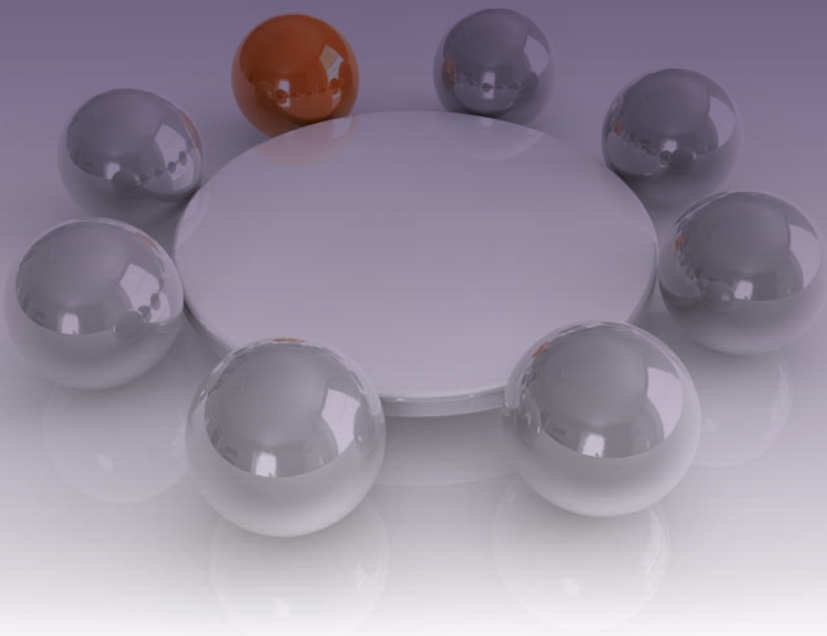




Are You Getting The Most Out Of **BASDA**?

Inspire & Influence
Through Collaboration





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Influence & Inspire Through Collaboration

BASDA is a member-driven organisation where members benefit by sharing knowledge and expertise and working effectively as one voice to address strategic issues and evolving legal, political and technical influences that affect the business software industry.

BASDA offers members access to events, seminars and training for Executives, Product Managers, Developers and Marketers. These are aimed at increasing knowledge, understanding changes and providing networking opportunities with peers, policy makers and suppliers.



JAIRO ROJAS
DIRECTOR GENERAL
BASDA

“ This has been an exciting year for **BASDA** and its members as we evolve to reflect the changing environment for business solutions and the diversity of member organisations. There are many more challenges now touching individuals within our industry, including

greater corporate responsibilities, stronger environmental considerations and increased business consolidation and collaboration. The aim of **BASDA** is to better enable members to navigate and respond to industry challenges as they arise.”

Jairo Rojas
Director General,
BASDA



John Doyle
Sustainable
Development Policy
Co-Coordinator,
Information Society
DG, European
Commission

Through its members and SIGs, **BASDA** is the acknowledged voice and guardian of the software industry. **BASDA** is recognised as a stakeholder with governments, including the highest forum within HMRC, where its active partnership achieves common interest goals in harmony. **BASDA** is actively working with the EC via the Green SIG. **BASDA** acts as a central repository for its members, the press and business software users.

“ Through **BASDA**, members have the power to directly influence decisions made at the highest level within the EC relating to carbon emissions and the ICT sector.”

John Doyle
Sustainable Development Policy Co-Coordinator,
Information Society DG, European Commission

BASDA galvanises members to work as an industry

Tap into a wealth of experience and knowledge with **BASDA**



Howard Turvey
Managing Director,
Proteus Software
Limited

BASDA's networking events cater for all members, from CEO level to development and marketing teams. There are now 9 Special Interest Groups (SIGs) that allow members to influence direction and benefit from the rallying power of **BASDA** in specific areas of business software: Payroll & HR; Financials; Construction; Tax, final accounts and company secretarial; eBusiness; Marketing and also the impact of the Carter Report recommendations. In 2008, 2 new SIGs have been formed covering the Green agenda and Logistics. By focusing attention into different SIGs, **BASDA** members get to devote their involvement into the areas of most importance and benefit to their technical and/or commercial operations and, ultimately, to their users.

