



**Autodesk Investor Meeting**

October 1, 2014

# Momentum with Business Model Transition

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# Fueling Growth

12%

20%

50%



=



+



## More Growth

12% billings CAGR by FY18

## More Value

20% more value per account

## More Subscriptions

50% subscription growth



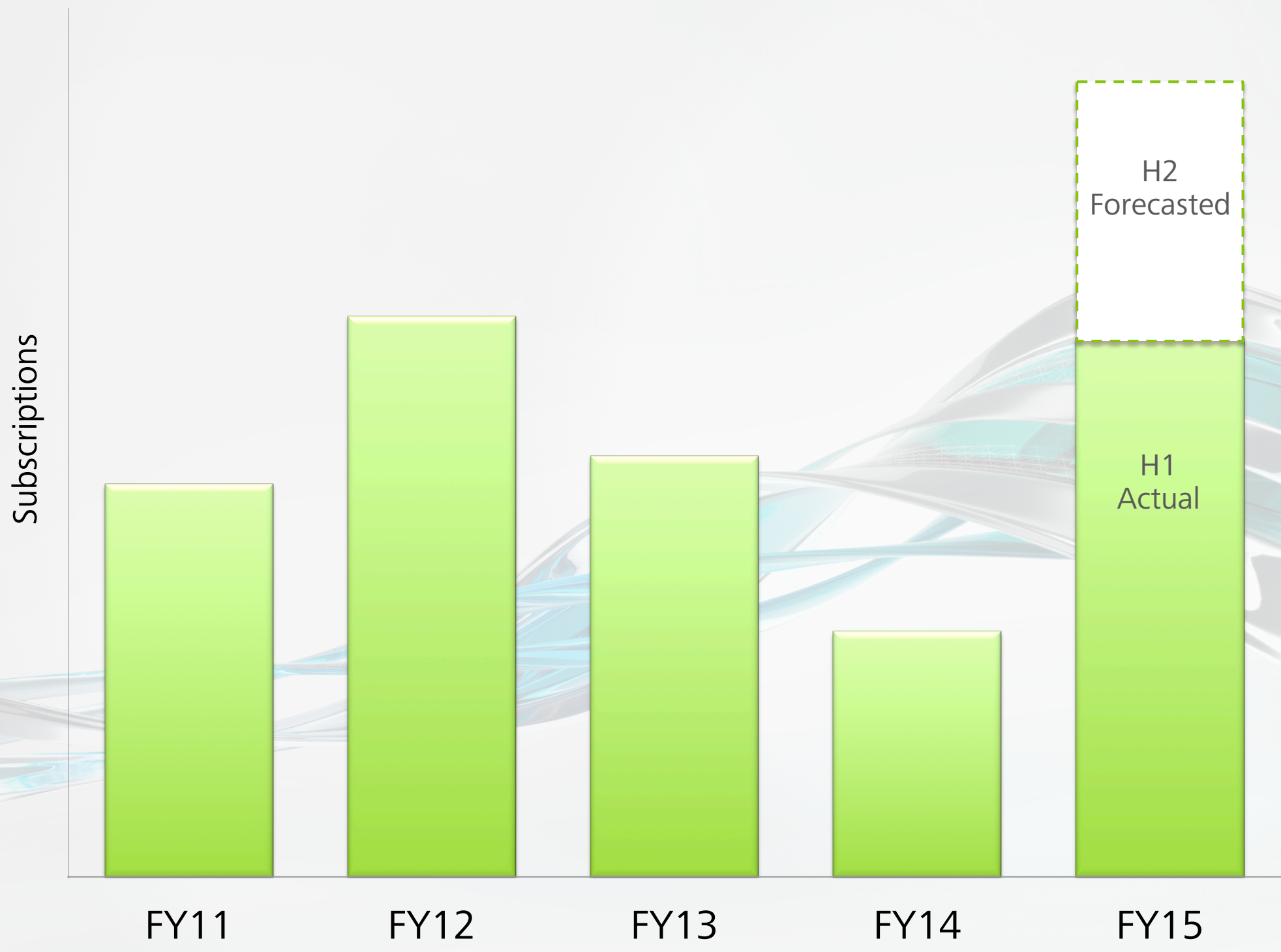
