



## The Business Technology Consumer Network

*"Cost-Effective, Vendor-Neutral, Real World Savings"*

### FOR IMMEDIATE RELEASE

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## Software Police Smack Down License Violator for \$250K

This Company Could Have Saved \$700,000+ [The Secrets are HERE!](#)

**Ohio – February 14, 2008** – Incorrectly licensed and monitored software, and other copyright protected products can cost your company a serious bundle of un-budgeted bucks. The latest scurvy victim to fall in the ongoing battle against software piracy is a software data management company in Bountiful, UT that paid an anti piracy enforcement group \$250,000 in penalties for incorrectly licensed and managed software. Industry experts estimate that the company could easily have also paid \$700,000 or more in additional hidden costs related to conducting and reporting the audit.

Despite having one of the lowest piracy rates in the world, American corporations appear to be the primary primary targets of software piracy enforcement activities. Alan Plastow, CEO of **The Business Technology Consumer Network** (*The Network!*) states in his software asset management training programs that, "It is my personal opinion that the core reason American companies wind up being audited so frequently is that we can afford to pay the outrageous fines and penalties of an out-of-court settlement."

Software license enforcement audits can consume six figures of scarce company resources—all because corporations do not effectively track their technology assets. Now corporate C-suite executives can access vendor-neutral strategies for minimizing punitive enforcement audits from **The Network!** Internet site. Plastow regularly posts a freely available strategic operations series of articles, discussions, and presentations covering real world proven methodologies for cutting technology costs and risks—without spending even more money.

Plastow has been developing and delivering training programs in strategic operations processes and procedures for technology asset management, software asset management, and software license compliance assurance since 2001. During that time, literally hundreds of professional technology asset managers across the United States, Australia and a host of other developed countries have used his materials to significantly reduce the risks of software piracy audits while dramatically increasing their return on invested capital for technology assets.

In today's economy, corporations, small and large, are searching for ways to cut costs and minimize risk—without spending even more money on solutions that may, or may not, work. Plastow has shown that there are dozens of real world, proven, opportunities for doing so simply by re-envisioning and re-tasking a wide range of technology spending and life cycle management processes. Often, these opportunities are not easily identified in the day-to-day operations rush but **The Business Technology Consumer Network**, composed of corporate technology asset management experts, delivers this vital cost effective savings knowledge directly to your desktop on a global scale.

For proven cost-effective ways to reduce the high costs & risks of business technologies, contact BTCN [HERE](#).

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For information: [www.biztechnet.org](http://www.biztechnet.org) or Contact: [aplastow@biztechnet.org](mailto:aplastow@biztechnet.org)

Technology Cost Cutting Strategies Made Available by Technology Asset Management Experts.

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