



UPDATE

The BASDA Newsletter

Autumn 2007 – Issue 7

BASDA launches **SPECIAL INTEREST GROUPS**

*to provide more focused benefit to
members and dedicated lobbying*

BASDA members
*gain influence in high level
policy-making in the UK,
Europe and beyond*

**The latest
BASDA events**

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Dennis Keeling, CEO of BASDA, comments on the ongoing commitment of BASDA to its members

I have been sitting on the following committees and decision making panels in both the UK and Europe to ensure that policy makers are taking note of the business software industry and what we can sensibly achieve:

- OECD – eAudit Tax Group – developing the Standard Audit Files for Tax, Payroll and Inventory
- EU – Genesis Project – developing eBusiness for the 10 new emerging EU countries
- HMRC – CASH – high level strategy think tank on future IT direction
- HMRC – CIRIP – rolling out the new Construction Industry Scheme
- HMRC – Tripartite – the future direction for Corporation Tax & Self Assessment e-Filing
- HMRC – CARTER – the implementation of Lord Carter's recommendations for e-Filing
- HMRC – BSI PAS76 – developing the BSI standard for VAT and customer value proposition
- HMRC – VAT Reverse Charge – developing a practical means of managing this complex scheme
- DWP – Personal Accounts – development of the new contributory pension scheme
- Companies House – Statutory Filing – extending the scope of e-Filing statutory accounts
- ICAEW – IT Faculty – liaising on the changes affecting Accountants and their systems

There is tremendous change taking place at the moment in electronic delivery, with Governments acting as catalysts. In some respects the UK leads the field – in other areas it is bogged down with technology and has fallen behind other countries. However the UK software industry is very representative of the whole of the world – all of the leading players are well established in the UK – from the US, Europe and Asia Pacific regions – we are therefore ideally placed to not only plan for the local requirements but also the wider international picture.

BASDA was invited to join the new European Software Association – BASDA is by far its biggest Software Industry focussed member and the most well-established – its links with Governments around the world has become the standard that other associations aspire to.

Whilst customers are rarely replacing their business systems at present, many installed systems are falling behind as they are not being upgraded to handle the changes affecting business processes. The competitive advantage of using modern business processes will start to be the reason for systems replacement. It has been shown that not only will modern business processes improve a company's efficiency it can also provide it with a leading edge over its competitors.



Dennis Keeling
BASDA CEO

We have seen the rise of Software as a Service (SaaS) in the temporary manpower industry over the last twelve months with its associated Service Oriented Software (SOA) taking a lead in online industries like Insurance and Travel. The key players in these areas of the software industry are already growing at a great pace – but this is not the dot com's 'emperor's new clothes', these are practical solutions with proven success.

If the software industry is to get itself out of the post dot com doldrums it has to provide innovative services that customers will buy. Improving customer's competitive advantage will be key to our future.

Dennis Keeling

Improving the focus of BASDA for members



Kevin Hart
BASDA Chairman

Since I took over as chairman last year, we have been busy consulting with members and external stakeholders as to how BASDA can ensure it is delivering maximum value for you, our members, along with even more effective engagement with external bodies, such as UK government.

We are responding to the number of drivers for change here, including our growing diversity of members in regard to the solutions/services you provide, size & type of your businesses, target customers, different needs (development, commercial, marketing & sales, etc.) along with the accompanying needs to further the engagements with and/or influence key external stakeholders such as government, standards bodies, etc.

These also impact the ease with which we can both acquire new and retain existing members, along with how well BASDA's benefits are (or are not) understood & appreciated. We

also need to ensure that the membership pricing structure is appropriate, fair & equitable, enabling you, our members, to extract the most benefit from that which applies to your business and your needs.

I am pleased to report that we have been very successful in acquiring previously lost members along with new members by means of a one-off special pricing offer; however, this further reinforces the need for a different charging structure and this will include a full review of BASDA's cost base. Consequently, whilst the General Council works through a new charging structure (including payment options), we will only invoice you for the first six months of your next membership year (2008) and we will come back to you during that period with the new structure which I trust you will find more fit for purpose.

I am encouraged by the very positive responses from members who attended the newly established Special Interest Groups – SIGs (more about these later in this newsletter) but these are only the beginning of the BASDA's continuing evolution. We also need to focus more on the management of the day-to-day business (SIGs, marketing, events, membership, sponsor engagement, etc.) along with some of the more operational stakeholder contacts.