18%

Billings Growth  
H1 Y/Y

11%

Subscriptions Growth  
H1 Y/Y

# Subscription Additions Trend



7%

growth Y/Y

Subscriptions



H1 FY14



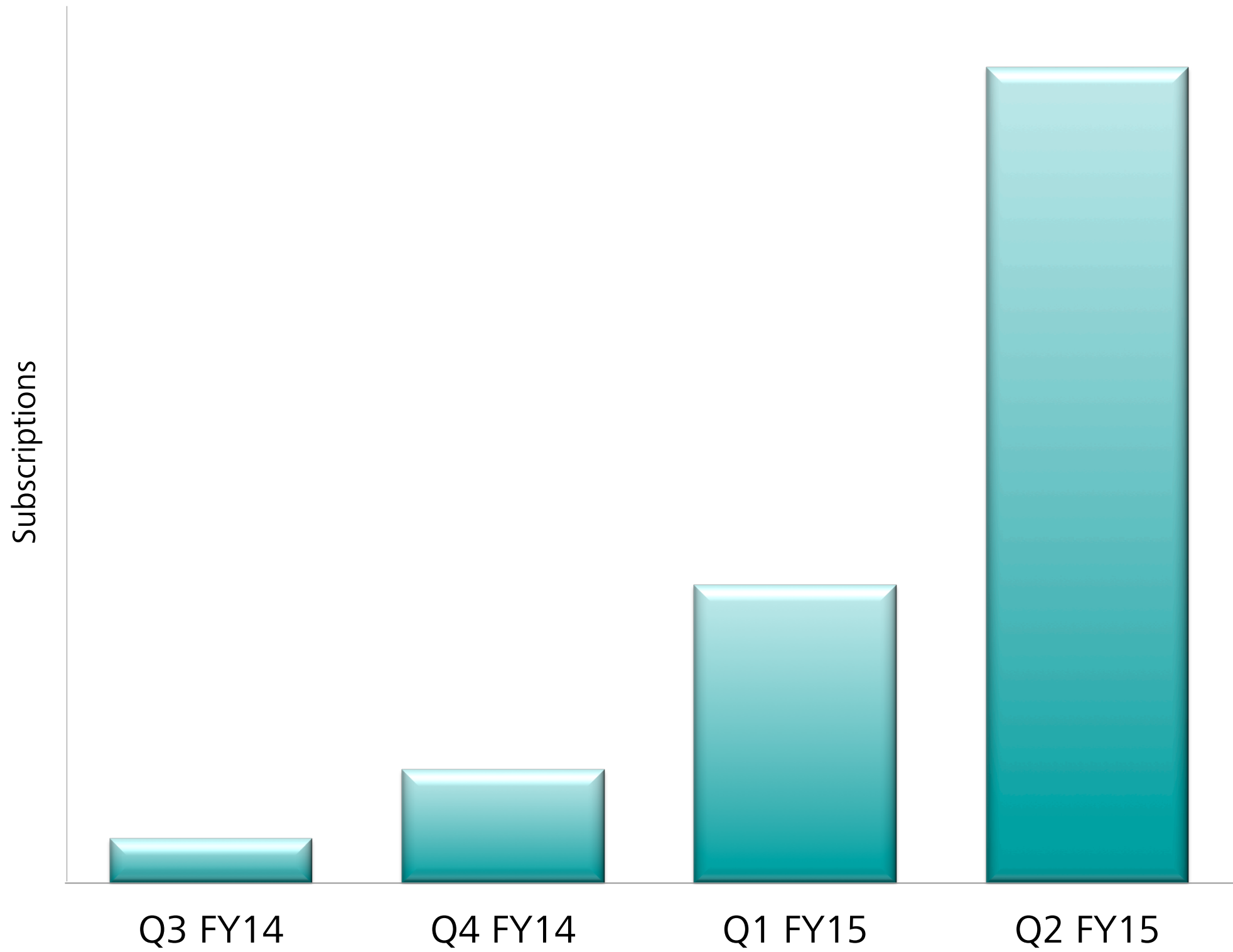
H1 FY15

Maintenance  
Subscription  
Growth





5 points  
increase in AutoCAD LT  
renewal rates









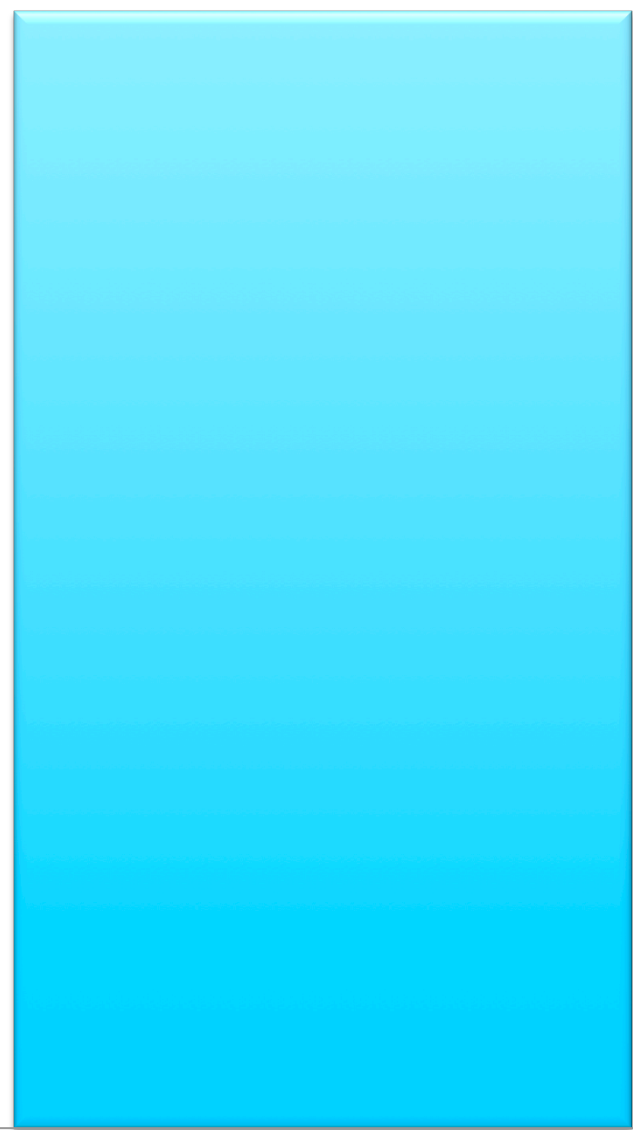
Subscriptions

