



# **Autodesk Growth Strategies**

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# Safe Harbor

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## Non-GAAP Financial Measures

These presentations include certain non-GAAP financial measures. Please see the section entitled "Reconciliation of GAAP Financial Measures to non-GAAP Financial Measures" in the attached Appendix for an explanation of management's use of these measures and a reconciliation of the most directly comparable GAAP financial measures.

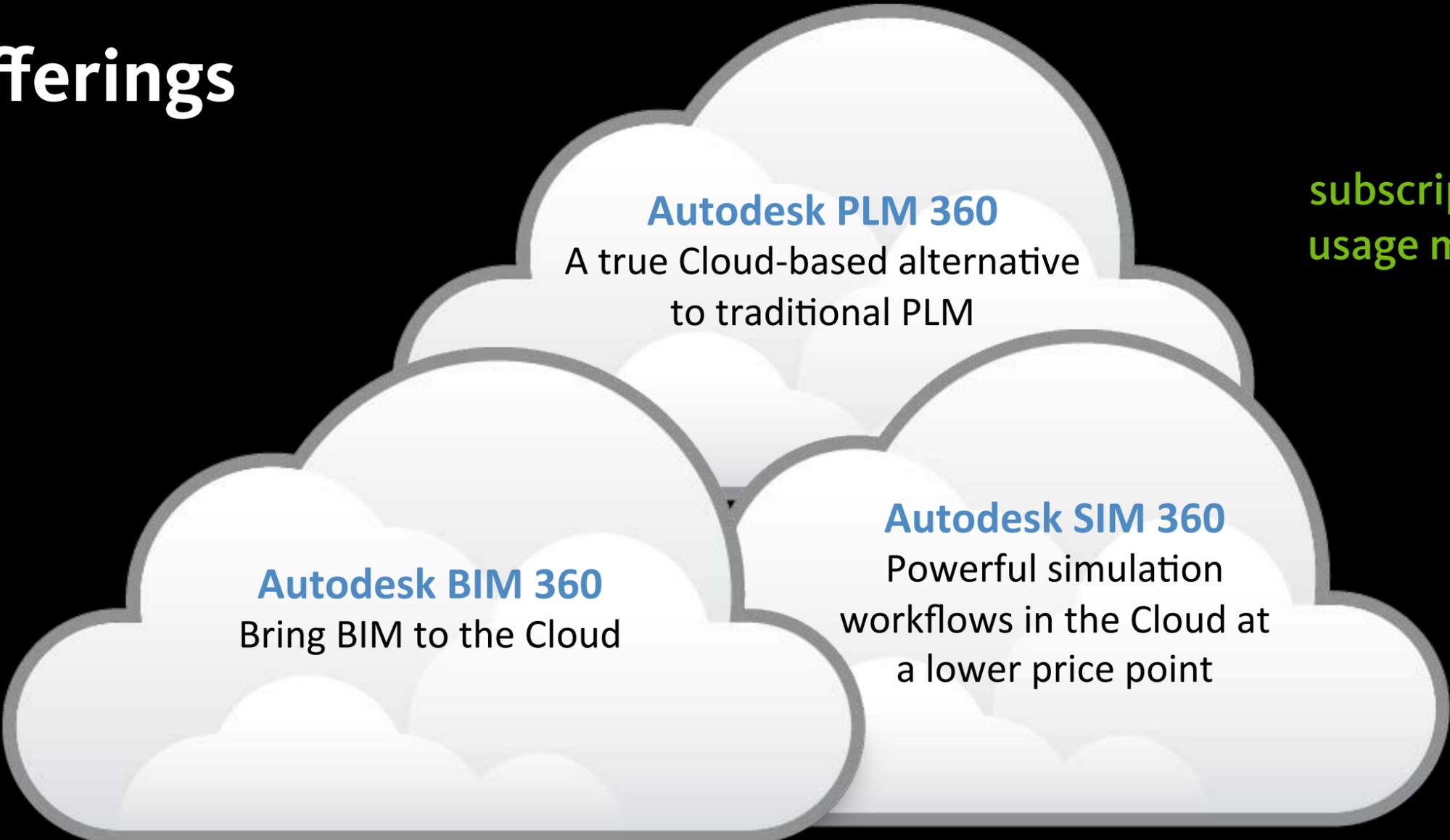
# Driving Growth With New Offerings

- Expand our desktop business
- Capture larger share of existing markets
- Access new and untapped growth markets



