

ANTI-PIRACY ANALYTICS: DATA ANALYSIS SERVICES FOR ANTI-PIRACY PROGRAMS

THE CHALLENGE

Our client, a multinational software company, required dedicated expertise to analyze data collected to understand the severity of their software piracy issues. While a significant amount of program/product information was being collected and stored, reporting was inadequate, and the client had limitations in making data-driven decisions for new projects. Team members did not have the skills to access the data warehouse to analyze data in order to address underlying issues. FiveBy's previous work in the client's forensics department, and our analytical expertise made us the optimal choice to fill the knowledge and skill gap for the client.

THE SOLUTION

To better develop an optimal solution, FiveBy sought first to understand how requests for information were being received. Data requests were often incomplete and confusing—for example a request to provide data on software use in Chinese schools was actually a request for information on where Chinese educational software was being used outside of education, beyond licensing terms and conditions. To address this 'input' issue FiveBy streamlined and simplified the request process to ensure requests led to results required. FiveBy was also able to resolve data access challenges by introducing policies that covered all data sources.

During our time with the client, FiveBy has provided on call services to field a diverse array of data access requests, recording requests and conducting deep dives into data repositories to locate specific tables and datapoints. After noticing repeated requests for similar information (for example, annual piracy rates for individual countries), we worked with the client's developers to introduce standard queries and tools. One particular tool recommended by FiveBy was a prototype volume license report-query, that linked all business-oriented product keys together to

quickly assess the scope of pirate-activations of a given product. This prototype went into full development by the time our contract ended.

RESULTS TO DATE

FiveBy's work with the team has been recognized as fundamentally changing and improving the process by which queries are now addressed, and has received positive feedback from the client. Alongside process improvements, FiveBy were also able to support cross training of team members with investigators beginning to take on analytical tasks, thereby leading to greater team efficiencies.

BROADER APPLICATION

FiveBy's clients often see significantly improved results due to our unique skills in data analytics with regard to licensing, fraud and anti-piracy. These skills can be applied to broader projects that rely on large amounts of data. The abilities to find and access data across corporate boundaries, work with queries, and synthesize insights from them is an asset anywhere.