

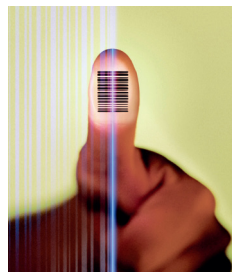
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# Risks and Hazards of Pirated Windows Server

WHITE PAPER

## SECURITY RISKS OF PIRATED SOFTWARE

China Businesses Going Legal



### IDC OPINION

Enterprises face substantial security risks when using unlicensed or pirated software. The risks range from damage to their IT systems, impairment of business operations, to reputational damage. IDC highlights several insights from a recent nationwide survey of 600 China enterprises, aimed at understanding the attitudes and issues related to the use of unlicensed or pirated software:

- About 84% of respondents said that pirated software may be **missing key features** and functionality that are available in licensed software. These missing features make pirated software vulnerable to hacking, virus attacks and IT system paralysis, which could affect business operations and result in financial loss.
- About 76% of enterprises have found **embedded viruses** or Trojan Horses in the pirated software used to steal enterprise data or information. This is especially true for enterprises that obtain their software from third-party portals or purchase bootleg copies.
- When a security breach occurs and results in loss of data or a system crash, it takes at least one to two days and several IT staff to repair the problem and to restore the data. **Financial losses** could amount to as much as **US\$100,000**, not counting opportunity costs.
- Companies often underestimate the risks of legal action and lawsuits for breaching copyright laws, which could lead to **monetary loss**, loss of customers, public embarrassment, and damage a company's brand and reputation.
- The **potential security risks** and the costs of the damage far outweigh the savings from the lower purchase price of pirated software. Enterprises are better off seeking to optimize the use of licensed software to improve the return on their software investment.

With these risks in mind, enterprises should support the use of licensed software through strict corporate IT system management, increasing internal software investment, and performing risk analysis and audits. Similarly, the software as a service (SaaS) model also provides software users with more flexibility in using licensed software based on their needs and budget, leaving no room for excuses to use pirated software.

## Overview

Windows Server includes a rich set of technical solutions, features and services, which is comprehensive, integrated and user-friendly. Windows Server was designed with the end-to-end program and provides an integrated install-and-use experience, which could help users quickly arrive at solutions which would meet their business needs. The built-in, standard-based services and platforms which Windows Server provides will allow suppliers and partners to focus on providing integrated solutions that could extend the core Windows platform and increase value-integrated solutions for customers' businesses.

Although Microsoft Windows Server has occupied most of the current market share of servers, due to the impact of pirated software, users are still responding negatively, primarily in regards to risks in data loss and the inability to guarantee security responses, support emergencies and provide integrated support. These three areas of dissatisfaction, however, are typical characteristics of pirated software. In order to understand and address the substantial hazards and negative impacts of pirated software and help a variety of companies understand the advantages of using genuine software and subsequently providing better service, we have assessed the differences between genuine and pirated software.

— Microsoft Partners



## I. What is a Pirated Windows Server

Pirated Windows Server software products are defined as those which modify, copy, burn, issue or distribute a Windows Server without Microsoft's authorization.

After examining the research, it is evident that pirated Windows Server products frequently contain malicious codes. Most of the pirated Microsoft Windows Server products either do not contain the license key or use a "cracked file" in order to bypass the key and activation processes; some pirated Windows Server products even contain invalid or stolen license keys. These pirated products are sold in software stores through counterfeit packaging or distributed illegally on the Internet. They not only disrupt the market order of genuine software but also generate risks and security concerns in both purchasing and usage.

In accordance with the statistics, we found that many companies generally chose to use pirated Windows Server software for the following reasons: Most of the cases display that many have been deceived, mistakenly using pirated software as a result of ignorance of its widespread sale, generating potential risks.