“ Proteus wanted to be in at the start of the **BASDA** Logistics SIG to work together with other sector solution providers on the key issues affecting the warehousing and logistics industry, ultimately for the benefit of our customers.”

Howard Turvey
Managing Director, Proteus Software Limited

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BASDA works to drive strategic issues

In an ever-changing business environment **BASDA** works with members at a strategic level to assimilate information, provide guidance and influence direction on members' key business issues, including Corporate Social Responsibility, Green issues, consolidation and financing. With access to an extensive knowledgebase within the membership and key external partners, **BASDA** is a vital source of information for the business software community to engage and collaborate with other organisations in the industry.

“ I am encouraged to see that **BASDA** is moving forward into strategic areas like the Green agenda, modernisation of the taxation system and other issues that concern CEOs and senior management.”

Mark Thompson
Managing Director, COA Solutions



Mark Thompson
Managing Director,
COA Solutions

BASDA enhances your credential for compliance and standards

BASDA works with its members to influence standards from the outset and ensures that they are implemented with market and government credibility. Engaging closely with members, governments, other industry bodies and the EC, **BASDA** influences and promotes compliance.

“ Mamut has been a member of **BASDA** since 2000 because of **BASDA**'s unique position in the UK software business landscape, its interaction with government and the network opportunity it provides with our peers. In addition, **BASDA**'s engagement regarding industry issues and defining standards is unique, even in a European perspective.”

Eilert Hanoa
CEO, Mamut ASA



Eilert Hanoa
CEO, Mamut ASA

“ **BASDA** will continue to build on the influential relationships it already has with government and standards bodies such as HMRC and Companies House. **BASDA** already benefits its members by representing their best in terests at the highest decision-making level.”

Kevin Hart
Chairman, **BASDA**



Kevin Hart
Chairman, **BASDA**

BASDA helps to generate business

For software end users, **BASDA** and its members develop a range of publications and white papers to help guide them through the selection process and understand the implications of new legislation and standards to their business. The **BASDA** brand gives members enhanced credibility and influence to new and existing customers.

“ Being part of **BASDA** certainly enhances our credibility in the sales process, being able to cite the Code of Practice and the influence that **BASDA** can bring as a representative body to resolve end user issues. We also find the software selection guide an invaluable tool for prospects seeking independent guidance.”

Eddie Stanley
Sales Director, Topaz Software



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Did you know that **BASDA** saves you money?



Kevin Misselbrook
Customer Services
Director,
Access Accounting

When you add up the man-days involved in keeping up to date with legislation and best practice, lobbying government and key influencers you begin to see the savings that **BASDA** delivers. But that's not all – **BASDA** can reduce development costs by helping members to get things right first time, for example to accommodate the recent HMRC changes to CIS.

“**BASDA** has proved to be an invaluable interpreter of legal and regulatory changes and the impact of these requirements on our software. Through the use of collaborative working parties, where Access may appear as a proactive contributor, or a more passive benefactor, we attain industry specific knowledge at a low cost of acquisition. This allows us to focus on what's really important - providing the best software solutions for our clients.”

Kevin Misselbrook
Customer Services Director, Access Accounting



Keep ahead of the game! **BASDA** gives you a 'hotline' to government



Alan Snell
Group CEO, KCS -
Total Human Resource
Solution Providers

BASDA members are among the first to know of legal changes that impact software developers. For over 15 years **BASDA** has worked closely with government to influence resulting legislation is fit for purpose. **BASDA** worked with HMRC on the implementation of e-filing for PAYE to ensure that members software delivered the required functionality, resulting in HMRC approved software status.

“The influence over HMRC never ceases to amaze me and having the ability to influence change is hard to quantify in monetary terms but I know this involvement only helps to enhance my bottom line.”

