



# How to protect yourself against piracy



# Dear reader,



Technology is at the heart of many homes and small businesses. Buying genuine, licensed Microsoft software lets you safeguard your system, so you can be sure that your software is reliable and that support is there when you need it.

Unsuspecting people are spending good money on potentially bad software. If your software is pirated, you may find that the software is defective, which can compromise the security of your PC.

We want you to have the confidence that you are receiving genuine product and that you know what to look for when buying genuine Microsoft products.

That's why we produced this booklet, which will take you step by step through the types of Piracy, how to tell the difference between genuine and pirated software, and what to do if you suspect you have pirated software.

If you have any questions please don't hesitate to contact us on the **Microsoft Anti-Piracy Hotline: 1800 63 99 63.**

I hope you find this booklet helpful.

A handwritten signature in black ink that reads "Steve Vamos".

Steve Vamos  
Managing Director  
Microsoft Australia

## Contents

### What is software piracy? 4

Learn about the different types of piracy and how genuine software will benefit you

### How to tell the difference 6

Discover the security features that will help you spot piracy

### How to buy 8

Top tips on buying genuine software and how this benefits you

### Software piracy and your business 12

Find out how to protect your business against software piracy, and manage your software licenses

# What is software piracy?

Software Piracy occurs in many forms. It is important to understand the different ways software is pirated, not just to comply with the law but to protect yourself and your computer.

## Common types of piracy

**End user or corporate copying:** When the number of copies of software installed on PCs exceeds the number of licenses held for that relevant software.

**Counterfeiting:** The unauthorised use of Microsoft's trademarks for example reproducing Microsoft software or packaging, where buyers are deliberately misled into believing the product they are buying is genuine.

**Hard disk loading:** When a new or second-hand PC has Microsoft software installed but has been supplied without the original disks, Certificate of Authenticity, End User License Agreement, or the operating manual for the software installed on that PC.

**Mis-channelling:** Software that has been distributed under special discount licenses and then redistributed to others who do not qualify for these licenses.

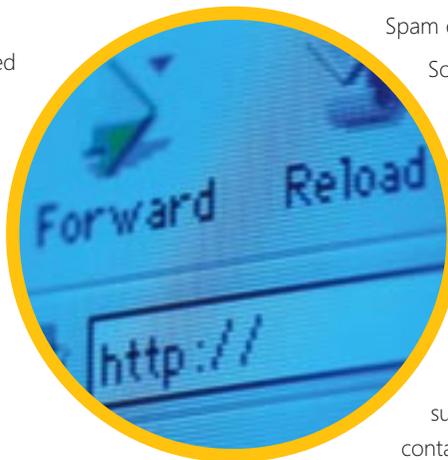
## Beware of internet piracy

During the past few years, the use of the Internet to distribute pirated software has grown – threatening customers and legitimate Internet businesses.

Disreputable online businesses often have such professional-looking Internet sites – even the most knowledgeable person can fall victim. Distinguishing pirated software on the Internet is extremely difficult because you can't check the product for physical warning signs or even see the person you're buying from.

Many people who try to buy software over the Internet never even receive the programs they've ordered. Others find they are unable to get their money back if they discover that the software is pirated.

**For further information about how to purchase software safely online refer to page 10.**



## SPAM email: Beware of email offering cheap software

Email has become an integral part of the way we live. But for all of the good email has done, it has produced one troubling side-effect: SPAM.

Spam email is unsolicited commercial email otherwise known as junk mail.

Some illegitimate operations market their pirated products through spam email advertisements. In an attempt to mask their location, they change their name and email addresses daily. The basic contents of the email remain the same:

*"Microsoft Software Offered at Cheap Prices."*

## How will genuine software benefit you?

**You can rely on your genuine software:** With genuine software, you receive the real product, complete and fit for the use intended – not an imitation. You know its source and can expect it to function properly.

**Support is there when you need it:** Genuine software is eligible for technical support. If there are any problems with the product or if you need help, you can contact Microsoft or one of its partners for the support you need.

**You have peace of mind:** Genuine software provides the peace of mind that comes from knowing that your business does not have to be concerned about audits or other legal troubles associated with pirated software.

**Your reputation is safe:** Using genuine software is part of maintaining a professional reputation among friends, customers, partners and employees.

