

Mitigating Cyber Risk through Software Asset Management

软件资产管理（SAM） —— 抵御网络安全风险的利器

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2016年6月

About BSA | The Software Alliance

关于 BSA | 软件联盟

A non-profit organization promoting the continued growth of the software industry through:

BSA|软件联盟为非赢利性组织，通过以下方式推动软件行业的持续发展：

- » Advocacy 宣传
- » Compliance 合规
 - enforcement 执法
 - education programs 培训项目

Founded in 1988 成立于1988年

Presence in 60+ countries worldwide

在全球60多个国家展开运营



A man in a military camouflage uniform is sitting at a desk, smiling and gesturing with his hand while looking at a laptop. A small American flag is on the desk. The background is a blurred home office.

SOFTWARE: KEEPING YOU CLOSE FROM AFAR

Whether serving overseas or serving your Congressional district,
with software you stay connected to the ones who matter most.


You can do amazing things with software.

Learn more at withsoftware.org

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An astronaut in a white spacesuit is floating in space, holding a large, white, circular washing machine door. The background is a view of Earth from space, showing blue oceans and white clouds. The text is overlaid on the top left in red boxes.

SOFTWARE: GETTING YOU HOME WHEREVER YOU ARE

Whether exploring the galaxy or just crossing town,
software and you make every journey extraordinary.

You can do amazing things with software.

Learn more at withsoftware.org

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SOFTWARE: CULTIVATING BIG IDEAS

From optimizing crop yields to tracking weather patterns,
with software you use less and harvest more.

You can do amazing things with software.

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THE SCALE IS STAGGERING

问题之严重令人震惊

5 X

The average organization experiences a malware event every

7 minutes

组织机构每 7 分钟
遭受一次恶意软件攻击

Increase in detected information security

incidents by enterprises in Mainland China and Hong Kong

2015年，中国内地和香港企业检测到的信息安全事件平均数量约上升5倍

7-8 months

until detection
7-8个月才能发现



LEGAL
法律



FINANCIAL
财务



REPUTATION
声誉

THE IMPACT 影响

31%

of organizations who experienced security incidents reported their brand or reputation was compromised as a result

31%的高管表示他们的品牌或声誉因为安全事件而受到损害

**\$400
billion**
spent on malware

网络攻击给全球经济造成损失超过
4000 亿美元

Cybersecurity is complex

网络安全问题非常复杂



Where to start?

从哪里开始？

39%

software installed on computers around the world in 2015 was not properly licensed
2015年全球电脑上39%的已安装软件未经授权