Alan Snell
Group CEO, KCS - Total Human Resource
Solution Providers



Peter Robertshaw
Marketing Director,
STG

“The weight and standing of **BASDA** as an industry body has given me and my company access to key Government and EC officials; contacts we could never have dreamed of reaching as a single company.”

Peter Robertshaw
Marketing Director, STG

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Influence & Inspire Through Collaboration

Special Interest Groups (**SIGs**): Who Should Get Involved?

BASDA SIGS are driven by members as centres of action to address key issues affecting the software industry and its customers.

BASDA are always ready to listen to members to help drive debate in new areas such as SaaS, Project Management and legal issues with a view to setting up new special interest groups.

BASDA are committed to developing the association to bring maximum value to its existing members and further extend its reach and effectiveness, appealing to small, medium and large organizations alike.

Financials SIG

For any software organisation, developer, or reseller, involved with products that handle accounting and finance. The breadth of the legislation covered by the Financials SIG means that all types of Financials software will have users who will be impacted and will, therefore, need to ensure that their products can manage the legislation, reporting and submission requirements being considered.

HR & Payroll SIG

For any software organisation, developer or reseller involved with HR & Payroll products, to ensure that they are represented at Government decision making level to influence the requirements and legislation being introduced. The SIG also provides foresight and product planning information vital for development road maps.

eBusiness SIG

For any business software organisation who has eBusiness as part of the product or road map. It is not industry specific, but covers all occasions where **BASDA** can benefit members by representing their best interests at decision and legislation making level.

Tax and Final Accounts SIG

For any software organisation, developer or reseller of tax and final accounts preparation software. This SIG ensures that any new legislation or requirements are influenced to take into account the requirements of software development in the best interests of business end users.

Construction SIG

For software organisations, developers, resellers and construction companies themselves to work with and influence legislation and requirements for construction companies.

Carter SIG

Members of this forum are the individual SIG chair persons set up to ensure that any Carter related issues that are crosscutting are properly evaluated, addressed and fed back accordingly.

Marketing SIG

Any **BASDA** member can get involved with the Marketing SIG – whether they are a large organisation with a fully staffed marketing department or smaller organisations where marketing is the responsibility of a director or single individual. The subjects covered and suppliers we invite to speak cover the range of **BASDA** members' interests.

Green SIG

For any business software organisation, developer or reseller who needs to keep informed about and wants to influence regulations regarding carbon emissions management in relations to business software.

Logistics SIG

For any software organisation, developer, reseller or user involved in software products handling logistics and supply chain. The SIG engages with the whole supply chain industry to share information and influence standards with the logistics industry.



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BASDA Collaboration

BASDA works in collaboration with governments, standards bodies and other organisations on projects which affect the software industry and customers, including the European Commission, UK Government, OECD.



Association Française
Des Editeurs De Logiciels

Afdel is the French Association of software developers with more 150 members. Founded in 2005, it is the voice of the software industry in France including large international corporations, SMEs and start ups. **BASDA**, Afdel and ESA are regularly promoting issues of international interest. www.afdel.fr



Represents the European software industry to policy makers and legislators in the European institutions. www.europeansoftware.org



BASDA support the SIFT Software Satisfaction Awards, voted for by customers, to reward high standards from software application providers serving UK businesses. www.softwaresatisfaction.co.uk

Softworld

BASDA supports Softworld events for Accounting & Finance, HR & Payroll and Supply Chain, providing independent Masterclass presentations on key issues of the day. www.softworld.co.uk



The ICAEW IT Faculty helps accountants – and anyone else in business – keep up-to-date with IT issues and developments. www.icaew.com



The Chartered Institute of Logistics and Transport is the professional body for everyone in the logistics, passenger transport, transport planning and related industries. www.ciltuk.org.uk



The United Kingdom Warehousing Association offers a service to logistics service companies and any organisations that provide warehousing and other logistics support services in the supply chain. www.ukwa.org.uk

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