As a result, we will be recruiting a Director General position within BASDA to best deliver this, enabling Dennis to focus his energies on the more strategic matters, key speaking events and the future development of BASDA and I am delighted that he will take on the role of BASDA President to fulfil these and his various requirements going forward. Both roles will continue to be fully supported from myself, my deputy chairman and the General Council.

This is an exciting time for all of us and I hope you fully engage with the SIGs – do check the web site (www.basda.org) regularly for updates on meetings, events, etc. (including the new Director General position details) and, as always, I would warmly welcome any feedback on BASDA – both on your needs & opportunities going forward.

Introducing the BASDA

SPECIAL INTEREST GROUPS



With BASDA membership stretching across the disciplines of business software, it has meant that we have identified the need to have lobbying power and representatives in many different areas.

BASDA members use the association to present a united front (and protect their interests) while communicating successes and concerns to policy and decision makers which impact on both themselves and their customers.

BASDA members now have seven dedicated **Special Interest Groups** (SIGs) which they can participate in, contribute to, and benefit from.

The SIGs enable members (within the business area represented by that SIG) to share common areas of interest, and focus upon key issues & opportunities that they wish BASDA to champion on their behalf, along with their engagement & support.

A member can belong to as many of the Special Interest Groups that they wish to, as more than one may be relevant to their business.

The SIGs were set up to allow for continued lobbying, and focus on key issues and developments concerned with decision makers in HMRC (for example) and other legislation making bodies, plus certain industries, markets and channels. With the needs of BASDA members being diverse across different areas of business software, then it made sense to set up Special Interest Groups that focus on specific areas and issues to ensure the voices of BASDA members are heard by the right ears.

The **BASDA Special Interest Groups** are:

- **Financials**
For all financials accounting software developers who need to be up to date on HMRC and international requirements and specifications
CHAIRMAN: PHILIP TAYLOR
- **HR & Payroll**
For all HR & Payroll software developers who need to be up to date on HMRC and international requirements and specifications
CHAIRMAN: JOHN RUTHERFORD
- **eBusiness**
All businesses who have an interest in eBusiness standards and

commercial opportunities including Software as a Service (SaaS)
CHAIRMAN: BILL PUGSLEY

- **Tax and Final Accounts**
Incorporating TASSA (Tax and Accounting Software Suppliers Association)
TEMPORARY CHAIRMAN: DENNIS KEELING
- **Construction**
For both construction companies and business software providers who work in this industry
TEMPORARY CHAIRMAN: DENNIS KEELING
- **Carter**
An internal SIG to ensure all cross-cutting areas, including those arising from impacts of Lord Carter's report, are coordinated and driven forward to a resolution
CHAIRMAN: KEVIN HART
- **Marketing**
For all members' Marketing functions to keep up to date and find out more about B2B marketing
CHAIRMAN: PETER ROBERTSHAW

The BASDA Special Interest Groups in more detail...

SPECIAL INTEREST GROUPS (continued)

Financials SIG

Financials SIG Chairperson:

The BASDA Financials SIG is being chaired by Philip Taylor, one of the founders of CODA and SquareSum accounting software developers. Philip is currently the BASDA Finance Director and member of the General Council.

Financials SIG Aims and Objectives:

This Specialist Interest Group has been set up to cover the following subjects:-

- OECD – eAudit – SAF-T
- HMRC VAT Specification – BSI PAS76
- HMRC Reverse Charge VAT
- HMRC e-VAT filing – manual interventions
- International Financial Reporting Standard – IFRS
- Sarbanes Oxley – US listed companies
- ICAEW Accreditation
- OGC Core Accounting Systems Specification (CASS)

Financials SIG is engaging with:

HMRC, ICAEW, Companies House, plus tax and legislative bodies in the EU and world wide (e.g. OECD).

Financials SIG — who should get involved:

Any business software developer, or reseller, who has a product which handles 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 therefore will need to ensure their products can manage the legislation, reporting, and submission requirements being considered.

Financials SIG — Current Agenda and Successes:

Most recently the Financials SIG has been meeting with Senior HMRC officials to ensure the most effective and workable solution for the introduction of Reverse Charge for VAT.

HR & Payroll SIG

HR & Payroll SIG Chairperson:

The HR & Payroll SIG is chaired by John Rutherford who ran the successful Payroll software and service provider Rutherford Webb (now part of the Gowi group of companies). John was a member of the BASDA general council and has represented BASDA for several years on HMRC committees for HR and Payroll related matters.

