



This is **BASDA**  
Collaboration in action



# BASDA

## Insight, influence and collaboration in action

BASDA – The Business Application Software Developers Association – is the only industry association focused specifically on supporting the issues of business software development organisations.

Joining BASDA means you'll benefit from being part of a collective and influential industry voice, giving you access to specialist interest groups and business networking events. The BASDA community enables the sharing of knowledge and time saving in development, supporting its members in becoming more efficient and effective in today's highly competitive market place.

As a UK trade body, BASDA operates through representation and collaboration to ensure that the voice of the UK business software industry is heard by some of the highest levels within UK government, policy-makers and industry media.



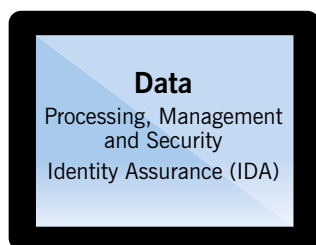
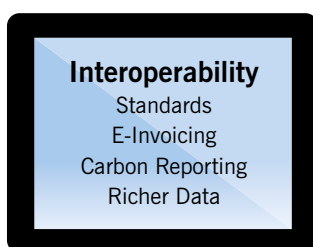
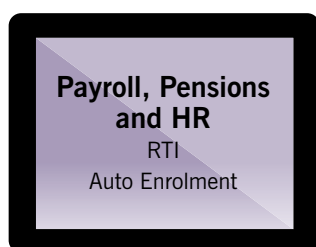
### Who should join BASDA?

Members' solutions service most core business functions such as operations, development, finance, marketing and HR, whether deployed as cloud, on-premise or hybrid applications.

BASDA's operation provides support and benefit for many roles within its member's businesses, ranging from developers to directors, product managers to marketers and one simple subscription covers all your staff.

### Domain expertise

Collectively, BASDA members have a wealth of expertise across the business software landscape with pro-active involvement in current issues that affect members and their customers, including:



## BASDA member benefits

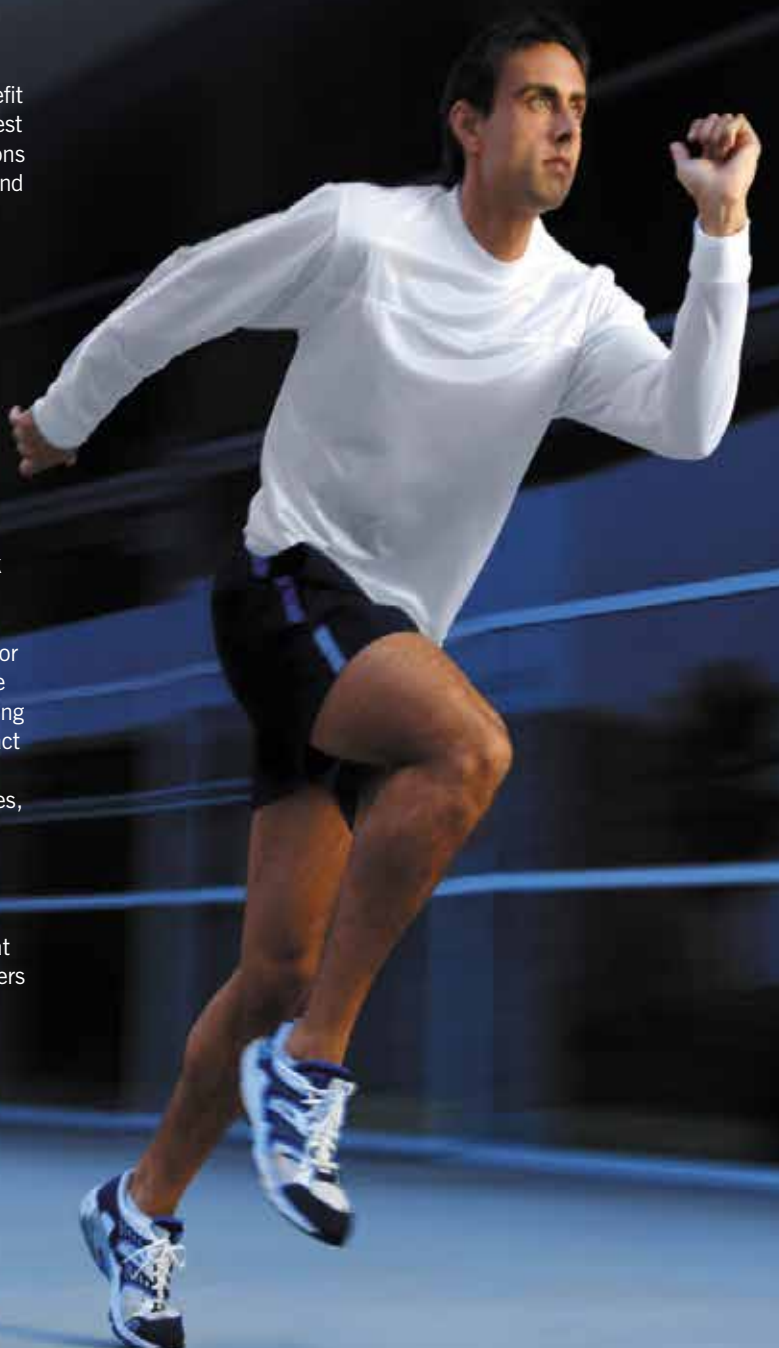
### Interest Groups – tap into a wealth of knowledge and experience

