



The Business Technology Consumer Network

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

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Software Police Drain California Economy of \$350K

Ohio – March 2009 – Corporate personnel interested in getting rich quick can now look to the so-called software police and copyright cops for whistle-blower rewards of up to \$1,000,000. The latest scurvy piratical victims in the ongoing battle against software piracy are four California companies from San Carlos (\$112,409), Santa Fe Springs (\$93,500), San Diego (\$75,000), and Garden Grove (\$70,000). Actual audit costs for each of these companies are estimated to exceed 3 to 6 times the published settlement.

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 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 easily consume six figures of scarce company resources—all because corporations do not effectively track their technology assets. Corporate C-suite executives can take immediate cost-effective action to correct these problems by accessing vendor-neutral strategies for minimizing punitive enforcement audits from the Business Technology Consumer Network. Plastow regularly posts a freely available strategic operations series of articles, discussions, and presentations covering real world methodologies enterprises can use for cutting technology costs and risks—without having to spend money on new personnel, products, or overly complex standards.

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 (*software piracy avoidance*) since 2001. During that time, literally hundreds of professional technology asset managers across the United States and Australia 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 money on unnecessarily complex proprietary solutions. Plastow has shown that there are dozens of real world, proven, opportunities for doing so simply by re-envisioning a wide range of technology spending and life cycle management processes and trends. 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 on a global scale.

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

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