



Autodesk Enhances Subscription Offering with Web Support and e-Learning

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Autodesk Responds to Customers with More Inclusive Offering

SAN RAFAEL, Calif., Sep 29, 2003 /PRNewswire-FirstCall via COMTEX/ -- Autodesk, Inc. (Nasdaq: ADSK), the leading design software and digital content company, today announced new benefits for Autodesk Subscription customers in the United States and Canada, including Web Support direct from Autodesk, Subscription- only access to e-Learning lessons and more. In developing the newly enriched program, current Autodesk Subscription customers provided direction and guidance to determine what enhancements would be most valuable. Since its inception in 2001, Autodesk Subscription has enabled customers to stay current with the latest design technology and benefit from simplified software management and predictable budgeting.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20000518/SFTH083LOGO>)

"In direct response to customer feedback, Autodesk has made valuable enhancements to its Subscription offering, including e-Learning and Web Support," said Amy Mizoras, program manager for software pricing, licensing and delivery at IDC. "With these customer-driven additions, Autodesk is taking key steps toward positioning its subscription offering for success."

Web Support

The enhanced Subscription offering allows customers to submit technical questions to Autodesk support staff through a secure website with an interactive online interface. The website also includes incident reporting and tracking tools to monitor the status of all questions asked by the customer's organization and all responses provided by Autodesk. Within two hours, the customer will receive an initial response consisting of an answer, a suggested resolution, or if necessary, a request for more information.

"By adding Web Support and more e-Learning options, Autodesk has made their Subscription program more complete," said Ken Paul, President of KETIV Technologies (www.ketivtech.com). "Our Subscription customers will benefit from a broader range of support and training resources, to complement the classroom training and personalized support we provide as local resellers."

e-Learning

The enhanced e-Learning offering is a series of self-paced, interactive lessons for select Autodesk products and Extensions. Subscription customers have 24/7 access to the lessons that feature hands-on exercises with an option to utilize a simulation instead of the software application. Users also have the ability to assess their skills using an online evaluation tool that identifies skill gaps, suggests helpful e-Learning lessons, and gauges their learning progress.

A catalog of lessons listed by product is now available to Subscription customers. The initial e-Learning catalogs will include lessons on the new features of the software. Through online feedback surveys, Autodesk will gather information from its customers to determine the types of lessons they'd like to see in the future. Subscribers access both Web Support and e-Learning from the Subscription Center, a members-only site that facilitates account management.

Additional Benefits

Autodesk Subscription customers will now be automatically qualified to participate in the AutoCAD beta program, giving them the power to help drive future product functionality. They will also benefit from exclusive webcasts and Web logs (blogs), a Web page made up of short, frequently updated posts that are arranged chronologically. Webcasts will include a variety of topics and speakers and the initial blog will focus on AutoCAD, with other product blogs to follow.

"Autodesk is always looking for ways to help our customers be more productive and increase the return on their investment," said Moonhie Chin, vice president of Strategic Planning and Operations at Autodesk. "Similar to software, programs can be updated and changed to increase value for our customers."

Autodesk Subscription

Subscription continues to appeal to customers as the best way to stay on the latest software release and budget more effectively. As a result, Subscription revenue reached 15 percent of total Autodesk Design Solution Group revenue last quarter, as reported last month, and deferred Subscription revenue grew an additional \$5 million to \$65 million. These metrics show substantial progress toward Autodesk's goal of subscription reaching 25-30 percent of total DSG revenue by offering a program that delivers on customer expectations.

For an annual fee, Autodesk Subscription customers benefit from a complete technology, training and support program that protects their software investments by providing them with the most current design technology, Web Support direct from Autodesk, flexible self-paced training options and a broad range of other technology and business benefits. For more information about Autodesk Subscription, visit www.autodesk.com/subscription.

About Autodesk

Autodesk is the world's leading design software and digital content company, offering customers progressive business solutions through powerful technology products and services. Autodesk helps customers in the building, manufacturing, infrastructure, digital media, and wireless data services fields increase the value of their digital design data and improve efficiencies across their entire project lifecycle management processes. For more information about the company, see www.autodesk.com.

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