- Some small and medium enterprises think that the price of a genuine Windows Server is too high and turn to pirated software in order to cut costs. Some IT Administrators of small and medium enterprises purchase an unauthorized Windows Server through unofficial channels, acquiring it from distributors of pirated goods or downloading so-called "genuine disc images" from the Internet to burn and install the Windows Server on the company's server. It seems that such manners of acquisition cost far less than buying genuine software; those who use pirated software, however, should be cognizant of the great risks the information security of their enterprises subsequently face.
- Furthermore, organization and individuals who practice the distribution of piracy often use counterfeit printing packaging and copied version to deceive small and medium enterprises. Some IT workers in these enterprises may lack experience in identifying such products and mistake them for genuine software. The pirated software, having genuine software price tags, will eventually put these enterprises at risk.
- Some IT administrators borrow genuine Windows Server software CDs and keys from other companies or individuals and install the software on their company's servers in order to guarantee the genuine quality of the software and its services. This manner of procuring the software, however, violates the rights of software providers and legitimate enterprise users. It is a tort, and will bring legal risks to both their own companies and their friends' companies. Installing the Windows Server on an unauthorized server with a license which is authorized to others is, itself, piracy, and practitioners of this method cannot be recipients of the services of the Windows Server. This proves particularly true when a system suffers from an integrated fault, virus attacks or other emergencies which need Microsoft support services; the pirated version does not protect legal rights and interests.

### Testimonials

**Li Bin**

Shanghai Jincai Data Technology Co., Ltd. Sales Manager

Considering the price of genuine software and the budget of the enterprises, people sometimes install compatible machines. In such a situation, the hardware provider will also suggest that they do not use genuine software because it will cost most of their budget. So I suggest that these enterprises purchase brand computers, which have pre-installed genuine operating systems, cutting down on the cost.

Typically, pirated and genuine Windows Servers have the following differences:

### » Compared to a genuine Windows Server, there are differences in system components on a pirated copy

When compared to a corresponding genuine Windows Server, some of the system components of a pirated Windows Server may be missing. Obviously, the system components of some pirated Windows Server systems are less complete than the genuine product. When an enterprise user buys a pirated copy of the Windows Server and wants to install and use it, he may find that some features don't exist or cannot be opened. For example, some business users want to install Active Directory components on the Windows Server in order to achieve centralized management of their enterprise's IT. The purchased pirated Windows Server, however, has deleted the corresponding system components or services, and as a result, Active Directory cannot start and run the required services, eventually leading to a deployment failure. After investigation, these consumers were found to have used specially-processed, so-called "genuine" software. Therefore, the users' experiences were seriously impacted.

### » A pirated Windows Server has security issues, whereas a genuine Windows Server is reliable and more secure

A pirated Windows Server cannot perform online updates and update the security patches as scheduled; therefore, its security is compromised. It cannot effectively prevent potential attacks and other security threats. In the meantime, many pirated Windows Server CDs have planted spyware, intended to obtain user information and Adware in order to benefit the producer of the pirated software. More seriously, such pirated CDs are likely to contain viruses and Trojans when they are bought or downloaded. A pirated Windows Server can pose unpredictable risks to enterprise servers. For example: when Trojans are planted in the pirated Windows Server, pirates can steal critical business information and sell it to the company's competitors to gain large profits. In addition, due to the fact that the default firewall functions and settings are modified or even disallowed, including the Windows Update feature, the server system of these enterprises cannot install system updates and security patches in a timely manner. So, when their vulnerabilities are exploited by hackers, and the foundational Windows Servers of these enterprises are intruded upon, the lesser potential damage is that the enterprise portals could be altered; the greater threat posed is a potential long-term breakdown of core business application servers. Such a breakdown would affect the company's external image and seriously affect the productivity of the affected enterprise.

### » A pirated Windows Server has compatibility issues

As the files or codes of pirated Windows Servers could be modified by the producer of the pirated software through any manner, without going through adequate compatibility testing, the pirated Windows Server has serious compatibility issues. The business applications developed or purchased by the affected enterprises would likely have compatibility conflicts or would not be compatible with other versions of Windows Server system files, resulting in an inability to open the web sites or database files which originated in other versions of the Windows Server.