1.8x

growth Y/Y



H1 FY14



H1 FY15

Cloud Service  
Subscription  
Growth

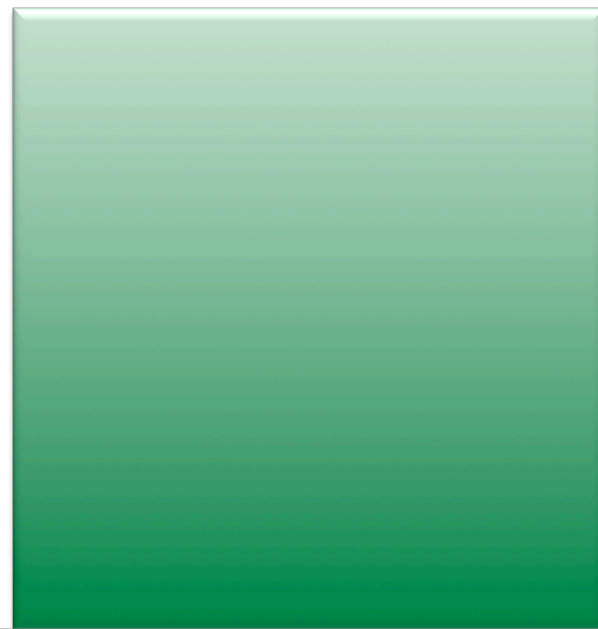




37%

growth Y/Y

Subscriptions



H1 FY14



H1 FY15

EBA  
Subscription  
Growth

A large green graphic consisting of a curved arrow that starts from the left, curves upwards, and then points diagonally upwards and to the right.