HR & Payroll SIG Aims and Objectives:

The HR & Payroll Specialist Interest Group works on the following issues:

- HMRC PAYE on-line filing – in-year and end-of-year forms
- HMRC Payroll Accreditation
- HMRC Payroll Processes –

Modernising Payroll Processes Committee (MPPC)

- DWP Personal Pensions
- Human Resource connectivity – HR-XML
- HMRC provision of Payroll Software

HR & Payroll SIG is engaging with:

HMRC and DWP in the UK.

HR & Payroll SIG — who should get involved:

All HR & Payroll software developers should get involved in this SIG to ensure they are represented at Government decision making level to influence the requirements and legislation being introduced.

The SIG provides the opportunities to help influence decision making and implementation, in addition to



providing foresight and product planning information vital for development road maps.

HR & Payroll SIG — Current Agenda and Successes:

BASDA has been consulting with HMRC on its plans to launch its Payroll Audit File – SAF-P which is the most significant change to Payroll systems for some time.

The BASDA HR & Payroll SIG is also currently assessing the need (or not) for Test in Live facilities which HMRC is proposing for developers of HR and Payroll software for the online submission of paperwork.

eBusiness SIG

eBusiness SIG Chairperson:

The BASDA eBusiness SIG is being chaired by Bill Pugsley, previously from the company Perwill, who is also a Director of GS1 UK (previously eCentre).

eBusiness SIG Aims and Objectives:

The BASDA eBusiness Special Interest Group covers the following topics with, and on behalf of, members:

- BASDA eBIS-XML open standard for orders and invoices
- BASDA eBuild-XML standard for the House Building Industry
- OGC Zanzibar eProcurement Portal
- Commercial eBusiness opportunities
- Software as a Service (SaaS)

eBusiness SIG Engaging With: HMRC, other software developers and legislative bodies, for example ICAEW – in the UK and internationally.

eBusiness SIG — who should get involved:

The BASDA eBusiness SIG is relevant to any business software developer who has eBusiness as part of their product or roadmap. It is not industry specific as you can see by its current focus, and covers all occasions where BASDA can benefit members by representing them at decision and legislation making level to represent their best interests.

eBusiness BASDA SIG — Current Agenda and Successes:

Working with Government, and other bodies, in the agreement of eBusiness protocols and standards. Also reviewing current proposals for eBusiness methods and standards to establish the positions of BASDA members.

Tax and Final Accounts SIG (including TASSA)

Tax and Final Accounts Chairperson:

This SIG still requires an independent Chairperson – in the meantime Dennis Keeling, CEO of BASDA, is acting Chairman assisted by Val Murrell, CCH, as Deputy Chairman.

Please contact BASDA if you know

someone who would like to stand as Chair of this SIG.

Tax and Final Accounts Aims and Objectives:

The Tax and Final Accounts Specialist Interest Group has been set up to cover the following subjects:

- HMRC Self Assessment
- HMRC Corporation Tax
- Companies House electronic filing
- Companies House – Companies Act 2006
- XBRL CT filing
- HGMRC provision of Self Assessment Software

This SIG has been very active with the changes planned for 2008-9 Tax Year for Self Assessment.

The previous members of the Tax and Accounting Software Suppliers Association (TASSA) and BASDA joined forces to set up this SIG for Taxation Software so that maximum impact could be gained for influence on, and interaction with, relevant decision makers.

Tax and Final Accounts SIG is engaging with:

HMRC and Companies House (UK)

Tax and Final Accounts SIG — Who should get involved:

Any BASDA member who develops or sells tax and final accounts preparation software. Membership of, and participation in, this SIG will

SPECIAL INTEREST GROUPS (continued)

ensure 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.

Tax and Final Accounts SIG — Current Agenda and Successes:

BASDA has already had several meetings with the Government on key issues affecting this group of members. These include:

- HMRC's provision of free software that competes with 3rd party software
- HMRC's decision to use XBRL without consultation
- HMRC's proposal to use PDF forms as 'legal' SA returns when substitute forms are removed in April 2008.
- HMRC's inadequate test facilities.
- HMRC's short lead times on changes to SA returns.
- The survey conducted by the Working Together Group reflecting problems with electronic submission from 3rd party software.
- Companies House planned changes for the new Companies Act – the largest piece of legislation in UK history.

The BASDA TASSA special interest group will continue to pursue, question and influence all issues that relate directly to the requirements of tax and final accounts software.