### » Pirated Windows Servers are poorly made, while a genuine Windows Server features excellent workmanship

Compared with genuine Windows Server CDs, which are packed in beautiful boxes, pirated Windows Server products often have poor printings and are roughly packed. Worst of all, the CDs are always of a poor quality. The installation often fails. Some files cannot be installed normally, and pirated copies frequently lack installation manuals and instructions. The genuine Windows Server Installation CDs are produced by a legal and well-controlled production line, are well-made, and have passed strict, quality-testing. Each genuine Windows Server CD contains anti-counterfeit labels on the products' covers, product keys, installation manuals and Windows Server software licensing, etc. inside the box, so users are able to use the product confidently.

» Compared to the genuine Windows Server, pirated Windows Servers have no quality assurance, after-sales services or other rights and interests.

Since the producer of the pirated Windows Server can add and delete any components or drop it into the market without any testing, the quality of the software cannot be guaranteed, and there isn't any method of ensuring after-sales services. When enterprise users purchase such pirated software, they cannot get help in case of any problem that arises and cannot enjoy the complete technical support and after-sales services provided by genuine software vendors, much less the software updates or any other valuable functions. This greatly damages the rights of enterprise users. Genuine Microsoft users can enjoy the extra rights provided by Microsoft, such as free server virtualization licensing, security protection software, etc.

## II. Research and analysis of a pirated Windows Server

### Testimonials

#### Liu De Jun

Shanghai Jincai Data Technology Co., Ltd. Account Manager

Piracy will result in system crashes, data loss, and patch installation failures. I have met with very serious consequences, including the collapse of the server's database. The root cause of this problem is that I didn't install the corresponding patches. So we strongly recommend that you use genuine software. The purpose of purchasing hardware, devices, and software is to help your company solve some problems, but you have to ensure its normal operation first. If you use pirated products, you cannot guarantee the after-sales services.

By polling our network Retailers and the Internet, we collected several different versions of pirated Windows Servers to perform systematic testing and analyzing, in order to understand both the nature of pirated software in terms of security, availability and services, etc. and in order to accurately grasp the potential threats of a pirated Windows Server for enterprises. This study collected a total of 128 pirated Windows Server samples from the Internet and market. After removing 20 duplicated samples, the number of valid samples was 108, 87 of which were downloaded from the Internet, and 21 of which were bought from the Internet. Nine samples could not be installed, therefore we could not perform an analysis on them. We performed detailed analysis and testing on the other 99 samples. Please refer to the following diagram in order to understand the distribution of the pirated samples:

	Chinese Version	English Version	Total
Win 2008 Datacenter	16	6	22
Win 2008 Enterprise	13	6	19
Win 2008 Standard	16	6	22
Win 2008 Web Server	2	0	2
Win 2008 Datacenter R2	5	5	10
Win 2008 Enterprise R2	8	5	13
Win 2008 Standard R2	5	5	10
Win 2008 Web Server R2	5	5	10
Total	70	38	108

Diagram 1: Statistics diagram of sources of samples

Data Source: Inspur Group

	Downloaded from the Internet	Purchased from the Market	Total
Windows Server 2008	52	17	69
Windows Server 2008 R2	35	4	39
Total	87	21	108

Diagram 2: Statistics diagram of samples' versions

Data Source:Inspur Group

The research included 15 test items, tested and collected 99 samples and their detailed information. Here are the statistics of the analysis and test results:

Sources	Win 2008 Enterprise	Win 2008 Datacenter	Win 2008 Standard	Win 2008 Web Server	Total
Valid Sample Number	30	29	29	11	99
Free Downloading	23	22	24	9	78
Purchased from the Market	7	7	5	2	21
Different in Installations	7(23.3%)	10(34.5%)	18(62.07%)	5(45.45%)	40(40.40%)
Activated after the Installations	4(13.3%)	3(10.3%)	3(10.34%)	0	10(10.10%)
Different in Startup Menus	5(16.7%)	5(17.2%)	4(13.79%)	1(9.09%)	1(9.09%)
Default Password is Null	5(16.7%)	4(13.8%)	5(17.24%)	1(9.09%)	15(15.15%)
Contains Pre-installation Software	Pre-installation software included 7(23.3%)	5(17.2%)	2(6.90%)	0	14(14.14%)
Contains Malfunction	3(10%)	3(10.3%)	0	0	6(6.06%)
Homepage of IE is Modified	5(16.7%)	5(17.2%)	4(13.79%)	1(9.09%)	15(15.15%)
Different in IE Plug-ins	5(16.7%)	4(13.8%)	2(6.90%)	0	11(11.11%)
Favorites Folder is Modified	6(20%)	4(13.8%)	6(20.69%)	4(36.36%)	20(20.20%)
Different in Files Systems	29(96.7%)	28(96.6%)	28(96.55%)	11(100%)	96(96.97%)
Different in System Services	29(96.7%)	29(100%)	28(96.55%)	10(90.91%)	96(96.97%)
Homepage of IE is Hijacked	0	0	0	0	0
Could be Updated Normally	30(100%)	29(100%)	29(100%)	11(100%)	99(100%)
Support Remote Connections	30(100%)	29(100%)	29(100%)	11(100%)	99(100%)
Different in Firewall Settings	3(10%)	0	3(10.34%)	1(9.09%)	7(7.07%)

