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***U.S. Small Business Administration and Business Software Alliance
Join Forces to Educate Small Businesses on
Proper Software Management***

***Partnership to Provide Software Strategies and Copyright Compliance
Tools for Small Businesses***

WASHINGTON, D.C. — Today the U.S. Small Business Administration (SBA) and the Business Software Alliance (BSA), an organization dedicated to promoting a safe and legal digital world, announced a partnership to educate nearly 100,000 small businesses on proper software management and the risks associated with the use of unlicensed software.

Coined “Software Strategies for Small Businesses,” the multi-year partnership will provide small businesses and SBA resource partners—including SCORE “Counselors to America’s Small Business,” Small Business Development Centers, Women’s Business Centers and SBA district offices—with a set of software asset management tools and educational materials that will help small businesses establish, communicate and enforce policies that ensure copyright compliance in the work force.

In the United States, small businesses face the greatest risk for software piracy due to their lack of established software management practices.* Furthermore, small businesses are less likely to recognize the benefits a software policy affords. According to the BSA, small businesses paid over \$11.4 million in fines to settle software piracy claims in 2006 alone. An independent study** shows that 21 percent of software in the United States is unlicensed. Last year, the United States lost \$6.9 billion as a result of software piracy.

“Both the SBA and the BSA have a history of working with the small business community to help maximize business success,” said SBA Administrator Steven C. Preston.

“This exceptional partnership with the BSA will help small businesses be smart about software use, and protect themselves against the risks of unlicensed software.”

SBA and BSA’s “Software Strategies for Small Businesses” partnership encompasses the following:

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- Developing “best practices” publications that communicate guidelines for small businesses on implementing software asset management programs;
- Producing and disseminating educational materials such as a guide to software management, “Ten Steps for Software Compliance” fact sheet, “Software Piracy and the Law” fact sheet and software audit tools;
- Creating an interactive Web page to include free software audit tools, fact sheets, topical software management articles and above-mentioned educational materials;
- Developing a software management article for placement in SBA’s *Small Business Success* magazine;
- Creating software asset management content for SBA e-newsletters;
- Hosting an interactive Webinar with SBA and its resource partners; and
- Conducting an educational media outreach program to help promote this significant campaign.

“BSA welcomes this unique opportunity to work with the SBA — one of the most influential advocates for small businesses in the United States,” said Robert Holleyman, president and CEO of BSA. “BSA strongly supports the success of small businesses and recognizes the vital role they play in the U.S. economy. This alliance allows BSA and the SBA to communicate proper software strategies that promote network security, and provide financial and legal benefits which are critical to the long-term success of any small business.”

For more information about SBA and BSA’s “Software Strategies for Small Businesses” partnership, please visit www.smartaboutsoftware.org.

* “*Software Management Survey*,” conducted by Yankelovich Partners for the Business Software Alliance

** “*Global Software Piracy Study*,” conducted by Interactive Data Corp. for the Business Software Alliance

The Business Software Alliance (www.bsa.org) is dedicated to promoting a safe and legal digital world. BSA is the voice of the world’s commercial software industry and its hardware partners before governments and in the international marketplace. Its members represent one of the fastest-growing industries in the world. BSA programs foster technology innovation through education and policy initiatives that promote copyright protection, cyber security, trade and e-commerce.

The U.S. Small Business Administration is the nation’s largest financial backer of small businesses. The SBA’s programs and services help business owners start, run, and grow their businesses, and provide a range of financial, technical, and management assistance. SBA also plays a major role in the government’s disaster relief efforts by making low-interest recovery loans to both homeowners and businesses. America’s 25 million small businesses employ more than 50 percent of the private work force, generate more than half the nation’s gross domestic product, and are the principal source of new jobs in the U.S. economy.

SBA’s participation in this cosponsorship does not constitute an express or implied endorsement of the views, opinions, products or services of any cosponsor or other person or entity. All SBA programs, services and cosponsored activities are extended to the public on a nondiscriminatory basis. Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance.

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