**Your genuine software is secure software:** Using genuine software is an important part of keeping systems secure and running smoothly, because it means continued access to the latest security enhancements and product updates.

# How to tell the difference

It's easy to spot pirated software when you know how. Recognising the anti-counterfeiting security features in genuine Microsoft products and looking out for them when buying software will help give you peace of mind and avoid the risks associated with pirated Microsoft products.

## Look for these security features:

### 1) The Certificate of Authenticity (COA)



To determine whether the Microsoft software and components are genuine, look for the Certificate of Authenticity sticker affixed to the casing of your new PC or affixed to the top of the retail box packaging.



Look for the Certificate of Authenticity (COA) sticker on the casing of your new PC



Look for the Certificate of Authenticity sticker on your retail box packaging

### 2) The Edge-to-Edge Holographic CD

Genuine Microsoft software comes with an Edge-to-Edge Holographic CD. The Edge-to-Edge Holographic CD features a three-dimensional holographic image over the entire surface of the CD. This holographic image is part of the CD itself, not a sticker, so it's easier to identify genuine Microsoft software.



## How to tell if your old Microsoft software is genuine

If you have previously released Microsoft software and want to make sure it is genuine, visit [www.microsoft.com.au/howtotell](http://www.microsoft.com.au/howtotell) and follow the steps.

### Is your copy of Windows legal?

Did you know that if you are running either Windows XP or Windows Server 2003, you can find out if your copy is genuine without even picking up the phone? It's easy - just follow these steps:

**Step 1:** Open the Windows My Computer icon



**Step 2:** Go to the Help menu

**Step 3:** Select Is this copy of Windows legal?



## An easy way to check

If you have any doubts about the legitimacy of your software, we recommend that you send it to the **Microsoft Product Identification Service**. This service has been established to help you determine if your Microsoft software is genuine. To find out more about this service, visit [www.microsoft.com.au/piracy/productid](http://www.microsoft.com.au/piracy/productid)

For more information on how to tell, visit [www.microsoft.com.au/howtotell](http://www.microsoft.com.au/howtotell)

# How to buy

There are a variety of ways to buy Microsoft products. Here's a simple guide to help you decide on the right option for you.

	Option	Ideal customers	How it works	Benefits	Where to buy
	OEM (Software pre-installed on new PCs)	Any customer buying a new PC	OEM can only be acquired when buying a new PC. The most common OEM product licenses are operating system licenses (e.g. Microsoft Windows). Microsoft Office is now also available in an OEM version	When you purchase a new PC, make sure it comes preinstalled with an operating system such as Microsoft Windows in order to save money on your software purchases	Where you buy new PC hardware
	Retail – Full Packaged Product (FPP)	Available for all organisations/ individuals, but suited more to home or small business users with less than 5 PCs	Full Packaged Product (FPP) is software that is sold as boxed product at retail outlets	FPP is designed for low-volume needs. If you have five or less PCs, FPP can meet your needs and can be acquired easily	Retail outlets and Microsoft resellers
<b>Microsoft Volume Licensing Programs</b>	Volume License	Suited to larger organisations with more than 5 PCs	Microsoft Volume Licensing lets businesses acquire multiple copies of Microsoft software under flexible buying options. It can really save businesses money in the long term. For further information on the variety of ways to access Volume Licensing, visit: <a href="http://www.microsoft.com/australia/licensing">www.microsoft.com/australia/licensing</a>	Offers savings for now and the future and minimum license requirements	Microsoft resellers or Microsoft Large Account resellers (LARs)

## Remember...

- Microsoft Volume Licensing offers operating system upgrades only.
- An OEM software license is tied to the original PC on which it was installed and cannot be transferred from one computer system to another.



# Tips for buying software

Here are some smart tips to help you shop safely:

**Be aware that not everyone is as honest as you are.**

Pirated software is widely available.

**Get full company addresses and phone numbers up front.**

Avoid doing business with companies or individuals who won't verify their identity and full business name or provide a physical street address and telephone number for follow-up after the purchase has occurred.

**Always ask for full details regarding returns, service and warranty policies.**

Avoid purchasing from distributors who are unwilling or unable to provide adequate or satisfactory descriptions of these policies.

**Keep records.**

Keep the invoice and any other receipts or related documents, and keep them until the software arrives and proves satisfactory.