Diagram 3: Statistics diagram of analysis results

Data Source:Inspur Group

Based on the previous statistics of the analysis results, we obtained the following relevant data:

### 1. **8.3%** pirated Windows Server could not be installed successfully

Of the 108 valid samples we collected this time, 9 could not be installed successfully. In addition, the product descriptions for 36.2% of pirated Windows Servers didn't match with the product contents.

### 2. The installation files of **96.97%** pirated Windows Servers had been modified

By making modifications to the installation files of the pirated products, such as adding malfunction software, implanting Adware, planting Trojans and other viruses, etc. the piracy producers illegally profit.

### 3. **89.9%** pirated Windows Servers could not be activated after the installations

89.9% of the downloaded and purchased pirated Windows Server products did not provide valid licensing keys and were merely trial versions. When the trial period is finished, the system will remind the user to activate the Windows products.

### 4. **96.97%** the system security settings of pirated Windows Servers were modified

The research result shows that the system services of 96.97% of pirated Windows Servers were modified, 7.07% of the firewall settings were modified, as were 15.15% of the startup settings. All these changes impact system security.

### 5. **15.15%** of the homepage of IE and **20.2%** of the Favorites folder were modified

By modifying the IE homepage to redirect to their own websites or spam websites, the piracy producers obtain illegal benefits. In addition, the Favorites folders of 20.2% of pirated Windows Server systems were added, many of which were spam sites. Some of these links redirect users to websites which have viruses or to fraudulent "phishing" websites.

## III. Risks and hazards of using pirated Windows Server products

Enterprise users will face enormous risks and harms if they use pirated products. These risks and harms may derive from a wide range of aspects, and many of the risks and harms could irreparably damage the enterprises. Overall, using pirated Windows Server products will bring business users the following risks and hazards:



## Technical Risks

Since the pirated Windows Server is very unstable, the enterprise users will meet a variety of unexpected situations. As a result, they cannot enjoy the technical support and after-sales services of genuine software users. When users, especially enterprise users, are using unstable Windows Servers, they will face serious consequences because pirates cannot benefit from technical support and after sales services. These damages are frequently irreversible.

## Business Risks

An increasing number of cases and professional investigations show that, in such cases as loss of password, stolen account, information leaks, viruses, loss of property and so on, pirated Windows Servers can cause incalculable damage to commercial users. For enterprise users, information systems have become the core element for supporting enterprise office and running a business. The insecurity and instability of information systems seriously impact the business of enterprises and their long-term developments. The use of pirated software will bring huge risks to the information systems of the entire enterprise and force the enterprise to face unnecessary legal risks.

The IT infrastructure and enterprise applications are all running on the Microsoft Windows Server which function as the most critical application of the enterprise server information system. For example, the majority of enterprises store the information and relevant materials of many business-related companies in the customer relationship management (CRM) system. Once the system is deployed in a pirated Windows Server, the malfunctioning software in the pirated system will steal the sensitive information, thus affecting the company's reputation and bringing adverse impacts to business partners. The file servers undertake internal document storage and sharing, and the internal website portals serve as entrances to the enterprise's key information library and collaboration accesses. If such kinds of applications are deployed in pirated Windows Servers and contain enterprise files affected by viruses, internal users who are using such files will cause a massive explosion of viruses inside the enterprise, likely leading to the risk of suspending business. If the enterprise email servers were deployed on pirated Windows Servers, all the emails of the company could be monitored by malicious software, and the sensitive data in the emails could be utilized by illegal users outside the company. The normal business order would be affected.

