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Piracy risks are real.

The biggest myth about **pirated software** is that it's cheap and doesn't harm anyone.

The truth is, everybody pays – and the price is high.



Did you know?

One in three copied software packages has malware in it*.



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Counting the cost

Every year our industry loses financially through unlicensed and counterfeit software.

Legitimate resellers miss out on revenue opportunities while customers and brands suffer from **contamination** and low-quality software.

Piracy not only **steals business**, revenue and customers from legitimate resellers but stifles job creation and IT innovation.

Did you know?

There is a strong correlation between unlicensed software and malware*.

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Sophisticated counterfeit software

Buying online can be quick, convenient and a great value; however, it doesn't always give customers the opportunity to see exactly what they are purchasing. The price point of counterfeit software is often advertised as close to or just below the actual recommended retail price. Consequently, many businesses could be tricked into buying counterfeit software, believing that they're buying the genuine product.

For more information about where to purchase **genuine Microsoft software** and to find a Microsoft Authorised Distributor visit:

www.microsoft.com/oem/en/Pages/distributors.aspx

Did you know?

In the UK, 24% of installed business software is used unlawfully.*



Know the facts



Software piracy is the **illegal reproduction** and distribution of software applications. Because of counterfeit and unlicensed software, legitimate businesses are not only losing selling opportunities; they're missing out on ongoing revenues and the chance to add value.

Your business depends on your reputation for delivering reliable products and services. Illegal software copying and distribution tarnishes the reputation of all resellers. It also puts **users at risk** from inferior quality, and potentially dangerous software.

Microsoft is working with partners to **raise awareness** of this issue and educate them on how to avoid counterfeiting operations.

Counterfeit software is risky - whether you find it on the street, on the Internet, or at a low-price retail outlet that seems legitimate.



Here's proof:

In studies conducted on counterfeit versions of Microsoft software, **one in three disks** could not be installed on a computer.

More than 40% of the remaining counterfeit disks installed contained additional programs or binaries with known vulnerabilities.

In an IDC study of risks of counterfeit to midsized businesses, it was found that **37% of the businesses** surveyed unknowingly purchased counterfeit software.

For more information visit:
www.microsoft.com/en-us/piracy/knowthefacts/counterfeit.aspx



Is the product genuine?

Always look for a **Genuine Microsoft** Label or a Certificate of Authenticity (COA). These labels will help you identify genuine Microsoft software. A Genuine Microsoft Label or COA should never be purchased separately from the software it authenticates.

Too good too be true?

Counterfeit software can be sold for nearly as much as the genuine product price but is often heavily discounted. Frequently, the pirate software is **corrupted** and presents a real threat to a user's IT system leaving them open to viruses, malware and increases the risk of identity and bank account theft.



Software Pirates

Offline or online, software **piracy is a crime**. Microsoft has invested substantially in tracking down individuals and businesses that seek to gain an unfair advantage by selling unlicensed or counterfeit software.

To stop partners falling into the trap of buying or selling counterfeit software, organisations found to be involved in piracy face **exposure** through Microsoft's anti-piracy campaign.

The latest piracy blacklist from Microsoft:

Name

Auric Visions Ltd
Deepak Kumar Gupta t/a 'ppchopra'
Michael Judson t/a 'ms_whizz'
Al-Ahmed Enterprises (UK) Ltd
Jo Fahey t/a 'bentleyconvert2010'
X-Act IT Trading Ltd
Matthew D Culwick t/a 'ootini68'

Location

London
West Bromwich
Liskeard
Manchester
Chessington
Redruth
Leicester



Only deal with authorised distributors

One way to avoid wasting valuable time and money on counterfeit or infringing software is to give **too-good-to-be-true** deals a miss. However, the best way to avoid becoming a victim of software pirates is to purchase from known and trusted sources.

To be **100%** sure that that you're buying **genuine** Microsoft software for your customers, you should source your products from the following authorised distributors:



Visit www.microsoft.com/oem/en/Pages/distributors.aspx for more information

Report Piracy



Microsoft is committed to **helping customers** who have piracy concerns and were inadvertently sold counterfeit Microsoft software, or suspect counterfeit software. If you're aware of any suspicious activity, please report piracy to: ukpiracy@microsoft.com

For more information on how to **protect yourself** from piracy, visit: www.microsoft.com/en-us/piracy/default.aspx