Autodesk® 360

# Current Offerings



**Autodesk PLM 360**

A true Cloud-based alternative to traditional PLM

**Autodesk BIM 360**

Bring BIM to the Cloud

**Autodesk SIM 360**

Powerful simulation workflows in the Cloud at a lower price point

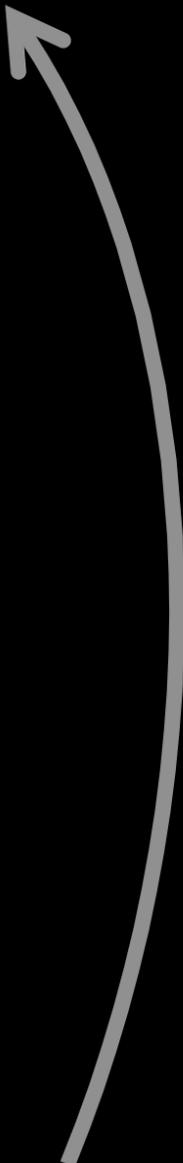


**Autodesk Suites and Autodesk 360**

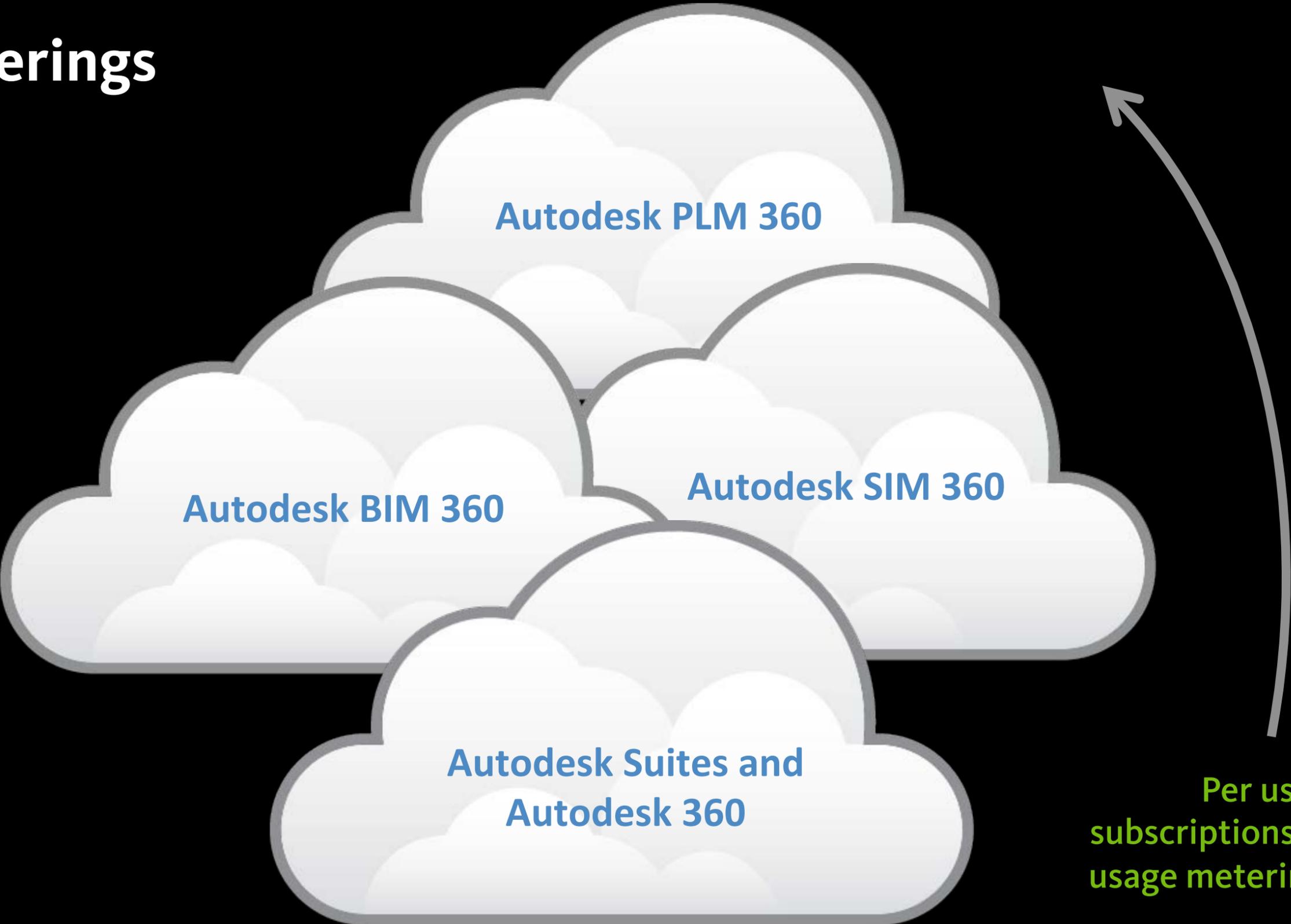
Blended desktop and cloud workflows

Per user subscriptions & usage metering

Perpetual + maintenance

