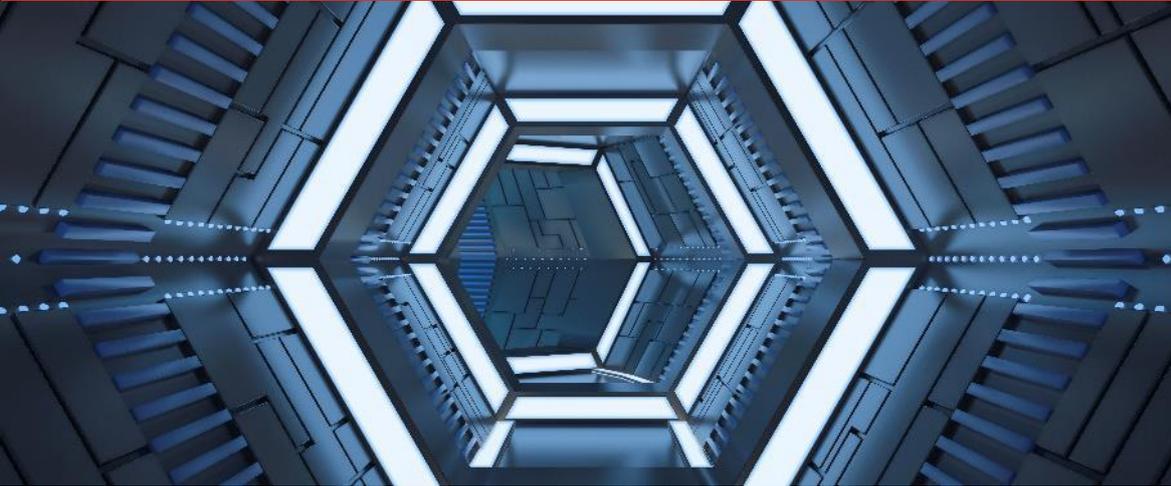


# Software Licensing Compliance case study



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## Background

PwC China's Intellectual Property (IP) Compliance & Solution team was engaged by one of the world's leading software publishers to play a strategic role in executing its licensing compliance programme designed for IP protection and lost revenue recovery.

The engagement draws on the true spirit of a PwC-client partnership with seamless collaboration, strategic approach, tactical execution and creative minds to achieve a win-win solution.

## Client's challenge

Given Asia's high piracy rate, the software license compliance programme has recently expanded to the region as a gesture of good corporate governance on the part of software publishers. There are many reasons for the prevalence of under, or mis-licensed, software among enterprise users in China, the most common are efforts to save money, a lack of distinction between legitimate and pirated products bundled with hardware, and complex and time consuming procurement procedures.

A software publisher's in-house compliance team can only do limited customer engagement and on site audits; such audits have been a constant struggle given their negative perception and sensitivity of the business relationships.

## PwC's approach

Starting with client's needs and objectives in mind, we've designed an initial approach taken into consideration of the local market compliance maturity level. We then convinced client to pilot test our concept and methodology in the local market with adjustments as needed. This "agile development" of the methodology and initial good result quickly won client's trust and confidence in us, and enabled us to grow the program into a volume based, sustainable practice that helped both client and its business customers.

## Client Benefits:

- Through our skilled and professional execution of the programme, our client benefited from lost revenue recovery and better knowledge of their customers through the "voice of the client", which had led to better product positioning and business relationship building with their customers.
- The customers also benefited from our objective assessment, independent approach and review result, and had a better understanding of the need for software asset management and licensing/contract compliance.

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