Members get involved in the areas of most importance and benefit to their business and, ultimately, to their customers; these Interest Groups and Working Parties cover a range of business applications and areas of common interest, including Financial, Accounting and Tax software, Payroll, Pension and HR software, Interoperability, Data Management and Security, VAT legislation and Identity Assurance. They engage, collaborate and share information through a range of channels as appropriate, including face-to-face meetings, conference calls, LinkedIn closed groups, and networking events. BASDA generates a wide range of activities and communications, including the Annual Member Summit, AGM, Executive Dinners, Annual Journal, regular newsletters, briefings, charters, consultation responses, 'How to' guides, standards documentation and testing services.

### More effective business development – the inside track

BASDA members have a significant 'voice' in influencing HM Government and EU legislation; a voice with direct access to senior policymakers and influencers and proven to be far more effective working as a group than a single organisation. Members are among the first to know of legislative changes and challenges that impact software developers, providing early-mover advantage. Through participation in their relevant Interest Groups and Working Parties, members in collaboration with industry peers, are able to influence important events impacting business software.

For over 20 years, BASDA has worked closely with government departments to influence legislation and standards to ensure that they are implemented with credibility and practicality for members and their customers.

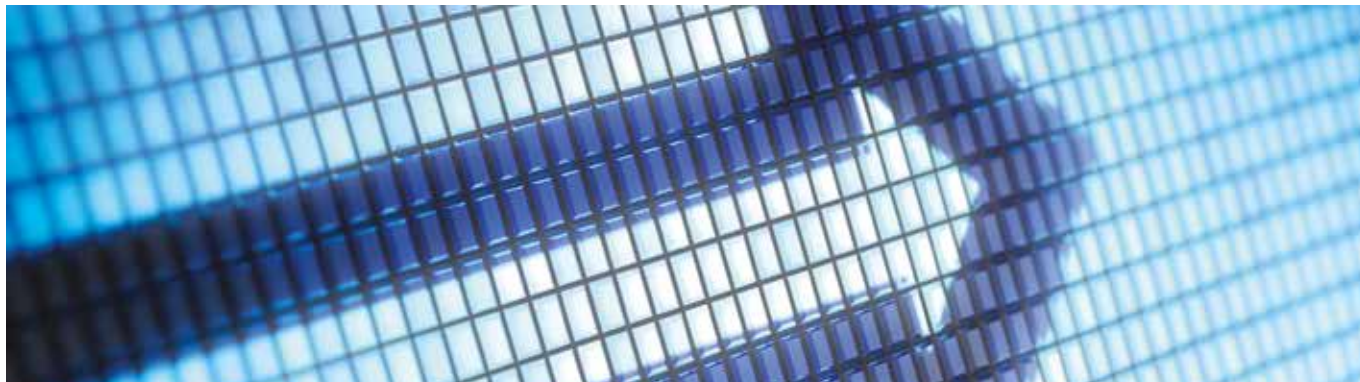


*"Through the Financials Interest Group, BASDA has done a great job for the business software community affected by changes to VAT legislation."*

Tony Reynolds, Managing Director, Caliq Software Limited



# BASDA member benefits



## Talent development and business networks

BASDA actively encourages the involvement of staff from multiple disciplines across its member organisations and provides a great opportunity for talent development, through pan-industry and government engagement, leadership of, and participation in, Interest Groups and Working Parties. BASDA and its members have seen individuals truly develop in profile, capability and roles through such engagements. Members can also contribute to key document submissions to HM Government departments as well as articles of relevance to the press and wider industry.

Membership offers collaborative opportunities, peer-to-peer networking and access to relevant information for many roles and levels of seniority, including:

- Business Analysts
- Technical Architects
- Product Managers
- Application Developers
- Commercial Management
- Marketing Management
- Sales Management
- Support Management
- Partnership Management
- Business Evangelists
- Operational and Executive Directors
- Head of Payroll
- Head of Finance
- Partner of Accounting Practice

BASDA, through its natural collaboration model, facilitates wider business networking and, therefore, prospective partner opportunities between its members.



