Business Software Alliance Radio Ads Solicit Software Piracy Tips in Omaha Scott & Scott, LLP Alerts Business Owners

Scott & Scott, LLP alerts Omaha businesses that the BSA | The Software Alliance (a/k/a Business Software Alliance) frequent radio ads seeking whistleblower reports in exchange for cash rewards could negatively affect them if they are not proactive and ready for a potential BSA audit. According to media tracking service, Adscope™, Omaha ranked #8 in total radio spots of three monitored national campaigns.

Southlake, Texas (PRWEB) December 27, 2012 -- BSA | The Software Alliance national radio campaigns - Speak Up and Report Piracy, Fight Against Piracy, and Report Piracy - promoting cash rewards for confidential tips had the eighth highest occurrences in Omaha, Nebraska according to media tracking service, Adscope™. "The BSA's efforts in Omaha and other cities increase the threat to small-mid size businesses that are not prepared for a software audit", said Robert J. Scott, Managing Partner, of intellectual property and technology law firm, Scott & Scott, LLP.

BSA | The Software Alliance, a global software industry trade association, whose members include Microsoft, Adobe, Symantec, and Autodesk, conducts copyright enforcement actions on behalf of its members.

"While we understand the BSA's desire to protect the intellectual property rights of its software publisher members, we believe the association has done nothing to simplify or standardize the unique, lengthy and complex license agreements of its member companies. This leaves the onus of compliance entirely on software customers", Scott said.

"In my opinion, many of the Business Software Alliance's practices are questionable. The BSA entices disgruntled employees, many of whom were responsible for any license compliance gaps, to report their current and former employers with the promise of cash rewards", continued Scott.

Scott & Scott, LLP recommends companies prepare for the inevitable BSA audit. To see if you are ready for a software audit, take this Audit Readiness Assessment:

*Does your organization conduct routine discovery on 100% of its desktops, laptops and servers?

*Can your organization conduct on short notice a complete reconciliation correlating all installed software to appropriate proofs of purchase?

*Has your organization implemented appropriate electronic controls to prevent unauthorized software title proliferation?

*Has your organization implemented well-defined processes for retaining and retrieving software licenses and invoice documents?

*Do you always obtain a confidentiality agreement from IT consultants and employees?

Companies that have effectively mitigated the risks of software audits can answer "yes" to the above questions.

Being proactive can save headaches and expenses. Ignoring software audit readiness can result in very costly consequences.

For additional information and free resources visit: http://www.bsadefense.com/main/about-the-business-software-alliance-bsa-faq.aspx.

About Scott & Scott, LLP (www.scottandscottllp.com) (www.softwareaudit.com) (www.bsadefense.com) is a leading intellectual property and technology law firm representing businesses in matters involving software licensing. Scott & Scott, LLP's legal and technology professionals provide software audit defense and software compliance solutions, all protected by attorney-client and work-product privileges.

Robert Scott, a recognized expert on software compliance and defense, is available for interviews.
-30-

Contact Information
Anita Scott
Scott and Scott, LLP
http://www.scottandscottllp.com
214.999.2915

Online Web 2.0 Version
You can read the online version of this press release here.