



Software Asset Management

SECURITY IMPERATIVE, BUSINESS OPPORTUNITY

BSA Global Software Survey – 2018



- About the Study
 - BSA's Global Software Survey, conducted in partnership with IDC, estimates rates and values of unlicensed PR software installed in 2017 across 110+ countries 2
 - 14 years of data: 2003 - 2017
 - Global survey of 22,500 PC users, plus 2,300 IT decision-makers
 - Survey assesses key social attitudes and behaviors related to unlicensed software, enterprise compliance, and emerging technological issues

Malware Attacks Growing Exponentially Both in Number and Sophistication

- One in five (19 percent) enterprises reported they have network, website, or computer outages every few months or more, and that the most common cause of security-related outages was from malware on end user computers (56 percent).
- Economic Costs of Addressing Malware Attacks Also Continues to Rise.
 - Over \$10 per infected PC for a worldwide enterprise total over \$350 billion
 - Including IT costs, lost productivity, and dealing with data breaches
- There are 8 new malware attacks every second.

Malware Infections are Associated with Unlicensed Software

- CIOs recognize the link between malware and unlicensed software.
 - 54% of CIOs report that the primary reason to use licensed software is to lower security risks.
 - 46% say their top security concern is loss of data.
 - IDC analysis confirms the link between use of unlicensed software and malware.
- Organizations that obtain or install an unlicensed software package or buy a computer with unlicensed software on it face a one-in-three chance (29 percent) of encountering malware.
- CIOs understand this link and is at the top of their minds.

Main CIO concerns of Malware Attacks

- CIOs surveyed noted their primary concern related to malware that can accompany unlicensed software is:
 - theft of data (46 percent);
 - unauthorized access to their network (40 percent);
 - responding to potential ransomware (30 percent),
 - system outages and downtime (28 percent); and
 - time and cost of disinfecting the network (25 percent).

Functions Most Likely to be Affected by a Public Breach

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Source: CISCO Annual Cybersecurity Report, 2017

Software Asset Management (SAM) can Decrease Risk and Provide Financial Benefits

- CIOs reported that reducing unlicensed use by 20% leads to an 11% increase in profits.
- These benefits are 29 times greater than the cost of replacing the unlicensed software needed to be compliant.
- Other studies (Gartner) show companies can save as much as 30% in annual software costs by implementing a SAM program.
- International Organization for Standardization's (ISO) SAM standard provide a framework for overall IT asset management (ITAM) including software.

Thank you

Further reading:

BSA Global Software Survey

www.bsa.org/globalstudy