*"Through networking with BASDA members, we have developed a number of relationships that provide genuine value to our own business, one of which enabled us to significantly increase our revenue by whitelabelling our software."*

Peter Prater, Managing Director, QTAC Solutions Ltd





### More efficient technical development – saving time and cost

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 considerable savings that BASDA delivers to its members. But that's not all; BASDA can actually reduce development costs through providing clearer interpretation of legislative changes and influencing their HM Government implementation for the benefit of members and their customers. In addition, the development and adoption of common standards improves interoperability and best-practice application development.

### B2B marketing network – keeping pace

BASDA is well-connected with B2B marketing specialists across all marketing disciplines and offers members free-to-attend workshops and webinars that provide first-hand advice and education on the latest rules, tools and techniques to support more effective marketing communication.

Membership provides access to innovative and expert speakers on a wide range of topics, including Content Management, Data Protection and Privacy, Effective Telemarketing, Customer Retention, Big Data and PR.

Membership enables marketers to keep pace with the fast-changing digital communications landscape and take-up of social media engagement from a business software industry perspective.



*“Participation in the Marketing Interest Group workshops has proved significantly valuable to us. The expert advice given and knowledge gained have already enabled us to identify several areas capable of immediate improvement and provided guidelines for its achievement. The exchange of detailed information and opinions with other participants, both in open session and in private conversation, has proved particularly helpful.”*

Chris Hensher, Managing Director, Exportmaster Systems Ltd



## How do members get involved?

Whilst increasingly we live and operate in a virtual world, the key to BASDA's success is the commitment of its members to not only embrace all forms of communication, but also to meet face-to-face in order to debate issues, propose resolutions and see them through to fruition. Together we are able to achieve far more than the efforts of any individual vendor, regardless of their size or presence in the UK market.

Members engage with BASDA by domain expertise or specific industry issue.

**Interest Groups** spearhead each domain, have their own chair (and deputy) and meet on a regular basis, as appropriate, to explore and progress areas of common interest, agree priorities, engagement strategies and member communications. Group meetings will often feature guest speakers on issue-specific topics.

**Working Parties** are specialist teams brought together over a relevant time-span to address specific issues, needs or opportunities which are often time-bound with a clear purpose, output and outcome and often spanning multiple domains, such as Identity Assurance (IDA).



### BASDA General Council

The steering group for BASDA meets quarterly and comprises 12 member-elected and co-opted representatives who strive to ensure that BASDA best serves its current and prospective members through its infrastructure and focus and by aligning its resources accordingly, with appropriate governance.

Members have also found that participation at a General Council level has been beneficial to their representatives and further demonstrates the commitment and profile of their business to their industry.



*"The main driver for us in joining BASDA was to be able to contribute, influence and keep up to date with all the legislative and technical changes that could affect our customers in any way."*

Marcus Pinny, Business Analyst, Xero

## Join BASDA today



### You will benefit from:

- A highly recognised 'voice' for the issues that matter to you: BASDA, as a group, has protected the interests of members with the patent office, government departments and other bodies – an exercise that would be too time-consuming and costly for an individual company.
- Time and cost savings in R&D: working within Interest Groups and Working Parties, BASDA members benefit from shared knowledge and access to information to keep abreast of developments in standards and legislation and, importantly, interpret their implication on business software.
- An extension to your business and personal network of specialists; benefit from the expertise and contacts of others through collaboration.
- Increased credibility with potential new customers: BASDA members benefit from signing up to industry-recognised standards, charters and codes of practice that support their supplier profile to end users and tick boxes in the selection process.
- Regular member communications from BASDA, including the bi-weekly BASDA Bytes.
- Access to BASDA LinkedIn Groups for shared insight.
- Attendance at any BASDA Group meeting or networking event.
- Promotion of your company profile in the BASDA member directory.
- Use of the BASDA logo on your website or in any promotional material, including tender documents.
- Free attendance to the Annual Summit event to hear from experts on key issues of the day.

*"BASDA has proved to be an invaluable interpreter of legal and regulatory changes and the impact of these requirements on our software. Through collaborating on working parties, either as a proactive contributor or a more passive benefactor, we have attained 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, The Access Group







**[www.basda.org](http://www.basda.org)**

Join the conversation:



Join the BASDA LinkedIn Group  
As well as the main BASDA Group, each of  
the Interest Groups and Working Parties has  
their own LinkedIn Group.



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...and don't forget, you can always talk to  
Lynne Wallis, the BASDA office manager on  
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