

Top 5 Best Practices for Assessing Your Software Piracy Risk

1

RESEARCH

Research piracy activity to better understand if your software is being cracked

- Which applications are being cracked and released—and at what frequency?
- How soon after general release is pirated software available?
- Are there multiple piracy groups targeting your company's products?
- Review past and present activity to understand piracy trends for your software.

2

DETERMINE

Determine the availability of pirated versions of your applications

- How widely available is your cracked software in piracy distribution channels?
- Check P2P torrent trackers, piracy scene index sites, Usenet service providers, web-based file hosting.
- Search industry forums for availability of your software.

3

IDENTIFY

Identify where your cracked software is available for download

- How widely available is your cracked software in piracy distribution channels?
- Check P2P torrent trackers, piracy scene index sites, Usenet service providers, web-based file hosting.
- Search industry forums for availability of your software.

4

REVIEW

Review internal data to uncover unlicensed use

- Interview sales team and channel partners for indications of suspected overuse by existing customers or overt piracy by prospective customers.
- Analyze your licensing database, customer data, and customer support reports for inconsistencies.
- Leverage existing whistleblower reports to identify unlicensed use of your software.

5

ANALYZE

Analyze license compliance analytics data to determine revenue recovery opportunities and geographic trends

- Track the actual use of unlicensed software by organizations to determine the true scope of your piracy problem.
- Analyze the adoption of unlicensed software by geography to identify gaps in your sales and/or channel organizations.
- Leverage revenue recovery opportunity data to justify enforcement and compliance programs.

NEXT STEPS

Learn more about Compliance Intelligence.

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