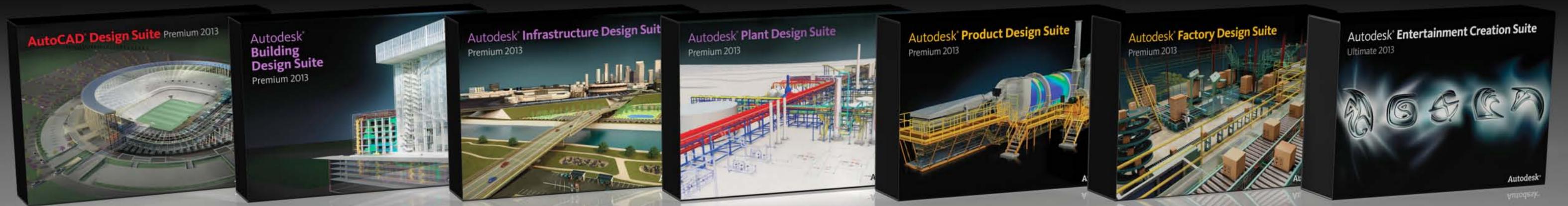


# Future Offerings

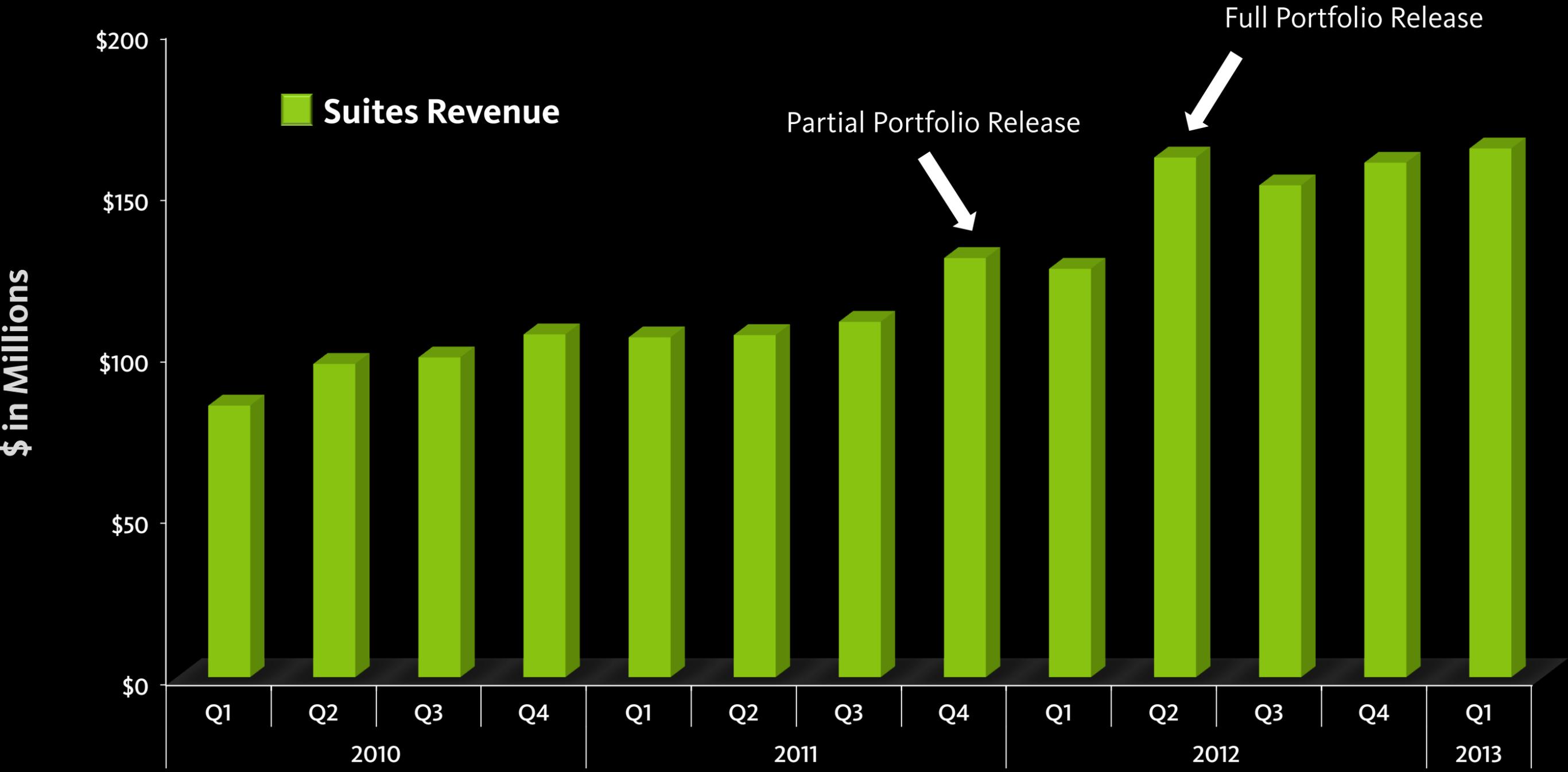


# Autodesk

## Design and Creation Suites

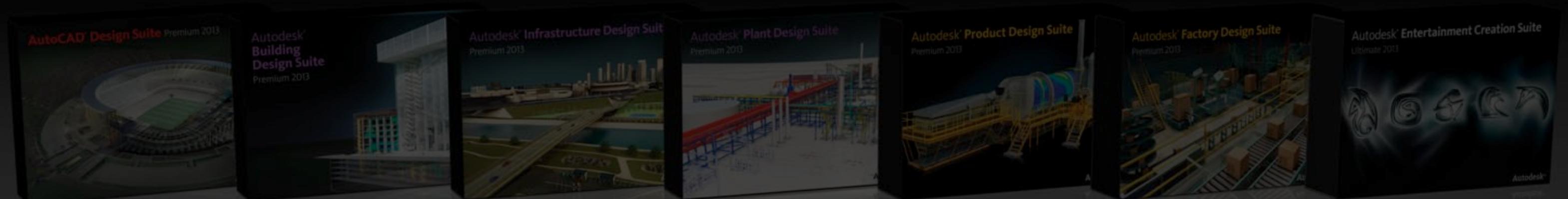
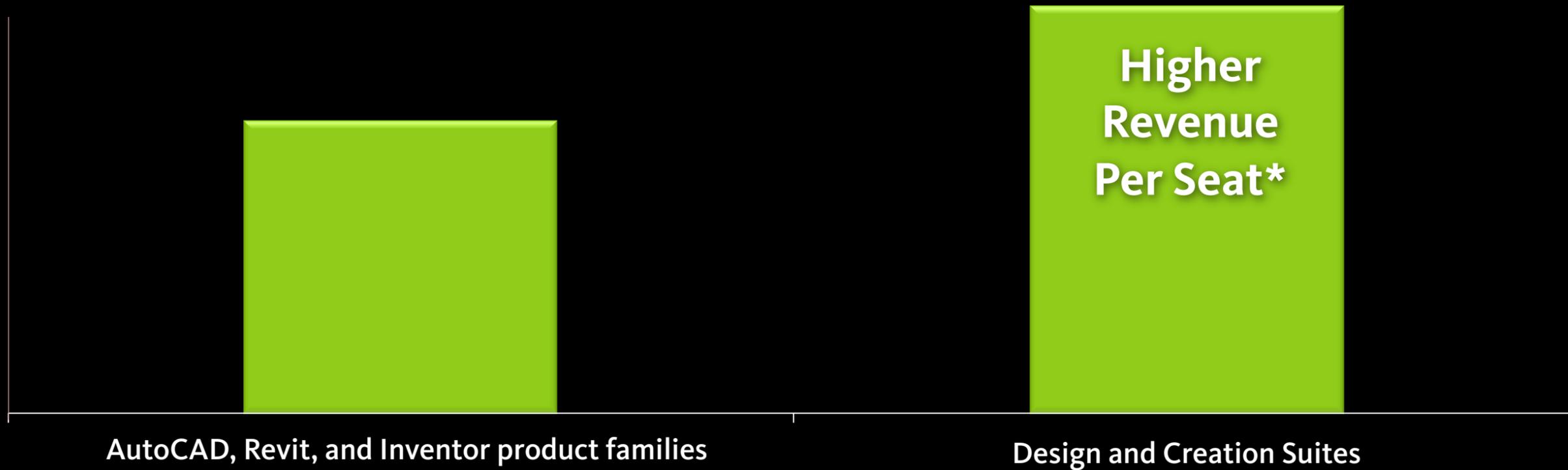