Construction SIG

Construction SIG Chairperson:

This SIG still requires an independent Chairperson – in the meantime Dennis Keeling, CEO of BASDA, is acting Chairman, assisted by Jim Etherton, COINS, as deputy chairman.

Please contact BASDA if you know someone who would like to stand as Chair of this SIG.

Construction SIG Aims and Objectives:

This Specialist Interest Group has been set up to cover the following subjects for BASDA members:

- HMRC Construction Industry Reform – CIS
- eBusiness in the Construction Industry
- eBusiness in the House building Industry

Construction SIG is engaging with:

HMRC (UK)

Construction SIG — who should get involved:

Business software developers, resellers and construction companies themselves (including house builders and builders' merchants) should all get involved with this BASDA SIG so that they can work with and influence legislation and requirements for construction companies.



Construction SIG Current Agenda and Successes:

The Construction SIG has been working with HMRC to assess the impact of the new CIS legislation and how submissions have been received. HMRC have attended SIG meetings and have agreed a course of action to resolve member's issues. There is ongoing response and analysis of this process to ensure it is as effective as possible.

Carter SIG

Carter SIG Chairperson:

The Carter SIG is an internal SIG (to BASDA) to ensure any Carter related issues that are cross-cutting (over multiple SIGs) are properly evaluated, addressed and fed back accordingly. Members of this forum are the individual SIG chair persons and it is chaired by BASDA's chairman, Kevin Hart, assisted by Dennis Keeling, BASDA CEO.

Carter SIG Aims and Objectives:

This agenda for this BASDA Specialist

Interest Group covers the following subjects:

- The implementation of Lord Carter's recommendations
 - Self Assessment – April 2008
 - PAYE – April 2009
 - VAT – April 2010
 - Corporation Tax – 2011
- Issues arising from Lord Carter's recommendations
 - HMRC provision of its own free software applications
 - NINO validation

This SIG has an agenda that crosses different industries and markets and impacts a large number of BASDA members on different levels or subject.

Carter SIG is engaging with:

This BASDA SIG is in ongoing consultation with UK Government – both the specific Carter team and other departments where appropriate given the agenda item (e.g. HMRC) along with all internal SIGs.

Carter SIG — Current Agenda and Successes:

Self Assessment is the first of the planned changes from Lord Carter's recommendations and the BASDA Carter SIG is working closely with HMRC and Government. BASDA members are taking part in working groups as part of the Carter SIG to ensure the views and requirements of business software developers are represented and heard in respect of implementing the recommendations.

Marketing SIG

Marketing SIG Chairperson:

Peter Robertshaw, Global Marketing Director of BASDA member IFS, is the chair of the BASDA Marketing SIG.

Marketing Aims and Objectives:

The Marketing SIG is a name change for the BASDA Marketing Forum which has been working to provide BASDA members with B2B marketing ideas, information and updates (along with approaching suppliers to the industry) as a collective voice since 2004.

Originally set up in the spirit of BASDA to aid collaboration of business software suppliers in their buying and influence power with industry suppliers, the Marketing SIG is now also a place where new ideas and marketing information is shared.

Marketing SIG Engaging With:

The BASDA Marketing SIG engages

with suppliers to the business software industry. It also approaches experts, agencies, suppliers, lecturers and other organisations on behalf of BASDA members in order to share knowledge and understanding of the latest Marketing ideas that are applicable to the business software industry.

BASDA Marketing SIG — who should get involved:

Any BASDA member can get involved with the Marketing SIG – whether they are a large organisation with a fully staffed marketing department or a smaller organisation where marketing is the responsibility of a director. The subjects covered, and suppliers worked with, cover the range of BASDA members and the aim is to always have relevancy to all members for knowledge sharing.

Marketing SIG — Current Agenda and Successes:

The Marketing Forum events receive excellent feedback from members by organising expert guest speakers on relevant and interesting topics that are of direct benefit to members.

Recent topics covered include online marketing, responsible marketing, PR, data requirements, use of video for marketing, and telemarketing.

The Marketing SIG also provides a forum for engagement of members with leading event organisers and media suppliers to the business software industry.

STANDARDS & SCHEMES

Now that BASDA has set up the Special Interest Groups to work on behalf of members in specific and focused areas, the majority of standards and schemes that it helps to influence is handled by the new groups.

Because BASDA membership has become increasingly diverse then the scope of the standards and schemes it lobbies for, and is involved with, has also increased – which is why the special interest groups are the most effective way of influence.

Where the BASDA Special Interest Groups do not cover an initiative directly then BASDA continues to represent all members, across their specialist areas in business software, on their behalf.

