



Autodesk Adds Platinum Tier and Enhances Channel Partner Program

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Global Program Increases Partner Capacity and Capability Through New Industry Specializations, Certifications and Broader Product Access

SAN FRANCISCO, Apr 18, 2011 (BUSINESS WIRE) --

[Autodesk](#), Inc. (NASDAQ:ADSK), a world leader in 3D design, engineering and entertainment software, introduced several enhancements to the 2011 [Autodesk Partner Program](#) that will help the company's global resellers to increase their capabilities and capacities. With the addition of a new Platinum Tier, more industry specializations and product certifications, and new ways to measure customer satisfaction, the Partner Program provides new opportunities for Autodesk value-added resellers (VAR) to grow their businesses.

"For more than 28 years, Autodesk reseller partners have been instrumental in delivering world-class design solutions, products and services to customers around the world," said [Steve Blum](#), senior vice president of worldwide sales and services, Autodesk. "With the addition of the new Platinum Tier and other enhancements to our global Partner Program, we are excited to be offering our reseller partners greater access to products, increased opportunities for more comprehensive partner services, as well as expanded professional development -- all of which will help our partners better serve their customers."

Last year, Autodesk introduced the global Partner Program, a natural evolution of the company's effort to provide better customer and partner experiences. With these changes, Autodesk is building on the program to deliver the best products and solutions to their reseller partners through expanded product access, tiers and specializations.

The 2011 Autodesk Partner Program

Customer value is at the core of the Autodesk Partner Program. The Program recognizes partners who provide the highest level of value to Autodesk customers, and it enables customers to purchase complete solutions from the partner of their choice. In addition to the new Platinum Tier, enhancements to this year's program include role-based, on-demand online training, as well as an increased focus on partner capacity, capability and productivity.

These enhancements help automate and streamline Autodesk's channel business and optimize the productivity of the company's reseller partners.

Autodesk Platinum Tier

The new Platinum Tier is a clear indication to Autodesk customers that Platinum Partners provide the highest level of service and industry expertise. This tier recognizes partners who deliver the highest level of value to customers. Autodesk reseller partners earn Platinum Tier status by demonstrating deep industry expertise, completing training and certification requirements and meeting the highest Customer Satisfaction requirements.

Partner Specialization and Certification

The new Autodesk Partner Specializations enable partners to highlight and brand their expertise in delivering services in key industry areas. Current specializations include Consulting, Building Engineering, Process Plant and Factory Design. New content and roles have been added to the Autodesk Partner Certification program, which provides role-based, industry-specific training for partners to enhance their professional development in critical problem solving and technical skills. The program has seen tremendous success since its introduction last year, with more than 20,000 partner personnel receiving certification in a variety of areas. Specialization, certification training and exams are available to partners through the Autodesk Learning Central (ALC), an online learning portal for partners launched last year.

Customer Satisfaction Program

The Customer Satisfaction Program enables Autodesk reseller partners to gain valuable feedback on the customer experience they deliver through 10-minute, web-based surveys. In keeping with Autodesk's focus on customers, the Customer Satisfaction Program provides valuable data to help partners improve their services and support, strengthen their customer relationships, improve customer satisfaction and loyalty, and identify additional sales opportunities.

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 16 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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Autodesk, Inc.

Angela Simoes, 415-547-2388

angela.simoes@autodesk.com