

# Top 10 Business Benefits from Licensed Software

The reasons for buying and using genuine and legal software — as opposed to pirated, counterfeit, illegal or unlicensed versions — go well beyond the principles of ethics and integrity. Buying genuine software makes smart business sense too. Why? Here are the top ten reasons -

- 1.** You'll receive technical help with genuine software, ensuring reliable support system.
- 2.** You get full instructions and documentation with the product, giving your clarity on usage rights.
- 3.** You get access to updates, upgrades, and security patches, to suit your technology needs and improving your computing experience.
- 4.** You avoid unnecessary IT & cyber security risks to your computers and network, and theft of confidential business information.
- 5.** If you use pirated software, you could face a civil or criminal action under the copyright laws, impacting your reputation.
- 6.** Software piracy has a negative impact on the economy by way of loss of jobs, taxes, R&D and innovation.
- 7.** Having "Legal IT" or in other words "genuine and licensed" software speaks volume about your reputation and governance.
- 8.** Your relationship with the IT partners and publishers improves, creating mutual trust, leading to best bargains.
- 9.** With genuine software, you and your employees get peace of mind, leading to improved productivity and efficient management.
- 10.** You experience a high-level of IT maturity in your organization, making you highly competitive in the market place.