



## Autodesk Names Ideate Inc. Reseller of the Quarter for Outstanding Customer Achievements

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RAFAEL, Calif., Jan. 8 /PRNewswire-FirstCall/ -- Autodesk (Nasdaq: ADSK), today announced that it has selected Ideate Inc. as Reseller of the Quarter for the Americas for the third quarter of fiscal year 2009. The designation recognizes the reseller not only for its sales performance and dedication to customer service, but also for the growth of its operations and its investments in the business of selling Autodesk software. Autodesk selected Ideate Inc. from among more than 100 resellers throughout the Americas.

"Ideate has been a key channel partner to Autodesk for 16 years and provides an extremely valuable service to its customers," said Steven Blum, senior vice president, Americas Sales, Autodesk. "The company's continued growth in the past few months despite the current economy demonstrates the significance Ideate holds to its customers and to this industry."

The Reseller of the Quarter designation is based on factors such as quality of customer service and support, overall sales, vertical sales and overall growth. Ideate's dedication to educating customers on cutting edge solutions and technologies, such as the benefits of building information modeling (BIM) for the building and design industry, have helped Ideate expand their business to new markets in Portland and Seattle over the past 18 months.

"We are appreciative and even humbled by being selected," says Ideate President Bob Palioca. "Our primary dedication is to our customers' success, so it's an especially exciting honor when our commitment to delighting our customers is at the heart of the recognition."

With offices in San Francisco, San Jose, Sacramento, Portland and Seattle, Ideate has an extensive team of technical experts serving the West Coast. Ideate employs registered architects, professional engineers, GIS professionals and mechanical engineers who serve companies in the areas of building, construction, infrastructure, GIS and multimedia with Autodesk software and implementation services. With five Autodesk Authorized Training Center (ATC) sites and services that include training, support, consulting and community forums, Ideate's repertoire of offerings ensure its customer's continued professional development.

Ideate has implemented a world class customer relationship management (CRM) system, and has achieved 100 percent usage of this system from all employees. This CRM system provides complete visibility into performance, pipeline and forecast data at the individual sales representative level, across authorizations and territories and supports Ideate in being the market leader in developing a strong ecosystem through user groups and world class training; Ideate is recognized in the market as a trusted advisor.

About Ideate Inc.

Ideate, Inc., a leading Autodesk Value Added Reseller on the West Coast and a developer for Revit software products, provides companies in the areas of building, civil, GIS and multimedia with Autodesk software, implementation services, training, support and consulting services. Established in 1992 and headquartered in San Francisco, California, Ideate, Inc. is recognized as an Autodesk Premier Solutions Provider (PSP) - Building Architecture, Autodesk's highest level of authorization. Employing top architects and structural, mechanical, and civil engineers, Ideate, Inc. offers its partners premium services to ensure their maximum productivity and return on investment. Ideate, Inc. operates five Autodesk ATC locations on the West Coast: San Francisco, Sacramento, and San Jose, Calif.; Portland, Ore. and Seattle. For more information about Ideate, Inc. visit [www.ideateinc.com](http://www.ideateinc.com).

About Autodesk

Autodesk, Inc., is a world leader in 2D and 3D design software for the manufacturing, building and construction, and media and entertainment markets. Since its introduction of AutoCAD software in 1982, Autodesk has developed the broadest portfolio of state-of-the-art Digital Prototyping solutions to help customers experience their ideas before they are real. Fortune 1000 companies rely on Autodesk for the tools to visualize, simulate and analyze real-world performance early in the design process to save time and money, enhance quality and foster innovation. For additional information about Autodesk, visit [www.autodesk.com](http://www.autodesk.com).

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