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WG21 Statement of Benefits
Re The Proposed Category C Liaison between WG21 and
the Business Software Alliance (BSA)

WG21 strongly supports the application for Category C Liaison between WG21 and the Business Software Alliance (BSA). The BSA (www.bsa.org) is the voice of the world's commercial software industry and its hardware partners before governments and in the international marketplace. BSA also assists end-users in ensuring legal software use. This effort comes out of an extensive worldwide education and enforcement program.

As part of its education outreach, BSA in an effort to expand adoption of SAM has made the decision to work with ISO/IEC JTC1/SC7/WG21 and its members to support comprehensive SAM practices (19770-1). It is the collective belief that BSA is appropriately suited, given its membership and apparent dedication, to help drive 19770-1 adoption in the worldwide marketplace.

As part of this, BSA had submitted an incremental approach to conformance with ISO/IEC 19770-1:2006, with the BSA supporting a program of trials which will provide helpful market testing information. WG21 will use the resulting information in Committee work on standards development.

Overall, the cooperation with BSA will benefit WG21 in the following ways:

1. BSA will provide feedback on many standards development issues from its members who are among the biggest software manufacturers in the world
2. BSA will provide the opportunity to have experts from the biggest software manufacturers in the world directly appointed onto WG21 to help on standards development work
3. This liaison is one of the best possible ways of driving the adoption of ISO/IEC 19770-1 in the marketplace
4. BSA will provide feedback about the alignment of 19770-1 with licensing practices

David Bicket
WG21 Convener
5 June 2008



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Monday, May 12, 2008

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Re: Application for Category C Liaison between the BSA and WG21

Dear David,

The Business Software Alliance ('BSA') wishes to be considered for a Category C Liaison with ISO/IEC JTC1 SC7 WG21, which is responsible for ISO/IEC Software Asset Management standards. We understand that WG21 strongly supports this liaison relationship and we consider it will be highly beneficial to both the profession of software asset management as well as to the IT industry as a whole.

We have attached a statement of benefits to support this application.

Should you have any questions, my office telephone number is +1.202.549.7171 and email address is peterb@bsa.org.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Peter Beruk", with a long, sweeping horizontal stroke underneath.

Peter Beruk

Cc: Jenny Blank, BSA

Enclosures

SC7 Statement of Benefits

Type C Liaison between JTC1/SC7/WG21 and the Business Software Alliance

JTC1/SC7/WG21 ('WG21', responsible for Software Asset Management ('SAM') standards) has invited the Business Software Alliance ('BSA') to become a Type C Liaison. There are several purposes for this liaison:

- To facilitate the input of BSA itself into the development of international standards for Software Asset Management in WG21
- To facilitate participation in WG21 development activities by BSA member organizations, which include most major software publishers world-wide
- To facilitate the adoption by the industry overall of ISO/IEC SAM standards

BSA fully agrees with these purposes, and is hereby applying for Type C Liaison with WG21 so as to help achieve them. BSA is well placed to help achieve these purposes because of it is a major international organization with broad reach itself and also through its owner-members who are most of the major software publishers in the world. BSA is convinced of the importance of international standards for Software Asset Management, and is committed to helping to advance their development and implementation throughout industry.

What is BSA's purpose:

The Business Software Alliance represents one of the fastest growing industries in the world. With programs in more than 80 countries, BSA is the leading voice of the world's commercial software industry and its hardware partners around the globe. Our mission is to promote policies and practices that foster technology innovation, IT investment, and confidence in our computer infrastructures and networks.

What is the BSA organizationally:

The Business Software Alliance is a not-for-profit organization owned by its members. The international headquarters are in Washington, DC, USA. (BSA Worldwide Headquarters, 1150 18th Street, N.W., Suite 700, Washington, D.C. 20036, USA, Phone: 202.872.5500, Fax: 202.872.5501). BSA has representations in the following countries:

- | | | |
|------------------|---------------|------------------|
| ▪ Algeria | ▪ Hungary | ▪ Puerto Rico |
| ▪ Australia | ▪ India | ▪ Romania |
| ▪ Austria | ▪ Indonesia | ▪ Russia |
| ▪ Belgium | ▪ Ireland | ▪ Serbia |
| ▪ Bolivia | ▪ Italy | ▪ Singapore |
| ▪ Brazil | ▪ Japan | ▪ Slovakia |
| ▪ Bulgaria | ▪ Korea | ▪ Slovenia |
| ▪ Canada | ▪ Latvia | ▪ South Africa |
| ▪ Chile | ▪ Lithuania | ▪ Spain |
| ▪ China | ▪ Macedonia | ▪ Sweden |
| ▪ Columbia | ▪ Malaysia | ▪ Switzerland |
| ▪ Croatia | ▪ Malta | ▪ Taiwan |
| ▪ Cyprus | ▪ Mexico | ▪ Thailand |
| ▪ Czech Republic | ▪ Montenegro | ▪ Tunisia |
| ▪ Denmark | ▪ Morocco | ▪ Turkey |
| ▪ Estonia | ▪ Netherlands | ▪ Ukraine |
| ▪ Finland | ▪ Norway | ▪ United Kingdom |
| ▪ France | ▪ Paraguay | ▪ United States |
| ▪ Germany | ▪ Peru | ▪ Venezuela |
| ▪ Greece | ▪ Philippines | ▪ Viet Nam |
| ▪ Guatemala | ▪ Poland | |
| ▪ Hong Kong | ▪ Portugal | |

Who are BSA's members:

Members include the following companies:

- | | | |
|--------------------------|-----------------|------------------------|
| ▪ Adobe | ▪ CNC/Mastercam | ▪ Monotype Imaging |
| ▪ Apple | ▪ Corel | ▪ PTC |
| ▪ Autodesk | ▪ Dell | ▪ Quark |
| ▪ Avid | ▪ EMC | ▪ Quest Software |
| ▪ Bentley Systems | ▪ HP | ▪ Rosetta Stone |
| ▪ Borland | ▪ IBM | ▪ SAP |
| ▪ CA | ▪ Intel | ▪ Siemens PLM Software |
| ▪ Cadence Design Systems | ▪ McAfee | ▪ SolidWorks |
| ▪ Cisco Systems | ▪ Microsoft | ▪ Sybase |
| | ▪ Mindjet | |

- Symantec
- Synopsys
- Tele Atlas
- The MathWorks

BSA Commitment to WG21:

BSA undertakes to do the following in support of the proposed Type C Liaison with WG21:

- To let its membership know of BSA's participation in WG21, and of the opportunities this creates for advancing the SAM ecosystem overall, and for participation by its members in this further development
- To provide feedback from itself and from its members about the future direction of development of international SAM standards
- To provide feedback from itself and from its members about existing SAM standards, to the extent considered useful by BSA or its members
- To provide feedback on all draft standards under development by WG21
- To appoint a representative (which may be from a member company) to attend at least one meeting per year of WG21 (of which two are normally held)
- To appoint representatives from interested member companies to serve as technical experts on WG21 and 'Other Working Groups' created by WG21 to help develop SAM standards. (BSA cannot require its members to participate, but will encourage and facilitate such participation where possible.)

BSA understands that its Type C Liaison will lapse if its active participation in WG21 activities is negligible for a period of two years.