There are a number of international and European schemes and standards for example that BASDA is involved with.

The EU Genesis Project

www.genesis-ist.eu

This is the largest IT project currently being undertaken in the EU region and has completed its first year stage review successfully.

The project is looking at business software and exploring the use of Universal Business Language (UBL) to generate a range of documentation to be submitted electronically.

It is also using Business Process Execution Language (BPEL) engines to undertake the orchestration of the messages and a distributed technology to provide client and server adaptors to link to a wide range of commercial, banking and government software interfaces.

These are the main objectives of the Genesis Project:

- Analysis of the legal and statutory framework in EU, new EU member states and associated countries
- Modelling of the typical business transactions of SMEs
- Design and development of protocols and data formats for interoperation of enterprise applications
- Development of the necessary central infrastructure and distributed interconnection components for enterprise applications

- Pilot application following the GENESIS piloting methodology
- Dissemination of the results towards Software Vendors, Governments, Universities and Enterprises, as well as towards local and international standardisation bodies

There are some major business software companies who are working on the project in development terms but the role of BASDA is via CEO Dennis Keeling, who as an EU recognised expert, monitors the project to ensure it is suitable for all developers. The involvement of BASDA also means that information about the project can be easily shared with other business software developers and EU Governments.

BASDA triumphs with decision making influence – the close relationship with government grows – BASDA now has multiple working relationships with HMRC

Now that BASDA has been working for some time with HMRC in the UK there are many high level contacts and working parties that BASDA is engaged with.

In terms of Executive Director level meetings BASDA consults with

Directors for Strategy, IT Strategy and Change Management (Carter).

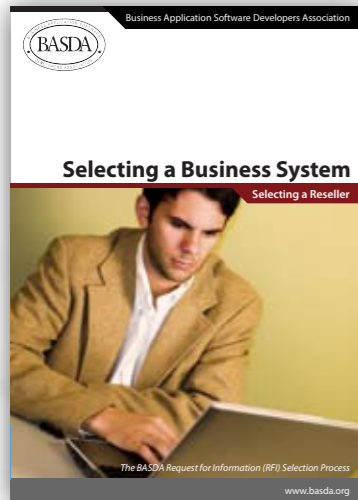
There is direct influence with HMRC regarding the introduction of the BSI standard PAS 76 – VAT SAF-T, the new Construction Industry Scheme (CIRIP), plus involvement with Reverse Charge VAT specifications.

BASDA represents the interests of the business software industry at working parties about the implementation of the Carter programme, new payroll process initiatives, and the review to standardise business reporting.

There are also developer workshops put on by HMRC that allow BASDA members to understand the requirements for Self Assessment, PAYE and Corporation Tax.



New 'Selecting a Business System — Selecting a Reseller' guide published



The immensely popular BASDA 'Selecting a Business System – Selecting a Reseller' guide is updated and re-published – again!

This comprehensive, but easy to follow, guide on how to approach choosing a business system or reseller continues to be widely read. The booklet has again been updated and re-published due to demand.

The booklet is sponsored by BASDA members and aimed at businesses and organisations who are undertaking the process of choosing new business software.

The guide promotes the RFI (Request For Information) approach to business software selection, and includes a step-by-step guide that can be followed.

The guide is available as a printed booklet and as a PDF which can be downloaded free of charge from the BASDA web site www.basda.org/publications

The 'Selecting a Business System – Selecting a Reseller' booklet will be distributed to every attendee of the Softworld exhibitions held at the NEC, Birmingham in October (17th and 18th) www.softworld.co.uk

You can also request a free copy at any time from BASDA.

BASDA publishes White Papers and other Guides

Another widely distributed White Paper published by BASDA is the 'IT Implications of the new HMRC Construction Industry Scheme'. This is in its second version, and has been distributed widely at Construction Industry events that BASDA has presented at.

BASDA EVENTS

BASDA provides advice and information to business software users at key exhibitions

Standing Room only at the BASDA 'How to Select a Business System' Masterclass breakfast briefings

BASDA exhibited at the latest HR & Payroll and Accounting & Finance 'Softworld' Exhibitions held at the Novotel, Hammersmith in February and March 2007.

Dennis Keeling, CEO of BASDA, presented the opening Masterclass at each of the events entitled 'How to Select a Business System' as a breakfast briefing.