## Security Risks

When pirated Windows Servers are downloaded and purchased, they could potentially contain viruses and Trojan horses. Many piracy producers also contain built in Spyware and Adware. Servers installed with pirated Windows Servers could be easily attacked by viruses, Trojans and Spyware, which would cause leaks of sensitive business information. Users of a pirated Windows Server could additionally be barraged by advertisement information which impacts the normal use of enterprise servers and decreases the efficiency of business systems. Since the pirated Windows Server is very unstable, if enterprises are using such products, data can easily be lost, impacting the business development of the enterprises and inflicting significant financial loss upon the enterprises. Using pirate software with security risks could also cause the loss or leaking of enterprise information as well as damages to an enterprise's reputation.

## Economy Risks

Choosing pirated Windows Server software for the sake of saving money may actually raise the cost to the enterprise, because the pirated Windows Server cannot be updated online and cannot be updated with the security patches. As a result, servers with installed pirated Windows Servers can be easily attacked, and damages caused by attacks to business users will be difficult to repair and recreate. Pirated Windows Servers will put the enterprise business systems at risk. Pirated software will impact the normal business of the enterprise, reduce the productivity and competitiveness of the enterprise; in addition, it will increase the both support and maintenance costs. Companies will also face financial penalties as the use of pirated software is accompanied by the risk of litigation.

## Legal Risks

China is constantly improving laws and paying more attention to intellectual property protection. Reproduction, distribution, use and dissemination of pirated software will cause the offender to face legal charges. For example, due to the use of nine types and 450 copies of pirated Microsoft software, an insurance company in China was found by the Court to have infringed upon intellectual property rights. This company was subsequently required to pay 2.17 million RMB in compensation to Microsoft. This is China's first large enterprise involved a piracy case. Today, state ministries are vigorously promoting the use of genuine software, and purchase and use of legitimate software has become a trend. In the future, pirates and users of pirated software will face more severe legal sanctions.

## Social Risks

Pirated Windows Server products bring with them serious negative impacts to the national information industry as they not only disrupt the normal order of the software products market and hindering the sound development of the market but also seriously undermine the long-term development potential of the domestic software industry and cause a large state-tax revenue loss. At the same time, social reputation and stock prices of companies that use pirated software will be negatively affected. In 2010, a financial services company using pirated software was fined. The company's actions and the ensuing litigation have greatly undermined its business credibility among its numerous customers. In fact, other financial service companies have begun to use the software asset management tools to assess their own software licensing conditions, in order to avoid future legal risks. It would seem that if a company gets involved in software infringement cases, it will seriously affect the survival and development of the aforementioned company. The news reports show that lawsuits regarding software piracy cause stock prices of businesses to fall, or seriously affect company public offerings, etc.

### Testimonials

#### Wu Rong Yao

Shanghai Zhejiang University New Turing Network Information Co., Ltd. Product Manager

The benefits of genuine software are that you can get the full support of the original software vendor and improve the dealer's initiative. The most important benefit, however, is the support from the original software vendor. Current society is very focused on the services. As the number of applications increases, consumers require better services. If you buy pirated software, you will not get such protection. This could result in unnecessary losses for customers.

## IV. Benefits of using genuine Windows Server products

Microsoft is dedicated to developing better, more powerful and more stable Windows Server Operating System products, and it continues to provide customers with high quality products and services. As a result of Microsoft's unremitting efforts, now Windows Server products win a greater amount of market shares than other platforms and have become the best choice for most enterprise users. Genuine Windows Server products could result in the following benefits:

### **Full system components**

Genuine Windows Server products can ensure the integrity of their system components, and as they ensure that system components are without any addition or deletion by others, business users can enjoy the full Windows Server system components to implement different server roles, and satisfy their business requirements.

