



## Autodesk VARs Go to Suites, Cloud, Subscription for New Opportunities and Growth

April 23, 2012

### **Global Partner Network Authorized to Sell Complete Autodesk 3D Design Portfolio and Autodesk 360 Cloud Services**

SAN RAFAEL, Calif., Apr 23, 2012 (BUSINESS WIRE) --[Autodesk](#), Inc. (NASDAQ:ADSK) is enhancing the [Autodesk Partner Advantage Program](#) to better enable the company's already prominent global partner network to sell a more complete range of Autodesk Design Suites, Autodesk 360 services and Autodesk Subscription.

For the first time, Autodesk Value Added Resellers (VARs) will be able to provide customers with a complete Autodesk 3D design portfolio of software products and help differentiate their solutions by targeting industry specializations and product focus. The expanded scope better aligns members of the Autodesk global partner network to become mission critical solution providers through services such as consulting, technical training, support and industry expertise.

"Customer needs and technology trends are evolving rapidly, and Autodesk is delivering the tools, training and resources our partners need to help their customers take full advantage of 3D design, engineering and entertainment technologies," said Bill Griffin, vice president, Worldwide Channel Sales at Autodesk. "Never before has there been this kind of global opportunity for our partners to target entirely new industries and grow their businesses by using the complete Autodesk portfolio."

Autodesk, Inc. is continually evolving by developing the company's Partner Advantage Program to provide better customer and partner experiences, building on the Autodesk vision to always deliver the best products and solutions to customers, wherever they are. VARs who participate in the Autodesk Partner Advantage Program benefit from:

**Access to the complete product portfolio:** Partners can now provide their customers with the complete Autodesk 3D design product portfolio, and more complete solutions to address a fuller range of business needs.

**Simplified tiering:** There is now one tier for Autodesk VARs, which includes Platinum, Gold, Silver and Bronze levels. This simplified tiering will help make it easier for customers to identify an ideal partner match for their needs.

**Partner locator:** A new online partner locator tool helps customers to find the right partner expertise and helps enable partners to share best practices and more easily locate each other to collaborate on customer engagements.

**Improved business processes:** Better global coordination helps facilitate better customer relationship management and more accurate sales pipeline visibility.

**New online training platform:** The newly upgraded Autodesk Learning Central online training program provides online tools and training to help partners develop expertise.

"As a consultant to the AECO industry, our partnership with Autodesk enables us to provide the best possible business and technology solutions to our clients," said Microdesk President, Michael DeLacey. "Together we are able to combine resources and expertise in order to fully address our customers' challenges, as well as develop longer term strategies for improving the way the industry plans, designs, builds and operates our nation's buildings and infrastructure. That is a level of partnership that we truly value, and our clients feel the benefit of as well."

#### **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, visualise 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](http://www.autodesk.com).

*Autodesk and AutoCAD are registered trademarks or trademarks of Autodesk, Inc., and/or its subsidiaries and/or affiliates in the USA and/or other countries. Academy Award is a registered trademark of the Academy of Motion Picture Arts and Sciences. All other brand names, product names or trademarks belong to their respective holders. Autodesk reserves the right to alter product and services offerings, and specifications and pricing at any time without notice, and is not responsible for typographical or graphical errors that may appear in this document.*

(C) 2012 Autodesk, Inc. All rights reserved.

SOURCE: Autodesk, Inc.

Autodesk  
Angela Costa Simoes, 415-302-2934  
[angela.simoes@autodesk.com](mailto:angela.simoes@autodesk.com)