The Masterclass sessions were over subscribed and allowed end users looking for new, or to upgrade, their business software the chance to learn from Dennis' many years of experience in what to look for. The presentations refer to the information contained in the highly acclaimed 'Selecting a Business System – Selecting a Reseller' booklet that BASDA publishes with the support of its members.

The RFI (Request for Information) approach is explained in the masterclass presentation with many hints, tips and examples from Dennis. The feedback from these sessions by attendees is extremely high and they were the most attended sessions at both the Softworld shows.

Here are some of the comments that the event organisers received about the BASDA masterclass:

"A professional performance. Could have been longer"

"I found the seminar very useful and informative"

"Very clear & concise"

"An appreciation of the aspects to be cautious of when investing for the first time"

Softworld

February, March 2007
Novotel Hammersmith

Some masterclass attendees just answered with a definitive 'All' when asked "What aspects of this presentation did you find useful?"

Dennis has presented breakfast briefings on the opening day of the Softworld exhibitions since their inception more than 15 years ago. The content is always updated to reflect how BASDA members (the software developers themselves) can best be approached in a selection process. The accompanying 'Selecting a Business System – selecting a Reseller' booklet is updated and reprinted regularly to always remain relevant.

To hear the next BASDA briefing on 'How to choose a business system' visit the Softworld exhibitions 17–18 October 2007 at the NEC Birmingham www.softworld.co.uk

The Masterclass presented by Dennis Keeling is at 9.30am on Wednesday 17th October in the Accounting and Finance theatre and at 9.30am on Thursday 18th October in the HR & Payroll Masterclass theatre.

BASDA also have an exhibition stand at the Softworld shows which allows end users to collect the latest newsletters, White Papers and of course pick up their copy of the 'Selecting a Business System – Selecting a Reseller' booklet. So if you are unable to make it to the breakfast briefing you can come over to the BASDA stand and find out how we can help.

BASDA EVENTS (continued)

BASDA updates members about the latest marketing ideas

BASDA Marketing Forum

2 July 2007
London Bridge Hotel

The BASDA Marketing Forum is open to all members and is now renamed the **BASDA Marketing Special Interest Group**

Members were updated on PR, online marketing, responsible marketing, plus found out exactly what is and isn't working in software marketing today (and what's on everyone's wish list) with a new survey's results.

The Marketing Forum allows members the opportunity to meet, network and learn about new media and marketing ideas, in addition to hearing from relevant media and marketing suppliers to the business software industry. Like the other BASDA SIGs the Marketing Forum can provide a platform



from which to collectively challenge media providers or find out more from high level influencers and decision makers.

The Marketing Forums are half day events where members can find out the latest BASDA news and the associated impact of its influence on their own marketing, plus hear from expert guest speakers on topics that are new or will be of interest.

The most recent Marketing Forum was held at the London Bridge Hotel in the afternoon of Monday 2nd July 2007.

To find out more about the Marketing SIG and to be invited to the next event, please sign up to receive the 'Marketing' emails in your BASDA member profile.

The topics covered included:

- Responsible Marketing**
Tim Purcell from environmental consultancy CO3 asked BASDA members if their marketing is responsible.
- Online Marketing (a pay-per-click and analytics update)**
Peter Clapperton from online marketing experts *the i-team* gave an update on the latest changes, hints and tips for pay-per-click advertising, search and web site analytics
- How to get the best from PR**
Sara Render (from *Kinross and Render*) told BASDA members what PR is and isn't working in the IT sector, from her perspective as a both a journalist and leading PR agency owner.
- The results of a B2B Marketing Survey**
Simon Rudge, a high tech copywriter, shared the findings of his software marketing survey to show what is and isn't working in software marketing

As usual, an added benefit to the presentations was the inclusion of a delicious afternoon tea, which was very well received by attendees.

The Marketing Forum (now SIG) is free for BASDA members to attend and all of the presentations by guest speakers are available to read and download at any time from the Marketing SIG section of the members' area on the BASDA web site.

Leading business software journalists faced a friendly grilling at the BASDA networking dinner!

Apparently the best stories are those that have a little bit of 'rock and roll' about them...



Our thanks again to (l-r) John Stokdyk, IT Editor at AccountingWEB, Bryan Glick Editor of Computing Magazine and Rob Newing, IT & Telecoms journalist for the FT, for taking part in a panel open to questions from over 70 BASDA members at the Networking Dinner held at the London Bridge Hotel on the evening of 2nd July.

It's not often that you are in the driving seat with a journalist and BASDA gave members this opportunity to ask leading journalists and editors what they really want to write about, and how members can help readers to understand their messages and get their stories read.