# Autodesk Suites Revenue Trend



# Higher Return on Design and Creation Suites

Revenue per seat



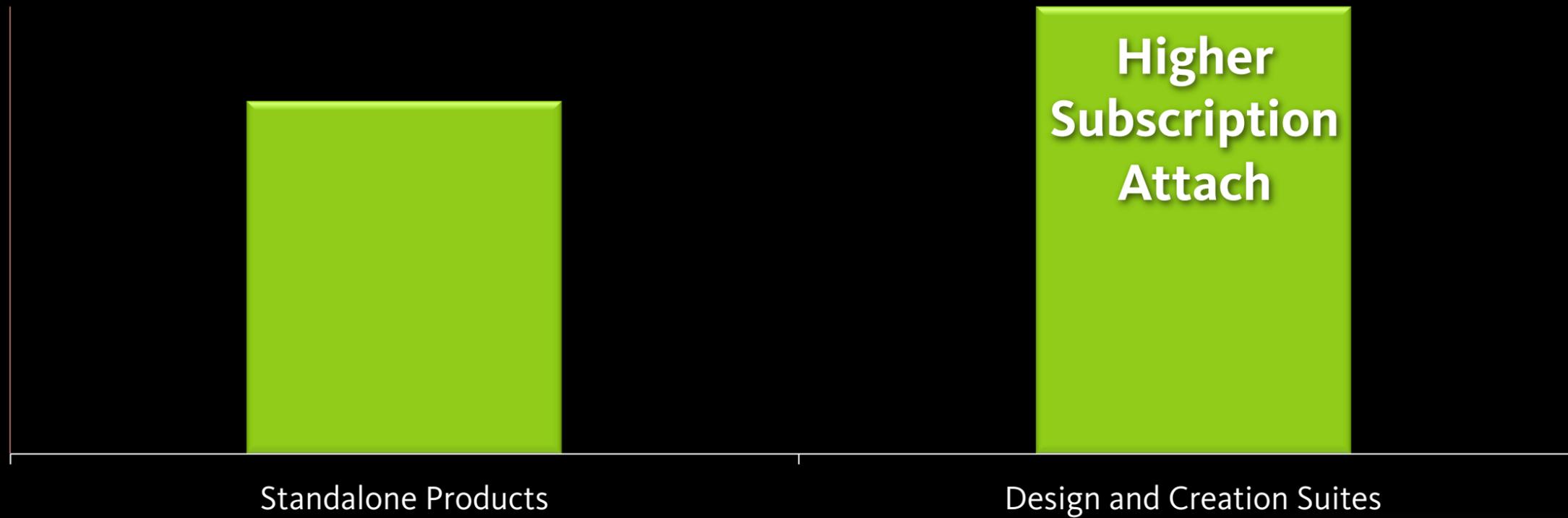
\*New license only

# Increased Value in 2013 Design and Creation Suites

- Expanded toolsets
- Automated Suite workflows
- Access to Autodesk® 360

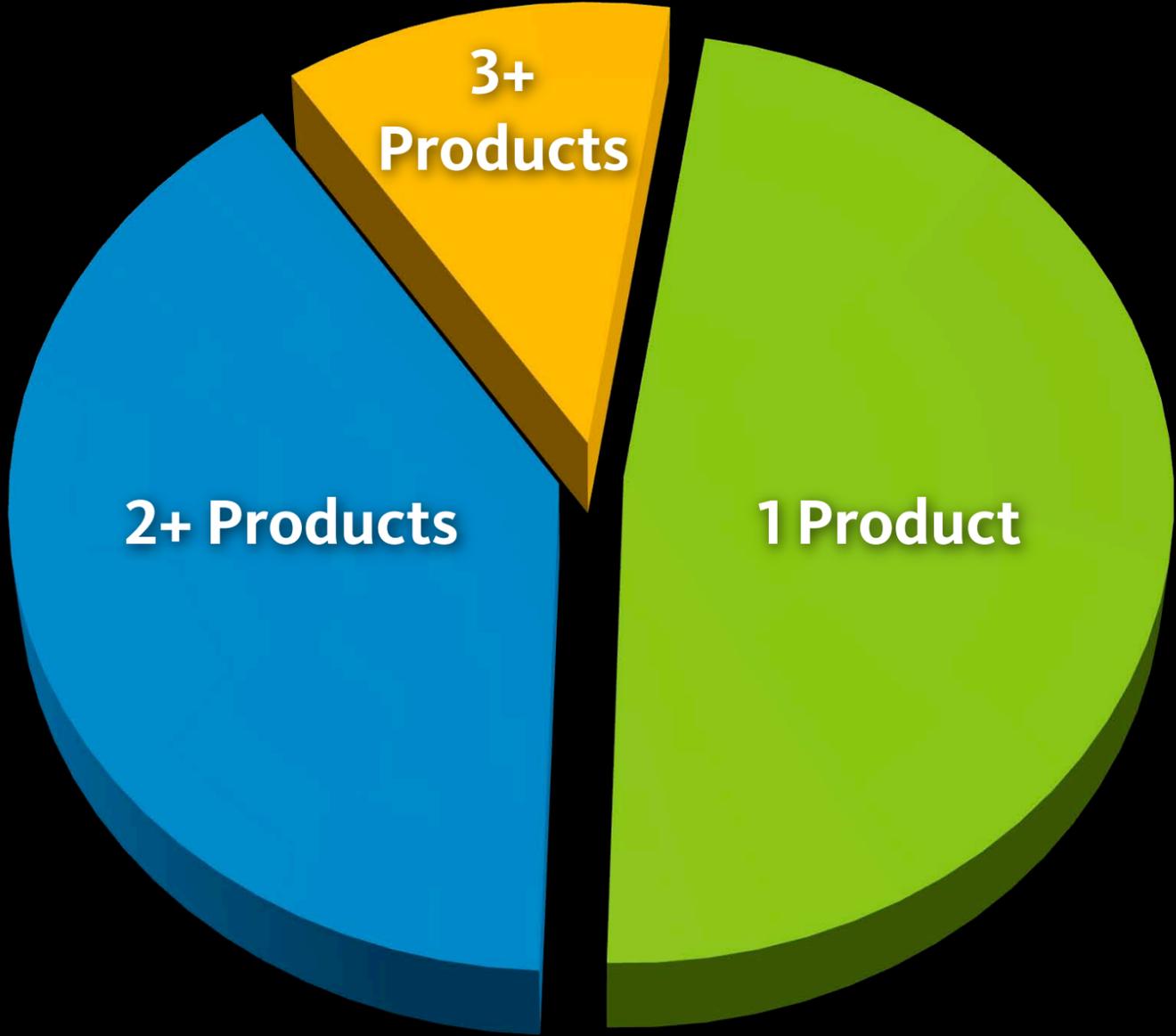


# Higher Subscription Attach Rates\* for Suites

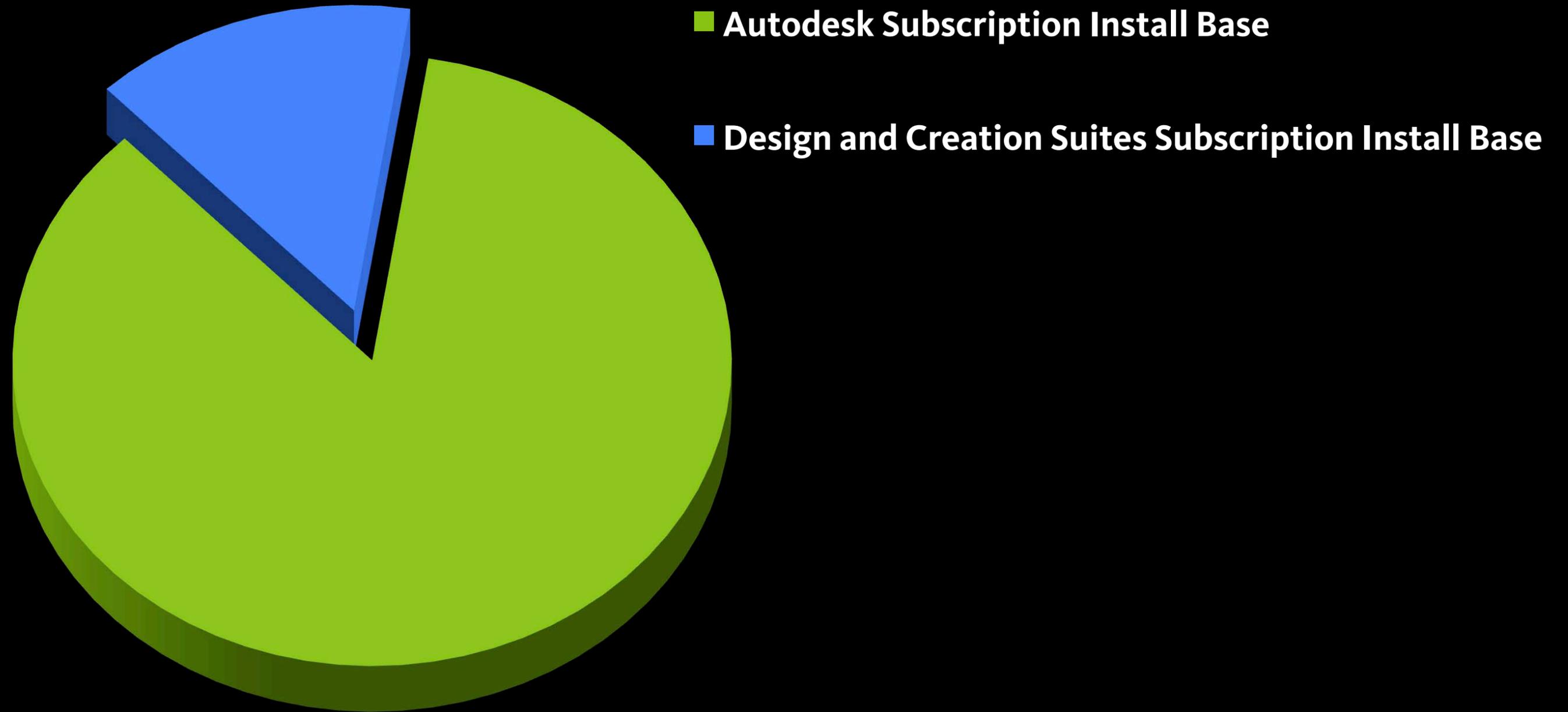


