



Autodesk Seek Adds Analytics and Branding Services

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New Services Help Building Product Manufacturers Align Marketing Activities with Customer Demand

CHICAGO, Nov 17, 2010 (BUSINESS WIRE) --

Greenbuild International Conference and Expo -- [Autodesk, Inc.](#) (NASDAQ:ADSK) is expanding the [Autodesk Seek](#) web service to make it easier for building product manufacturers to provide product information directly to designers and analyze how their products are being used.

Autodesk Seek ([seek.autodesk.com](#)) is a free* web service for architects, engineers and other designers that enables them to search and find manufacturer-specific and generic building products and associated design content including 2D drawings and 3D models. The addition of Autodesk Seek Analytics and Autodesk Seek Website Services will make it easier for building product manufacturers to get their products in front of designers and then analyze how their products are performing.

"Building product manufacturers need a targeted, scalable and measurable way to reach and engage their customers, while designers need to find and specify high-quality product models quickly. The expansion of Autodesk Seek is helping to solve both challenges," said Jeff Wright, senior director, Autodesk Web Services. "Manufacturers can directly syndicate product information to designers using Autodesk software, including [AutoCAD](#) and [Autodesk Revit](#) products. With these new services, they can also syndicate content through their own website or a custom-branded experience on Seek, and then visually analyze precisely how designers engage with their products using Autodesk Seek Analytics."

Autodesk Seek Analytics

The new Autodesk Seek Analytics web application helps manufacturers gain visibility into how their products are performing across various online channels using the Autodesk Seek web services platform. The Basic version of Seek Analytics provides a high-level overview of how often users search for, view and download products in Autodesk Seek. The Advanced version of Seek Analytics provides the manufacturer greater flexibility and control to view, analyze and create custom analyses of customer activity within a specific array of activity and geographic variables.

"Seek Analytics is a massive gain in productivity and enables us to identify trends in how engineers use our products," said Eugene Fina, commercial product manager for Taco, Inc., a leading provider of hydronic systems for building applications. "We use Seek Analytics internally to track our products, but also externally to demonstrate how Taco products are being specified in designs."

Autodesk Seek Website Services

Autodesk Seek Website Services offer manufacturers two new ways to enhance their customer experiences. Manufacturers can now embed Autodesk Seek within their website, helping to reduce expenses and errors related to developing storage and content download functionality. What's more, manufacturers can now add custom branding and identity to their product pages as they appear in Autodesk Seek by visiting [seek.autodesk.com](#). This can be as simple as including a company logo with the grouping of the company's catalog or developing a custom look-and-feel experience for the company's catalog. For more information about Autodesk Seek marketing solutions for building product manufacturers, visit <http://seek.autodesk.com/MarketingSolutions.htm>.

About Autodesk

Autodesk, Inc., is a leader in [3D design](#), engineering and entertainment software. Customers across the manufacturing, architecture, building, construction, and media and entertainment industries -- including the last 15 Academy Award winners for Best Visual Effects -- use Autodesk software to design, visualize and simulate their ideas. Since its introduction of AutoCAD software in 1982, Autodesk continues to develop the broadest portfolio of state-of-the-art software for global markets. For additional information about Autodesk, visit [www.autodesk.com](#).

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