It turns out that sex and rock and roll will always help!

Mentioned already in the Marketing Forum earlier that day by successful PR agency Director Sara Render (who also sits on the other side of the fence and writes for a leading broadsheet) it seems that the perennial favourite topics that will always ensure readership are the racier or non-IT related! For most business software developers its not always clear how this will translate to the promotion of Payroll,

eBusiness or accounting software, but a helpful suggestion was made by John Stokdyk from AccountingWEB. He said that a case study, for example, of any high profile organisation would always be defeated in terms of reader numbers than say an article about which financial software Jordan uses to manage her assets! What could we all say?

The panel was the entertainment between a networking drinks reception and a delicious three course dinner where the newly set up Special Interest Groups each had a table hosted by its chairperson to meet with members, plus additional tables for general networking.

The dinner was hosted the evening before the BASDA Symposium (where the new Special Interest Groups were launched) and provided the opportunity for BASDA members to meet and discuss ideas and news with each other over a relaxed meal.



We're still not sure which of the accounting software developer members of BASDA has the privilege of providing the package for Ms Katie Price's accounts, but perhaps we will find out in a news story soon!

BASDA Networking Dinner

2 July 2007
London Bridge Hotel

BASDA EVENTS (continued)

Launching the BASDA Special Interest Groups to members, and introducing guest speakers from government and leading business software organisations.

BASDA Symposium

3 July 2007
Vinopolis, London



The first BASDA Symposium was held on 3rd July at Vinopolis in central London, for an audience of BASDA member executives.

The day's agenda included the official launch of all the BASDA Special Interest Groups, with explanations of their purpose and engagement from each of the chairmen. In addition BASDA invited guest speakers to present on the topics of Software as a Service and Expanding into Europe. BASDA was also delighted to welcome its keynote speaker from HMRC – John Keelty – who spoke about the government's 'Transformation Agenda'.

The Symposium was a thought provoking and highly educational event that showed members the depth of knowledge and expertise that BASDA is able to tap into on their behalf.

All of the presentations from the day are available online in the member's area of the BASDA web site. Here you can find out more about why Paul Raine from ExpressHR thinks Software as a Service is a "disruptive technology", Matt Deacon from Microsoft unsurprisingly sees Software and Services on a Windows platform, while Stephen Parker from Procsolve concludes SaaS is a large gorilla (!).

Mamut, CODA and Sage were all happy to share with other BASDA members their approach to expanding into Europe by way of case studies and their experiences. BASDA thanks Eilert Hanoa (CEO), Jeremy Roche (CEO) and Andrew Wilson (Group Business Development Manager)



respectively for divulging the approaches their software organisations took to pan-European trading. Each approach described was different, and all are highly successful international companies, which gave BASDA members a broad range of ideas.

Thanks also to John Keelty, Head of Change Management at HMRC, who talked BASDA

members through the government's plans for change – now and into the next decade. With a public sector becoming increasingly efficient and customer centric, John explained the changes in government structure, staffing, systems and ambition.

The Symposium format allowed for both information packed presentations and an opportunity for the BASDA members who attended to ask the speakers questions both individually and as a panel on each topic. The day also allowed for networking opportunities over breaks and lunch.

To make sure you know about all future BASDA events, sign up to receive your BASDA member emails by checking your profile is up to date in the member's area of the web site.

UPCOMING BASDA EVENTS

17—18 October 2007

NEC, Birmingham

BASDA will be presenting and exhibiting at Softworld

17 October 2007

Hilton Hotel, NEC, Birmingham

BASDA will be hosting a Networking Dinner in the evening

Please see the BASDA web site events page www.basda.org/events for more information about these and other upcoming BASDA events. If you are a BASDA member you can also book your place at BASDA events on the web site.

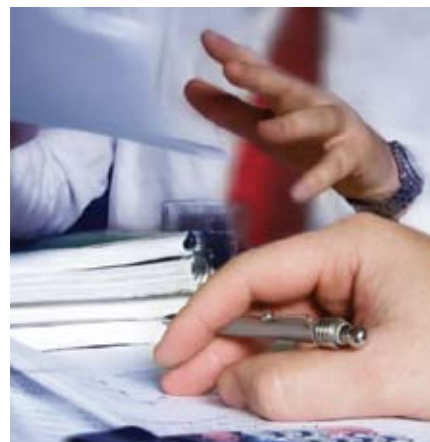
BASDA organises Networking events as part of its service to members to present new ideas, and allows members to meet and discuss common concerns and goals in an informal setting.