\*April 2012 snapshot of 6 month moving average

# Product Usage in Design and Creation Suites



# More Opportunity for Design and Creation Suites

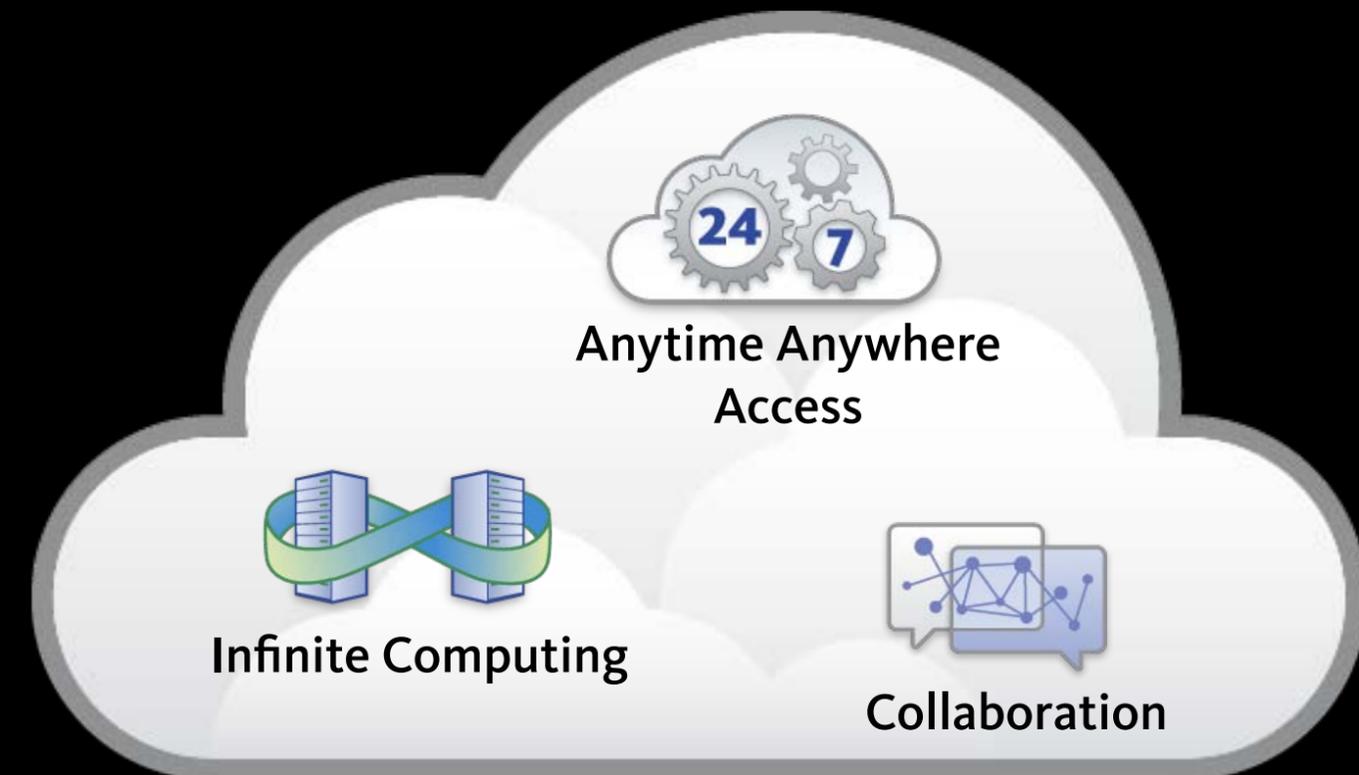


# Autodesk 360



# Autodesk 360: Customer Strategy

- Extend workflows beyond the desktop into the Cloud & mobile devices
- Access project files anytime, from anywhere
- Improve collaboration throughout the project lifecycle
