



# The Network

## Delivers

### Disaster Help - I

The Network offers free help for business victims of natural disasters.

**W**as your company hammered by a man-made or natural disaster? Businesses devastated by a natural disaster will be revisited by a disaster of human origin predicts Alan Plastow, CEO - The Business Technology Consumer Network:

***“The software police and copyright cops will sweep through the region penalizing hapless companies that inadvertently purchased illegal software and counterfeit copyrighted products during the recovery.”***

If you are in the position of rebuilding your technology infrastructure from scratch, *The Network* wants to help you avoid becoming a repeat disaster victim when the software police and copyright cops confront you with software piracy audits and copyright violation enforcement litigation.

#### **Don't let your company become victimized once again.**

When companies are building or rebuilding infrastructure, they are generally not financially capable of buying the high quality technology systems that they'd like to use. As a result of limited spending coupled with a need to become operational as quickly as possible, hapless companies can easily acquire counterfeit hardware and software. While the reduced costs are extremely attractive to cash-strapped company executives and technicians, they represent an unacceptable—and conveniently invisible—legal and financial risk.

#### **Save \$50 today, so you can pay a six figure penalty tomorrow.**

Buying operating systems and software at reduced prices frequently means that you are buying counterfeit or illegally licensed products. Possessing these products can very easily represent a crippling risk to small to medium sized (SMEs) enterprises. The reason? The software police—**as many as 26 of these enforcement groups currently operate in the U.S.**—are actively searching for companies just like yours. Not only are they searching for you, they are aggressively offer as much as **\$1,000,000 Rewards** to individuals who report illegal or counterfeit use of software and other copyrighted products. Penalties for violating Federal Copyright Law (U.S.) can reach \$150,000 per copyright—but, in general, settlements tend toward a \$50,000 to \$100,000 initial price tag—not including audit costs (those usually exceed 3-6 times the settlement).

**Can you weather yet another disaster—a legal one?**

Don't become the defenseless victim of yet another disaster. Virtually no SME can afford to fight the software police or copyright cops in a court of law. When—*not if*—you are audited, you will pay yet another disastrous penalty—this one in cold hard cash. It doesn't matter how your company acquires counterfeit or incorrectly licensed software. If the products on your computers violate copyright or licensing terms, you—the business owner—are liable for the fines and penalties: **Period...Full Stop!**

In fact, if you closely review your license agreements, you will discover that:

***You have already given your permission for copyright holders to audit your company at any time for compliance.***

**Now is the time to protect your company!**

If you wait until you are operational, it will be too late to correct any mistakes. The least costly method of preventing software piracy audits is to correctly—proactively—manage all related purchases and documentation. Are you ready to learn to avoid litigation—to keep your hard-earned revenue in your pocket where it belongs? My name is Alan Plastow & I invite you to watch our site—we'll provide the basic technology asset management information and strategies you need to steer well clear of yet another disaster.