**Be wary of bargain prices.**

If the price seems too good to be true, then it probably is. As a guide, check the offer against the publisher's recommended or estimated retail price.\* It's all right if the price is lower, but be wary if it's too much lower.

**Be cautious of distributors that offer unusual inventory explanations.**

These include references to special deals, and liquidation or bankruptcy sales. Software pirates often use these types of phrases to fool people into believing that they are getting genuine product.

**If in doubt, call the software publisher.**

The publisher will provide details about what you should receive when you acquire the software and will give an indication of the price range. When in doubt about Microsoft products, you can call the **Microsoft Anti-Piracy Hotline on 1800 63 99 63.**

## Tips for safe Internet shopping

**Be on the look out** for spam emails offering software prices that are too good to be true. There is a high risk that these software titles are unauthorised or pirated.

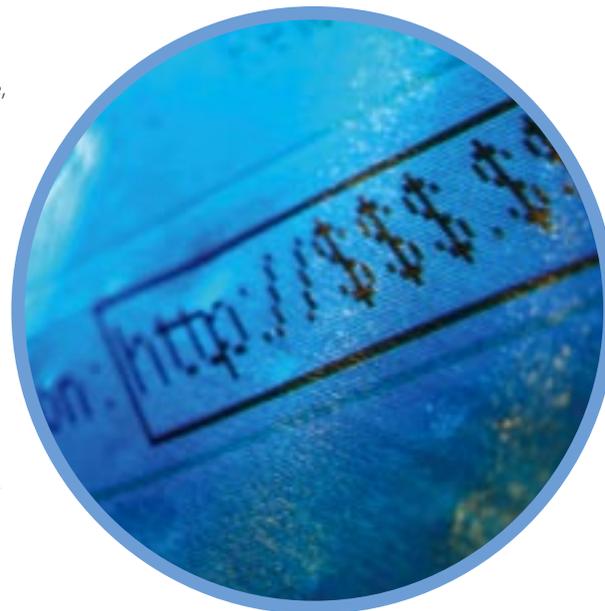
**Be cautious** about offers requesting the wiring of money to foreign banking institutions.

**Be wary** of software shipping into Australia from overseas.

**Be careful** of pirated software that may contain hidden viruses and worms that a hacker could use to take control of your computer or steal your personal information.

\*Reseller prices may vary.

For more information, visit: [www.microsoft.com.au/piracy](http://www.microsoft.com.au/piracy)



# Software piracy and your business

The most common form of piracy in businesses today is non-compliance. Many businesses who grow quickly or buy new hardware, find it hard to keep on top of managing their software licenses.

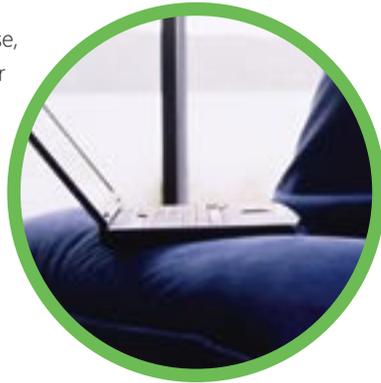
Each PC where software is installed must have its own license, even if you install the software only on your company server and then automatically distribute it to PCs. You might also find pirated software installed unknowingly, especially in affiliates or branch offices.

Small businesses are often prone to this type of software piracy, due to pirated software being sold through some disreputable resellers or System Builders. These resellers or System Builders sell PCs installed with software and don't supply the genuine original disks or other documentation required.

Large or small, every business should understand how to recognise genuine software and realise the value and benefits of **Software Asset Management** (see page 14).

## Buying tips for large or small businesses

- Make sure you acquire software only from reputable resellers. Look for the Microsoft Certificate of Authenticity (COA), even when the software is preinstalled on PCs.
- Always keep the original disks, documentation, Certificate of Authenticity (COA), End User License Agreement (EULA) and purchase invoice in a safe place – these are your proof of purchase. If your End User License Agreement (EULA) is online, print it out and keep it for your records.



## How can you get help?

1. For more information, or if you'd simply like to minimise your risk and ensure that your software is legal, call the **Microsoft Anti-Piracy Hotline** on **1800 63 99 63** for help.
2. For more information on **Software Asset Management** or **Microsoft Licensing** call the **Licensing Hotline** on **132 058**.

