

The Phoenix-area organizations <http://www.bsa.org/usa/press/newsreleases/Phoenix-Orgs-settle.cfm> that settled claims with BSA are:

\* Ideal Hire, Inc. ([www.idealhire.com](http://www.idealhire.com)), a developer of technology solutions to improve recruitment efficiency headquartered in Phoenix, AZ, paid BSA \$50,000 after an audit revealed that it had unlicensed Adobe, Microsoft and Symantec software programs on its computers.



## PCProfile Software Compliance Toolkit

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\* Meritage Corporation ([www.meritagehomes.com](http://www.meritagehomes.com)), a homebuilder with corporate offices in Arizona and Texas, paid BSA \$200,000 after an audit showed that it had more installations of Adobe, Microsoft, Sybase and Symantec software than could be verified.

Meritage is publicly traded on the New York Stock Exchange under the symbol "MTH."

Advanced Technology Services ([www.advancedtech.com](http://www.advancedtech.com)) a supplier of outsourced factory maintenance, industrial component repair and IT services, paid BSA \$187,500 after an audit revealed that it had unlicensed copies of Autodesk, Borland, Microsoft and Symantec software programs installed on office computers.

<http://www.bsa.org/usa/press/newsreleases/Advanced-Tech-settlement.cfm>

MediMedia, a New Jersey healthcare company, conducted a self-audit and settled claims related to unlicensed software programs on its computers. The company paid BSA \$375,000 in settlement, agreed to bring all its software into compliance, and strengthened its software management practices.

<http://www.bsa.org/usa/press/newsreleases/MediMedia-settlement.cfm>

FLORIDA The companies that settled claims with BSA are: <http://www.bsa.org/usa/press/newsreleases/Florida-Settlements-Jan-06.cfm>

\* Deca Manufacturing Corporation ([www.decamanufacturing.com](http://www.decamanufacturing.com)), a manufacturing company headquartered in Clearwater, FL, paid BSA \$50,000 after an audit revealed that it had unlicensed Autodesk and CNC Software/Mastercam software programs on its computers.

\* Ocean Optics, Inc. ([www.oceanoptics.com](http://www.oceanoptics.com)), an electro-optics company headquartered in Dunedin, FL, paid BSA \$70,000 after an audit revealed that it had unlicensed Adobe, Borland and Microsoft software programs on its computers.

The two Raleigh-area companies that settled claims with BSA are:

<http://www.bsa.org/usa/press/newsreleases/NC-Orgs-Settle.cfm>

\* Patriot Performance Materials, Inc. ([www.patriotmaterials.com](http://www.patriotmaterials.com)), a provider of armor solutions and products for personnel, vehicle, aircraft and architectural applications, headquartered in Sanford, NC, paid BSA \$70,000 to settle claims that it had unlicensed Adobe, Autodesk, Microsoft, SolidWorks and Symantec software programs on its computers.

\* Stock Building Supply, Inc. ([www.stockbuildingsupply.com](http://www.stockbuildingsupply.com)), a supplier of building materials to professional home builders and contractors in the United States, with offices in Raleigh, NC, paid BSA \$85,000 to settle claims that it had unlicensed Adobe and Autodesk software programs on its computers.

The two San Francisco area companies that settled claims with BSA are:

<http://www.bsa.org/usa/press/newsreleases/San-Fran-settlement-Jan-2006.cfm>

\* NorCal Moving Services ([www.nor-calmoving.com](http://www.nor-calmoving.com)), a provider of commercial and residential moving services located in San Leandro, CA, paid BSA \$75,000 after it had more installations of Microsoft software programs on its computers than it could confirm it had licenses to support.

\* Wham-O, Inc., ([www.wham-o.com](http://www.wham-o.com)), the innovator of off-the-wall novelty items, classic toys, and sporting goods including the FRISBEE® disc, THE SUPERBALL®, HULA HOOP® and HACKY SACK®, headquartered in Emeryville, CA, paid BSA \$70,894 after an audit revealed that it had unlicensed Adobe and Microsoft software programs on its computers.



# It's time to

# FACE THE FACTS!

## Your software compliance policy isn't going to look after itself.

You need to understand that your employees will use, (are already using), every opportunity to "beat the system" to copy software applications, files, movies, music and sound files using your systems.

As managers you need to manage the situation better and this involves checking "the state of play" on a regular basis to assess what level of compliance exists!

Failing to do so, could end up being a costly exercise for both you, as the manager in charge, and your organization!

Industry statistics for Westernised countries are claiming that somewhere between "1 in 4" to "1 in 3" software applications "in use" is pirated and that this costs Billions of \$ in lost sales and lost jobs for the software industry.



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Whilst we understand their concern about how much "they" are losing, we think the losses you are facing (and the risks) might well be significantly higher!

**Can your business or organization consistently sustain a loss ratio of 1 in 3, or 1 in 4, for every product you made? **We think not!****

### FREE Articles on Software Compliance Issues

To receive the free articles below e-mail [pcprofile@internode.on.net](mailto:pcprofile@internode.on.net) **SUBJECT- FREE White Papers**

- So you think you are OK at an 80 percent compliance level?
- Risks of being caught with illegal software
- Who is liable for software piracy?
- Court orders and injunctions
- What is an ANTON PILLAR ORDER?
- Why Do Staff Install Software To Your Systems Without Authorization?
- Why not share the penalties with your employees?
- We share the penalties with you!
- OUTLOOK TASK RTF version.doc
- Software Compliance Audit.oft (Outlook Task Template)
- License Infringement Cost Model – How much pain can you take!

#### Other Articles

[http://www.pcprofile.com/who\\_is\\_responsible\\_for\\_software\\_piracy\\_1.htm](http://www.pcprofile.com/who_is_responsible_for_software_piracy_1.htm)

[http://www.pcprofile.com/who\\_is\\_responsible\\_for\\_software\\_piracy\\_2.htm](http://www.pcprofile.com/who_is_responsible_for_software_piracy_2.htm)

[http://www.pcprofile.com/No\\_Budget\\_For\\_Audit\\_Software.htm](http://www.pcprofile.com/No_Budget_For_Audit_Software.htm)

[http://www.pcprofile.com/frequently\\_asked\\_questions.htm](http://www.pcprofile.com/frequently_asked_questions.htm)

<http://www.pcprofile.com/features.htm>

#### WANT TO KNOW MORE ABOUT HOW TO REDUCE YOUR RISK?

PCProfile can help you enforce a shift in attitude to your PEOPLE based problem and reduce your risk!

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**PCProfile** <http://www.pcprofile.com>

e-mail [pcprofile@internode.on.net](mailto:pcprofile@internode.on.net)

Mobile Phone +61 (0) 448 650 227

Fax+61 8 8265 1961

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