### **Reliable performances**

Genuine Windows Server software is the result of multi-year research and development cooperation of top software engineers and hardware vendors. While providing an enhanced, stable and efficient operating system to enterprise servers, Microsoft also provides users with a reliable software product.

### **Stable and without malicious software**

Genuine Windows Server software is rigorously tested, providing both stability and compatibility, and it does not affect the security or stability of running the enterprise server. In the production process, the Windows Server software passed strict multi-tiered testing and was found to be without any malicious software or advertising. After installation, users can employ the secure business-server operating-system platform without interference.

### **Quality assured and completed after-sales services**

If you find that the genuine Windows Server products you have purchased have any quality problems, and the product is still within the warranty period, you can contact the business partners that are responsible for the sale of Microsoft products or Microsoft's Customer Service Department. In doing so, any issues can be solved in a timely fashion. In the process of using the product, the Windows Server also can also be updated and maintained through a variety of after-sales services.

### **Strong technical support**

After enterprises have purchased and registered genuine Windows Server products, they can get Microsoft and partners' full and timely technical supports whenever they encounter any technical supports. Professional technicians will help enterprise users handle and resolve all kinds of difficult issues, shifting the responsibility of server maintenance from the enterprise to the technicians.

### **Continuous updates and progress**

Those who use genuine Windows Server products can get the update patches when they are first made available, including those patches which fix bugs or add new feature. In doing so, business users can enjoy a greater degree of efficiency as a result of the new features.

## Intellectual rights protection and guarantee of profits of their own

In order to protect intellectual property rights and guide the healthy development of a legitimate software market, the Chinese government continues to strengthen its efforts to combat piracy. Intellectual property is an intangible asset; use of a genuine Windows Server both protects intellectual property and aids in the maintenance of an enterprise's own interests.

Business users that are using genuine Windows Server Operating System software can build a secure and stable IT Infrastructure, and improve the efficiency of business systems in order to ensure the security of enterprise information data, safeguarding the normal operations and business developments of the enterprise. At the same time, the use of genuine Windows Server products can help companies win the trust of partners and customers and will help improve social impressions of the corporation. Compared to the use of pirated Windows Server products, the use of genuine Windows Server products costs less in installation fees, applications, maintenance and upgrades. Use of the genuine Windows Server can be far more valuable to the enterprise than pirated Windows Server operating system software when the life-span of the genuine Windows Server is taken into account.

### Testimonials

#### Xu Jie

Shanghai Zhen ran Electronic Technology Co., Ltd. Purchasing Manager

In regards to copyright, because we have some customers doing software development, they could be involved in copyright disputes in secondary development, and this is one point. Another point is that when the customers need assistance, service, or consultation, they cannot be beneficiaries of professional and effective help. As a result, when they make mistakes, these mistakes cause greater damage to their systems. Whether we are looking at SMB or enterprises, the awareness of the law is now getting stronger. One more point is in services rendered. Many customers may pay more attention on the services, and after learning how many more services they benefit from after purchasing genuine software and how much harm they could meet if they use pirated systems, I think the vast majority of customers would begin to use the genuine software.

### V. How to choose proper genuine Windows Server products licensing

Genuine Microsoft Windows Server products are released by Microsoft with the appropriate licenses. Thereafter, Microsoft or a trusted partner provides technical support. According to the needs of enterprises and the required number of licensed products, Microsoft provides the following Windows Server product license to help business users to choose the most appropriate and most economical software license. Typically, through the following four methods, the customer can get the correct Microsoft Windows Server product license (Proper Licensing):

#### Server Vendor/System Vendor pre-installed products (OEM/COEM)

OEM: If you buy brand server, it is recommended that you purchase a pre-installed genuine Windows Server Operating System PC. Genuine label (COA) has advanced security features. It typically allows you to quickly identify the authenticity of software products, and a genuine label is attached to the chassis on the server host.

COEM: If your business purchases assembled server products, Microsoft recommends that you purchase a pre-installed version of the Windows Server operating system or a random (COEM) server. Permission is provided by the builders or system integrators, so you can get a random but legitimate genuine label (COA).

