

Certified **Software & Copyright Compliance Assurance** ***Professional***

SCCA



The Software & Copyright Compliance Assurance Professional is an individual who has been given the responsibility and the authority to monitor the status of copyright protected products on enterprise computing devices. SCCAs function in both proactive and reactive modes—but their major job is to ensure that you and your company do not become easy audit targets for the 26-100+ copyright enforcement groups actively searching for companies to audit. Due to the increased threats of these punitive compliance enforcement audits, business technology consumers need to develop effective defensive management processes for existing technology infrastructure as well as proactive management methods for future acquisitions. Failure to do so can cost even the smallest company as much as \$5,000 to \$10,000 per computing device in non compliance (*piracy*) fines and penalties.

This unique vendor-neutral program steps you through the background knowledge, strategies, and techniques necessary to begin a cost effective copyrighted products management initiative. The core knowledge this program delivers represents the proven foundations for life cycle management across the entire technology environment.

Core Knowledge

- Agreement Terms & Conditions to Avoid &/or Modify
- Minimizing Losses with Alternative Dispute Resolution
- Identifying & Utilizing the Automated Discovery Tool
- Compliance Enforcement Agency Communication Do's & Do Not's
- Demystifying & Detailing Software Licensing Exposure Factors
- Developing & Delivering Effective Due Diligence Reports
- Establishing & Managing the Proactive SWOT Analysis
- Human & Organizational Change Management
- Legislation & Regulations That Set You Up for Audits
- Identifying & Managing Critical Documentation
- Negotiating Compliance Audit Closure
- Establishing & Managing the Proactive Software Audit & Review Process
- Compliance-Related Due Diligence Project Management
- Software Risk Identification & Mitigation
- Proactive Policies & Procedures
- Strategic Vendor Management
- Work Flow Analysis / Process Analysis
- And more...

Prerequisites For This Session: A general knowledge of how companies actually use technologies in the real world.

Who Should Attend The SCCA? If you are concerned about preventing six figure losses due to incorrect use of copyright protected products on company computing devices, you should attend, or be represented. If you are concerned that the copyright enforcement industry players are offering copyright violation whistle blower rewards of up to \$1,000,000 to your own current or former employees, you should attend. If you want to establish a firm groundwork for life cycle management of the entire IT portfolio, you should attend. More specifically, those who benefit from this training include:

Executive management, middle management, corporate auditors, compliance assurance personnel, accounting professionals, acquisitions professionals, technology management, and agreement negotiations professionals. Additional personnel who will benefit from this professional development program include, but are not limited to, administrative assistant professionals, advanced clerical professionals, and undergraduate or graduate students of accounting, technology, and/or business management.

Caution: The SCCA is not necessarily a technology profession. While technical expertise definitely helps, the effective candidate is ethical, detail oriented, and possesses good communication skills. Every other skill can be trained in.

These programs can represent an incredible boost to your resume.

WIIFM - What's In It For Me? North American businesses—specifically those in the United States—are the most frequently audited and highly penalized companies in the world. Unfortunately, fewer than 10% of American enterprises have access to credible expertise in identifying and preventing software piracy and copyright violations & compliance issues. Fines and penalties for violations can, and very frequently do, reach well beyond six figures—not to mention extensive damage to corporate and personal/professional reputations.

As a trained Software & Copyright Compliance Assurance Professional, you have the unique ability to deflect as much as 70%-90% of enforcement audit events. You have the significant ability to protect your company from six figure piracy losses. More importantly, in excess of 90% of American companies are in need of your services and expertise.

Real World ROI—Small Company? - An SCCA, trained by *The Network*, assisted a Midwest manufacturer in conducting a defensive compliance audit. The SCCA provided audit strategies and techniques that enabled the company to reduce the financial impact of the audit from over \$200,000 to less than \$35,000.

Real World ROI—Large Corporation? - A trained SCCA identified two incorrectly licensed products that had been included on a master drive image. Eliminating these two copyright protected products from the image and adjusting all previously configured systems saved the enterprise from nearly \$500,000 in direct violation fines and more than \$1,300,000 in potential associated penalties.

And It Doesn't End Here. Both of the professionals we just mentioned understood how to use these same processes and procedures to extend the savings well beyond the compliance audit. When you continue on and complete the remaining modules of the

Technology Portfolio Management Series, you can reach well beyond mere compliance assurance and help virtually any company reduce—by as much as 25%-35%—even by an astounding 90%—the costs and risks relating to the entire life cycle of corporate hardware and software assets—as well as support & maintenance and related products or services.

Is this adjustment to your professional resume too good to be true? Would you like a low cost preview? Pick up and read a copy of ***Modern Pirates: The book the software police and copyright cops do not want you to read!*** It's available via Amazon, local book store, or your local library. ***Pirates*** provides you with a low cost, yet comprehensive, introductory perspective of the incredibly costly impact of software and copyright violation punitive audits on American businesses.

Are You With a Non-American Business? There are as many as 100+ enforcement groups aggressively hunting you, too. Also, as noted, the SCCA knowledge empowers you to begin a more active asset management program across your environment. This professional training is applicable and vital to you, no matter where your business is located. (*Consider the previous list of companies and countries.*)

Schedule your professional development program right now, or read ***Modern Pirates*** first. ***The Network!*** delivers the knowledge you need, when you need it, where you need it, and at a price you can afford!