Business Software Certification Programme

(23 October 2006 – 15 March 2007)

Background

Intellectual Property Department (IPD) joins hand-in-hand with Business Software Alliance (BSA) to launch the **Business Software Certification Programme** ("the Programme") on 23 October 2006 which aims to further equip organizations, both business and non-business, with a good knowledge of Software Asset Management (SAM) and to promote proper licensing of business software.

Software Asset Management is an on-going monitoring mechanism for long term I.T governance in workplace. It involves the development of policies and procedures, preliminary auditing of software, matching your software with licensing records and establishment of routine audits for software.

The Programme is a unique opportunity for you to exercise your leadership and good governance applying SAM effectively and enhancing your competitive edge.

The Programme is one of programmes under the second phase of Genuine Business Software Campaign (GBSC) which has been launched in September this year with a dedication to promoting respect for copyright in software and to encouraging business software legalization. The Programme receives tremendous support from various trade and non-profit-making organizations in inviting their respective members to participate. These supporting organizations include *The Chamber of Hong Kong Computer Industry, Federation of Hong Kong Industries, Hong Kong Brands Protection Alliance, The Hong Kong Council of Social Service, Hong Kong General Chamber of Commerce and Hong Kong Trade Development Council.*

The Programme will be rolled out in phases to promote copyright protection and corporate governance through SAM.

What are the Objectives?

The specific objectives of the Programme are to:

➢ Raise organisations' awareness of SAM and proper licensing by outreaching organisations;

➢ Spread best SAM practice among organizations through software auditing;

➢ Build a strong level of support through commending organizations in full compliance;

➢ Develop the trend of full compliance by publishing names of organizations through publicity channels.

What is the Programme?

The Business Software Certification is open to organisations from 23 October 2006 to 15 March 2007.

Under this Programme, IPD commissions an independent Software Asset Management Contractor (Contractor) to provide:

⌘ FREE on-site software audit

✧ The independent Contractor will perform a free software audit by identifying all licensed, unlicensed and excessive software installation in accordance with the type of software vendors listed in BSA member page.

✧ The independent Contractor will verify the Software Licence Ownership Summary provided by the participating organizations with the on-site software audit and prepare a complete Software Audit Visit Report for each participant (any information relating to software licensing situation that has been collected during the audit process will be kept confidential);

The organisers will issue a certificate to commend those organisations found in full compliance after software audit. These successful

participants will be recognized through a series of publicity in newspapers and websites after the completion of the Programme.

⌘ FREE SAM consultancy services

◇ The independent Contractor will conduct a briefing on SAM and provide templates and guidelines to facilitate the participants to set up in-house SAM policies and procedures;

◇ The independent Contractor will provide advice to the participants related to SAM within a specified period of time after completion of free service;

◇ A SAM Consultancy Report will be prepared for each participant.

Who Should Join?

Organizations in all sizes and nature utilizing software in Hong Kong should join the Programme.

Why YOU Should Participate?

Use of unlicensed software in organizations is illegal. Unlicensed use can take a number of forms, including:

- An organisation deploying one licensed copy of software across multiple computers and under-reporting its licensing needs.
- An employee casually downloading illegal software for use in the workplace.
- A business taking advantage of 'upgrade' licenses without having a legal copy of the version to be upgraded.
- An entity mis-using academic, OEM, developer or other restricted software.
- A company using a 'multiplexing device' on the false understanding that this may reduce the number of software licenses it will require.

The BENEFITS You Derived from the Programme include:

✧ **SAVE COST** & **IMPROVE BUSINESS PERFORMANCE** – you know what licence you have and what you not need. You can save money from avoiding over-licensing of business software. You can make the best strategic decisions about your IT needs;

✧ **INCREASE EMPLOYEE PRODUCTIVITY** – through standardization, your users can work together seamlessly. With optimization of software deployment, your IT department can reduce time and hassle and your users can boost productivity;

✧ **LOWER LEGAL RISK** – you can avoid unnecessary legal risk from casually downloading illegal software, taking advantages of upgrading version of unlicensed software, misusing of restricted software, under-licensing for software. Most importantly, it saves you from end-user piracy result from intended or unintended infringement of software copyright;

✧ **GOOD BUSINESS ETHICS** - you are committed, as a responsible organization to use genuine software and acquire sufficient legitimate licences in your operations. You also play a vital role in promoting respect for copyright in software and you can induce a sense of pride for your employees, your organisation and the community;

✧ **FREE SERVICE –** Under the Programme, you can enjoy FREE business software audit and FREE SAM consultancy services. You can deploy the resources of setting up the best practices for SAM to other areas. The organizers will encourage software vendors to offer discounts for organization during the Programme period;

How to Enjoy the FREE Service under the Programme?

Step 1 > > >   Call the FREE Service HOTLINE at 2961 6912 (Monday to Friday from 9:00am to 6:00pm) and schedule a software audit and SMA consultancy;

Step 2 > >Assign an officer to work with independent Contractor and coordinate with the independent Contractor for the free services offered;

Step 3 > > >Prepare a Software Licence Ownership Summary together with purchase invoice copies for verification if necessary;

Step 4 > > >The independent Contractor will perform the on-site software audit and brief training on the organizations;

Step 5 > > > Apply clear policies and procedures in managing their software assets there afterwards;

Step 6 > > >The independent Contractor will prepare a complete Software Audit Visit Report (including the SAM consultancy service) for you;

Step 7 > > > The organisers will issue a certificate to commend you if you are in full compliance and the name of your organisation will be published through a series of publicity afterwards.

Would the Information Collected during the On-site Software Audit be Disclosed?

By participating in the Programme, you and the independent Contractor will enter into a non-disclosure agreement/undertaking. It ensures that the information relating to the software licensing situation that has been collected during the on-site software audit would not be disclosed to any third party.

What Can You Do if Your Organisation is Found Not in Full Compliance?

If your organization is found not in full compliance under the Programme, you are encouraged:

- ☺ To sign a declaration and get the assurances against BSA-initiated end-user legal action from the date of the acceptance until 30 April 2007.

- To acquire sufficient legitimate licences to remedy any shortfall or discrepancies as necessary in order to ensure full compliance before the end of the Assurance Period.

ACT IN TIME & GRASP THE BENEFITS!

Hotline: 2961 6912