



## Autodesk Names Ideate Q4 Reseller of the Quarter

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Notable Year-Over-Year Growth from Autodesk Partner

SAN RAFAEL, Calif.--(BUSINESS WIRE)--Mar. 14, 2012-- [Autodesk, Inc.](#) (NASDAQ:ADSK), a leader in 3D design, engineering and entertainment software, has named Ideate, Inc. its North American fourth quarter Reseller of the Quarter for the 2012 Autodesk fiscal year.

Selected from more than 200 partners throughout North America, Ideate earned the Reseller of the Quarter, in part, as a result of their 150 percent increase in software license sales to customers in architecture, engineering and construction (AEC) and media & entertainment (M&E) industries. Ideate drove significant new license and Autodesk Subscription sales, underscoring Ideate's commitment to customer satisfaction and attention to customer retention.

"We continue to see solid performance and customer commitment from Ideate," said Dave Rhodes, vice president, Americas Sales, Autodesk. "Ideate repeatedly shows best practices while working to drive adoption of our software. We have a long-standing relationship, and we look forward to many more years working together to address the needs of our joint customers."

To help users fully implement the expanded Autodesk solution set, Ideate and Autodesk work together to provide technical and consulting resources to meet industry specific customer needs for which they have been a trusted source for more than 25 years. Ideate also hosts various in-person and virtual events to help educate their clients, providing them with updated information in the latest industry trends and technologies. Ideate is a Gold Partner and an Autodesk Authorized Training Center (ATC). The company serves customers in Northern California and the Pacific Northwest.

"We dedicate ourselves above all to our customers' achievement of success," says Ideate President Bob Palioca. "And we are satisfied only when our customers are overwhelmingly delighted with the complete solutions we provide. To be recognized by Autodesk confirms that we are succeeding in our mission to help our customers reach their goals. We are pleased and truly honored."

Autodesk selects the Reseller of the Quarter based on exceptional sales growth, conscientious customer support, use of best practices, industry knowledge and dedication.

### About Ideate, Inc.

Ideate, Inc. is a leading Autodesk solutions provider, offering quality software, training, support and custom consulting and 3D printing services to AEC professionals. Established in 1992 and headquartered in San Francisco, California, Ideate is recognized as a Gold Partner for Architecture, Engineering and Construction, one of Autodesk's highest levels of authorization. Ideate, Inc. operates five Autodesk Authorized Training Centers (ATC): San Francisco, Sacramento and San Jose, California; Portland, Oregon; and Seattle, Washington. Ideate facilities are Autodesk Authorized Certification Centers, providing globally recognized certification courses for professionals who sell, service and support Autodesk products and solutions. For more information visit [www.ideateinc.com](http://www.ideateinc.com).

Ideate, Inc. is also an Autodesk Authorized Developer with 25+ year's experience in software development and specific focus on Building Information Modeling (BIM). Ideate BIMLink lets users pull data from an Autodesk Revit file into user-friendly Microsoft Excel, and push Excel data into Revit with equal ease. [www.ideatebimlink.com](http://www.ideatebimlink.com)

The Ideate Explorer for Revit is a simple, powerful Revit add-on to help explore, quantify and manage the 10,000+ building elements in a Revit model. [www.ideateexplorer.com](http://www.ideateexplorer.com)

### 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 17 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 a broad portfolio of state-of-the-art software for global markets. For additional information about Autodesk, visit [www.autodesk.com](http://www.autodesk.com).

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