For more information, visit:

[www.microsoft.com.au/howtotell](http://www.microsoft.com.au/howtotell)

[www.microsoft.com.au/sam](http://www.microsoft.com.au/sam)

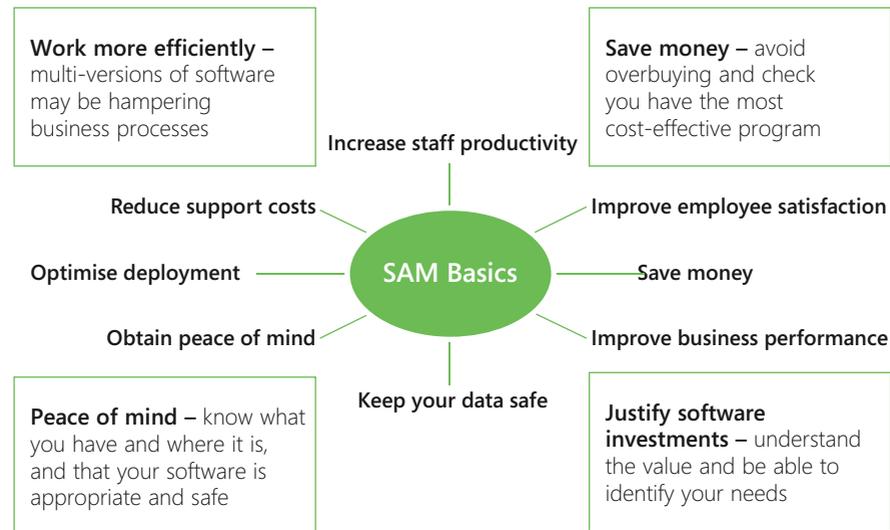
[www.microsoft.com.au/licensing](http://www.microsoft.com.au/licensing)

# Managing your software

## Why is Software Asset Management (SAM) important to your business?

### What is software management?

With proper Software Asset Management (SAM), you know what you have, license only what you need, and use your software assets effectively.



## What are the steps to Software Asset Management (SAM)

### 1. Perform a software inventory

Take a survey of all software installed on your PCs, servers and other devices and collect the information in a report. The inventory can be performed manually or you can use software inventory tools to perform inventories automatically.

Download the free Microsoft Software Inventory Analyser that allows you to determine which major Microsoft titles are installed. Or visit [www.microsoft.com/resources/sam](http://www.microsoft.com/resources/sam) to search for a SAM Service Provider in your area who can provide you with a software inventory tool for all products.

### 2. Match software installed to licenses acquired

Once you know which software titles are installed on your computers, the next step is to find your license documentation and match it to the software installed. This will make it easy to see if you are over-licensed or under-licensed for certain software titles.

### 3. Review policies and procedures

Once you know what you have and where it is, the next step is to review or write policies and procedures that you can use to ensure that your software is managed effectively. Topics you may cover include the acquisition, deployment, use and recovery of software.

### 4. Develop a SAM plan with proper documentation

The final SAM step is to establish a plan for ongoing software management.

For more information on Software Asset Management (SAM), visit [www.microsoft.com.au/sam](http://www.microsoft.com.au/sam)

## Help report software piracy

The best way to protect honest customers and partners from software piracy is to report it. If you suspect a company or person is pirating Microsoft software, help is only a phone call or click away. All reports are confidential and can be made anonymously.

There are two ways you can help report software piracy in Australia. You can either:

Call the Microsoft Anti-Piracy Hotline: **1800 63 99 63**

OR

Make a report online by visiting [www.microsoft.com.au/piracy/report](http://www.microsoft.com.au/piracy/report)

## Quick Reference Guide

Microsoft Anti-Piracy Hotline: **1800 63 99 63**

Microsoft Piracy Web site: [www.microsoft.com.au/piracy](http://www.microsoft.com.au/piracy)

Microsoft SAM Web site: [www.microsoft.com.au/sam](http://www.microsoft.com.au/sam)

Microsoft Licensing Web site: [www.microsoft.com.au/licensing](http://www.microsoft.com.au/licensing)

Business Software Association of Australia: [www.bsaa.com.au](http://www.bsaa.com.au)

## Resources for resellers

Microsoft has a range of tools and resources available to help you with selling genuine Microsoft software, understanding your licensing options and providing software asset management services to your customers.

Visit: [www.microsoft.com.au/partner/softwarepiracy](http://www.microsoft.com.au/partner/softwarepiracy)