#### Volume License

If your company needs to purchase bulk licenses to support existing genuine licensed software upgrades, it is recommended that you purchase a volume license; the minimum purchase number is only five licenses.

- Enterprise Agreements (EA), more than 250 suites
- Open Value, more than 5 suites
- Select model, more than 250 suites
- Open, more than 5 suites

#### Testimonials

##### Zhou Zheng

Shanghai Lianxun Information Services Technology Co., Ltd. Sales Manager

Hazards produced by pirated software will definitely impact the operations of the enterprise; upon further examination, we can identify several of these scenarios. The first is the pirated software itself, which will impact our use of operating systems from a technical point of view. The pirated software could possibly cause a security issue on the enterprise level, such as the creation of an information leak. As we all know, burning pirated software could potentially create a number of traps, even Trojan horses. They are not only going after the ten dollar cost of the pirated disks, so their profit can be seen in the information leak, itself. That's the reason why this is a serious problem. Another point is that the reason why enterprises purchase some software is to create values. For example, in the development phase of enterprises, we could probably run small companies and we don't even need a server. After two years operations, however, we might need a primary server, and we might use the Windows Server 2003 standard version as the operating system. As the enterprise continues to develop, we will probably need to use a more advanced version of the server, but if I'm using pirated software now, I cannot get service from any vendor. Consequently, in the upgrading process, I need support from vendors to get the previous applications migrated. If I'm using genuine software, then I could have better expected results, but if it's pirated, there is nothing I can do.

### VI. How to obtain genuine Windows Server products

Microsoft is providing enterprise users with a variety of ways to obtain genuine software. Your business can directly contact Microsoft's local sales representative or partner and consult with them regarding matters relating to the purchase of genuine software licenses. Microsoft and its partners will give you suggestions based on your business situation and will recommend the best software licenses to help you reduce IT procurement costs, allowing you to enjoy the benefits of genuine software as soon as possible. For more information, please visit Microsoft's official Chinese website: <http://www.microsoft.com/china> or call 800-820-3800.

### VII. Conclusions

As a result of further progress of the process of rapid development of information and the improvements made to the Internet, itself, enterprise managers have begun to pay more attention to information technology for business development. Additionally, the promotion of the development of information technology and the emergence of information security issues are also becoming increasingly prominent. In order to protect important business information and data, enterprises should insist on using genuine software.

In enterprises (including government agencies, institutions, manufacturing enterprises, commercial enterprises, financial enterprises, taxation enterprises, etc.), a greater number of business applications are deployed on Windows Server-based servers. This powerful back-end server can improve efficiency and save resources as well as improve the management level of the enterprises. Thus, for businesses, the stability and security of the server operating system software that they are using is essential. The use of pirated Windows Server operating system server software can cause a loss of critical business data because of its instability and security issues. Additionally, those who use pirated software face unrecoverable file corruption, thus putting the enterprise at risk of great losses. If the system involves secret trade information or data, and if this information is leaked or corrupted, the leak or corruption will cause the enterprises to suffer from greater losses. Indeed, the losses may even impact the survival and development of the enterprises. Genuine Windows Server operating system software can effectively avoid the emergence of abnormal operation of the server, and prevent damage to important documents and data loss as well as help improve corporate impressions. To prevent the enterprises from using illegal software, therefore, will eliminate the potential legal risks involved, as well. Enterprises should choose a genuine Windows Server Operating System server software, and rely on Microsoft and its partners' high quality services and strong technical supports in order to create a safe, stable and efficient server environment to help businesses rapidly develop in the information age.

#### **For more information:**

<http://www.microsoft.com/china/genuine>  
<http://www.microsoft.com/china/windowsserver2008>



## Summary

As a result of the development of domestic enterprises, both the expansion of the domestic market or in seeking overseas development, the use of genuine software has become an important issue that enterprises faced, deciding whether to enhance their own IT compliance or their public image.

For Chinese enterprises, especially those which employ the processes of marketization and internationalization, the use of genuine software is the only way to change the stigma associated with their products from “made in China” to “created in China”.



Microsoft Customer Service and Technical Support Center Hotline: 800-820-3800, 021-96081318

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