25%

In critical industries
关键行业

The Compliance Gap 合规差距

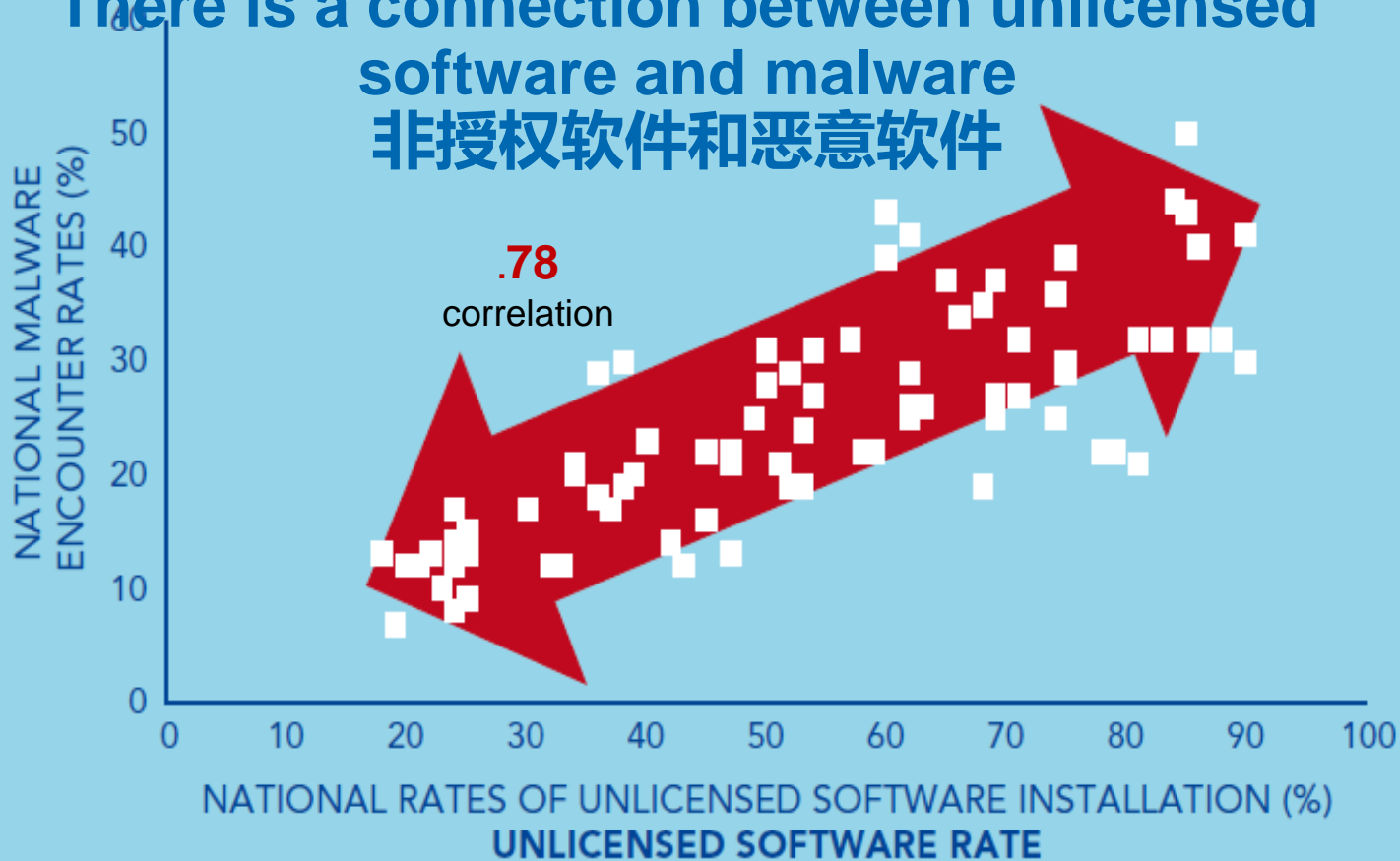
DOUBLE

The percentage of workers loading software on the network than the CIOs estimate
在网上下载软件的员工比例是CIO预期的两倍

70%

enterprises reported having only an informal policy or none concerning connecting personal mobile devices at work
70%的企业针对个人移动端进入工作环境没有或仅有非正式的政策规定

There is a connection between unlicensed software and malware 非授权软件和恶意软件



malicious + soft**ware** = **malware**



Software Asset Management Offers a Solution

“软件资产管理（SAM）”可提供一种解决方案

1

**Conduct an
assessment**
进行评估

2

**Align to your
business needs**
与业务需求相匹配

3

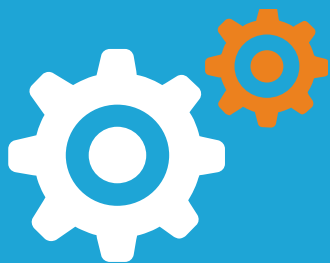
**Establish policies
and procedures**
建立政策及流程

4

**Integrate within
the business**
与业务整合



Security needs to become a strategic priority with policies and procedures that support good organizational governance
安全必须成为企业战略性的优先事项，并通过健全的政策和流程实现良好的治理



**Awareness of
internal controls**
了解内部控制



**Education around
risk exposure**
实施风险培训



**Cross company
engagement**
企业全员参与



SAM
can lead to increased
efficiencies and cost
savings

软件资产管理 (SAM)
帮助企业提高效率并降低成本

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Thank you
谢谢！