How BASDA works



The BASDA web site is the central source of all information and links to services that BASDA offers www.basda.org

For members there is a wealth of information in both the public areas of the BASDA web site and the Members only area. BASDA also offers members access to events, seminars and training for Marketers, Developers, Product Managers and Executives etc which are all aimed at increasing knowledge, understanding changes and/or providing networking opportunities with peers, policy makers and suppliers.



For business software users BASDA offers a source of information about current policies and initiatives that affect the business industry on the BASDA web site. The BASDA web site also provides access to lists of members who provide business software, including specialist areas, and those who have signed up to the BASDA Code of Practice which represents a quality mark against which to measure providers.

The new BASDA **Special Interest Groups** all have their own section of the web site where reports, downloads and minutes of meetings can be accessed at any time by members. Each of the SIGs hold their own meetings too, which are all advertised on the web site and on email.

If you are from the **Press**, you may be interested to know that BASDA publishes its own articles, news, White Papers and reports on the BASDA web site and also news from its members. BASDA itself can respond to, or it will also contact its members with,

requests you may have for spokespersons, case studies, testimonials and opinion for any business software or industry related topic you may want to cover.

BASDA is a not-for-profit organisation run on behalf of its business software developer and associated members. It aims also to be a resource of useful information for business software users as the ultimate customers of its members' products.

BASDA News and Events on email

Each member can opt in/out of the different BASDA news and events emails by editing their profile online in the Members area of www.basda.org

BASDA staff

Who's who at BASDA

Dennis Keeling Chief Executive

Represents BASDA at all meetings, events, policy making discussions and other engagements, both in the UK and internationally, as the actual voice of BASDA and therefore the business software industry. Manages the BASDA business.

Kevin Hart Chairman (elected)

Works with the CEO to provide a voice for BASDA, supporting

the CEO at a number of key meetings plus organises and guides the General Council. Helps set vision and strategy for BASDA.

Philip Taylor Finance Director

Ensures that the membership fees that fund BASDA are being used effectively to always best represent members' interests.

Helen Simmonds Administrator

Manages the running of the BASDA office, providing assistance to other BASDA staff and ensuring member access to the web site and other queries are answered.

Lucy Whittington Marketing Manager

Runs the BASDA web site and Marketing Forum, plus manages all aspects of marketing for BASDA as an organisation.

Dee Cox Membership Manager

Works with existing BASDA members to ensure that they are getting best value from their membership and also recruits new members to add scope and additional influence to BASDA as an effective organisation.

The BASDA General Council

BASDA members helping to shape the future of BASDA

Mr Kevin Hart CHAIRMAN Sage

Mr Steve Dashwood
CODA Plc

Mr Eilert Hanoa
Mamut

Mr John Crooks
Agresso

Mr Peter Prater
Qtac

Mr Peter Robertshaw
CHAIRMAN
BASDA Marketing SIG
IFS

Mr Kevin Misselbrook DEPUTY CHAIRMAN Access Accounting

Mr Alan Snell
KCS

Mr Juan Anido
Microsoft

Ms Kathyne Jobling
Pegasus

Ms Lindsay Gasser
Systems Union

Mr Richard Anning
COA

All General Council members work to help shape and focus the current and future activities of BASDA on behalf of all members. Elections to the General Council are held each year at the AGM and council members can be elected from any full member organisation. The General Council meets every quarter and our thanks to the time and effort afforded by the current General Council and for their knowledge, experience and hard work. If not already General Council members, all SIG chairpersons are also invited to each General Council meeting to update BASDA on their Special Interest Group.

New Members

"It's great to be back in BASDA!"
PETER JONES, LAWSON SOFTWARE

BASDA's special offer to lost and new members has been well received, with the following members recruited in the last 6 months:-

April
PMP
SAP
Lawson Software
Insite 123
Wise Software
Evolved Software

May
CCH (Wolters Kluwer)
Kewill
Acorah Software

Maginus Software
Tekton Group
Netsuite
Proteus
Anagram
Fiscal Technologies
Miracle Dynamics

June
Clues & Co
Impress Solutions
PS Financials

Personal Audit Systems
Pyramid HR
July
Utility Switch
Business Work Ware Ltd
Just Systems
Ewrite
Oracle

August
Capital Solutions Group
Rugged Logic

September
KPMG LLP (UK)
Morning Data Ltd
CashCollector



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