- Accelerate innovation and free up resources with virtually infinite computing power



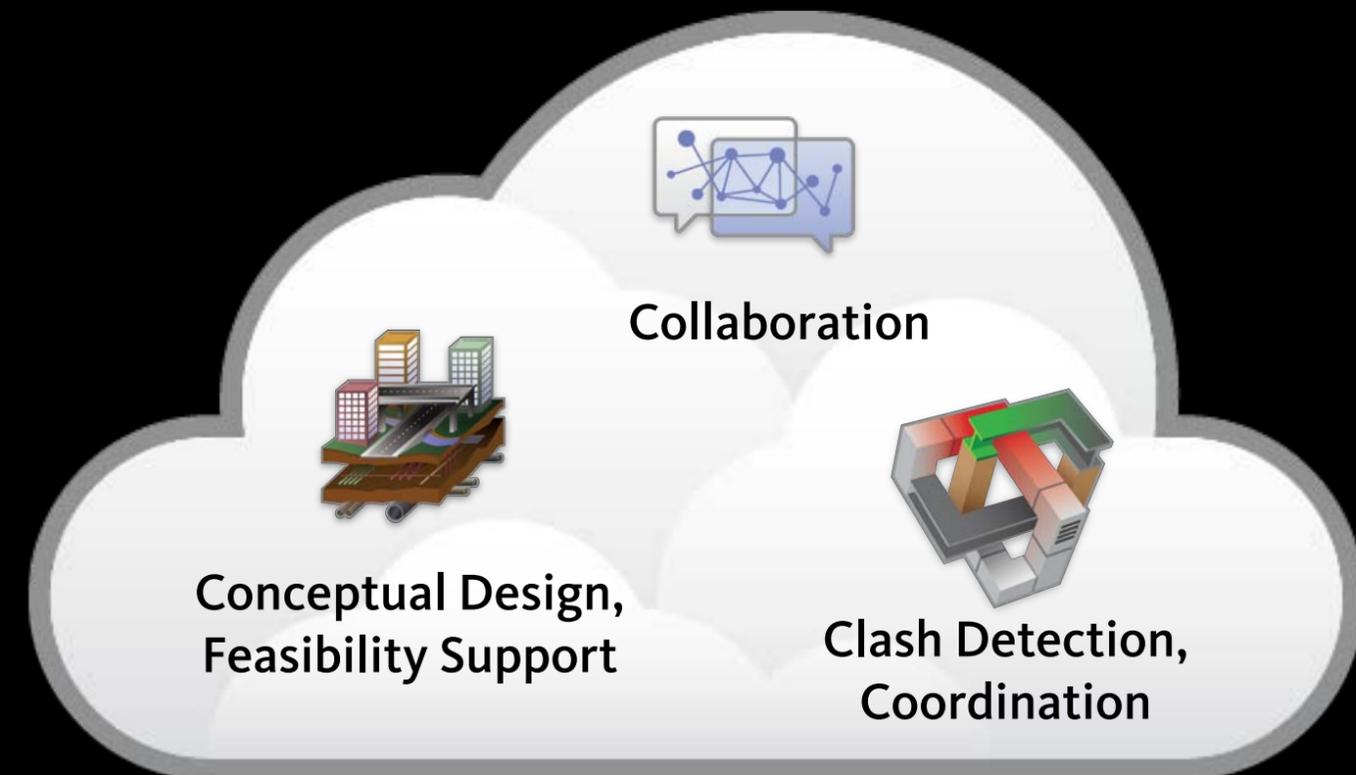
# Autodesk 360: Early Adoption

- 9M downloads of business mobile apps
- 4.6M total unique users logged into one of the ADSK 360 services
- Autodesk 360 rendering since September 2011
  - 374K jobs submitted
  - 202K files uploaded weekly
  - 3.5M core rendering hours



# Autodesk BIM 360: The Next Generation of BIM

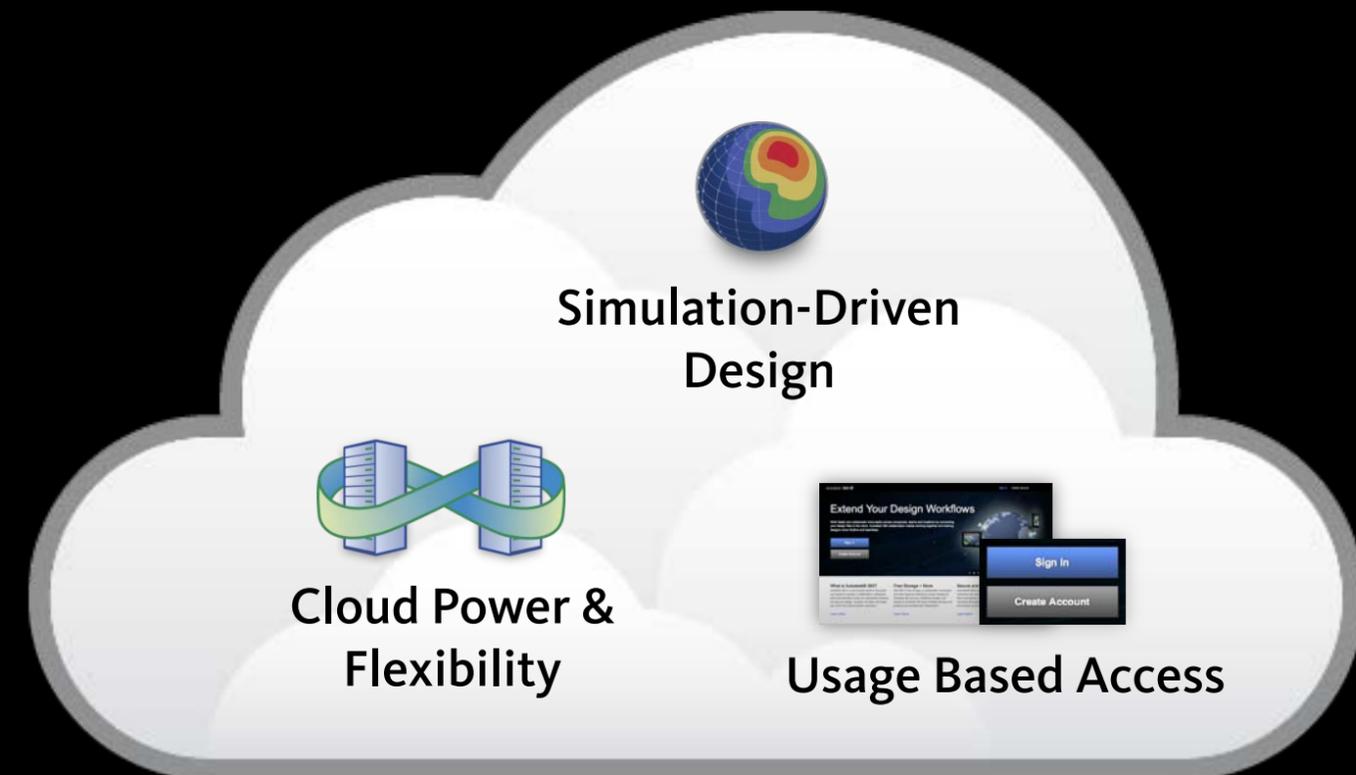
- Provides platform for the expansion of 360 services
- Market expected to grow from \$1.8B in 2012 to \$6.5B in 2020 (17.3% CAGR\*)
- Extend the benefits of BIM in the cloud to solve computational intensive tasks and immediate collaboration challenges



\*Pike Research, 2012

# Autodesk Simulation 360: Disrupting the Simulation Market

- Broadly applicable across multiple industries
- Cloud based access and pricing removes entry & adoption barriers and provides powerful simulation workflows to all design customers
- Leverages the power and flexibility of the cloud



# Autodesk PLM 360: Expanding Reach to New Markets

- Streamlines management of data, people, and business processes
- Up and running in minutes to days - not months to years
- No hardware to install, networks to set up, or complicated licensing to decipher



# Autodesk PLM 360: Expanding Reach to New Markets

## 90-Day Velocity

- 100+ companies actively evaluating and testing the solution in a production environment
- 5,000 users with 9,000 workspaces managing over 1.5 million items
- Community of 150,000+ engagers



# Autodesk PLM 360: Customer Adoption



**Market  
Expansion**



**Autodesk SIM 360**  
Disrupt high-end  
simulation and capture  
new users

**1,000,000s  
of users**

**Autodesk BIM 360**  
Extend BIM leadership to  
construction

**Autodesk PLM 360**  
Reach new users in the  
manufacturing lifecycle

**Autodesk Suites and Autodesk 360**  
Increase revenue per customer  
Increase subscription attach and renewal rate  
Drive Cloud adoption

**100,000s  
of users**

Autodesk®