# Maintaining Momentum in FY16

12%

20%

50%



=



+



## More Growth

12% billings CAGR by FY18

## More Value

20% more value per account

## More Subscriptions

50% subscription growth

# Opportunity is Still Huge



2.9 Million  
non-subscribers

# Who Are They?

- Active paying customers, not pirates
- Purchase perpetual licenses infrequently
- 45% are LT customers

FY10

FY11

FY12

FY13

FY14

# Drive Higher Renewal Rates





# Add Cloud to Every Account



# Capture Completely New Subscribers with the Cloud



# Increase Penetration in Named Accounts with EBAs



Named Accounts



Consumption

# Key FY16 Initiatives



Lead with  
New Offerings



Increase Access  
to New Offerings

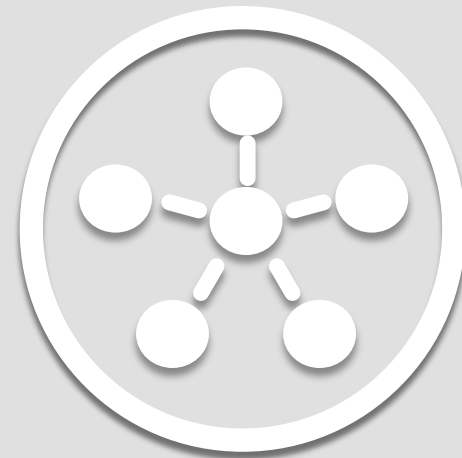


Increase Value  
of New Offerings

# Key FY16 Initiatives



Lead with  
New Offerings



Increase Access  
to New Offerings



Increase Value  
of New Offerings

# Preferred Way to Buy Delivers a Superior Experience



Desktop  
Subscription



Cloud Service  
Subscription



Consumption  
Models

# Stop Selling New Perpetual Licenses



Ownership



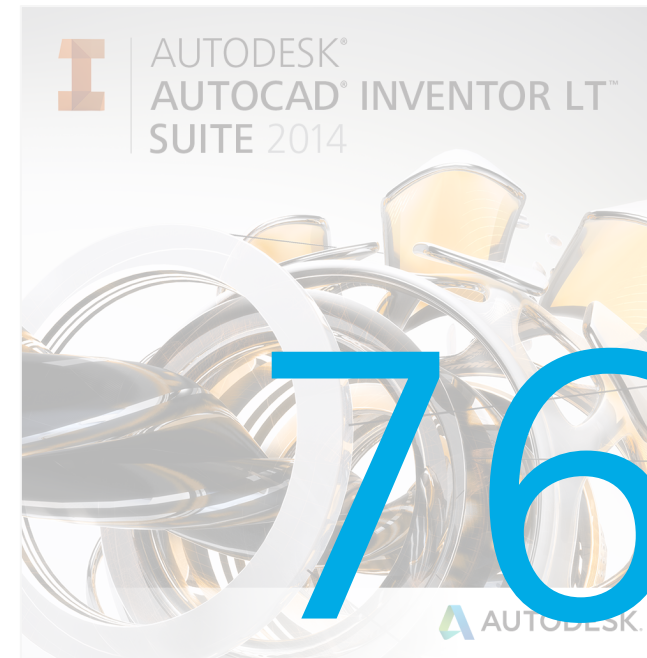
Access

# Start with LT Products and Finish with the Portfolio





# Why LT Products?



48% 76%

of new seats are non-subscribers



# Why LT Products?



<sup>1</sup>Across all geographies and incorporating attach and renewal rates

<sup>2</sup>Expected renewal rate of 90%

# Why LT Products?



30%  
more value

# Key FY16 Initiatives



Lead with  
New Offerings



Increase Access  
to New Offerings



Increase Value  
of New Offerings

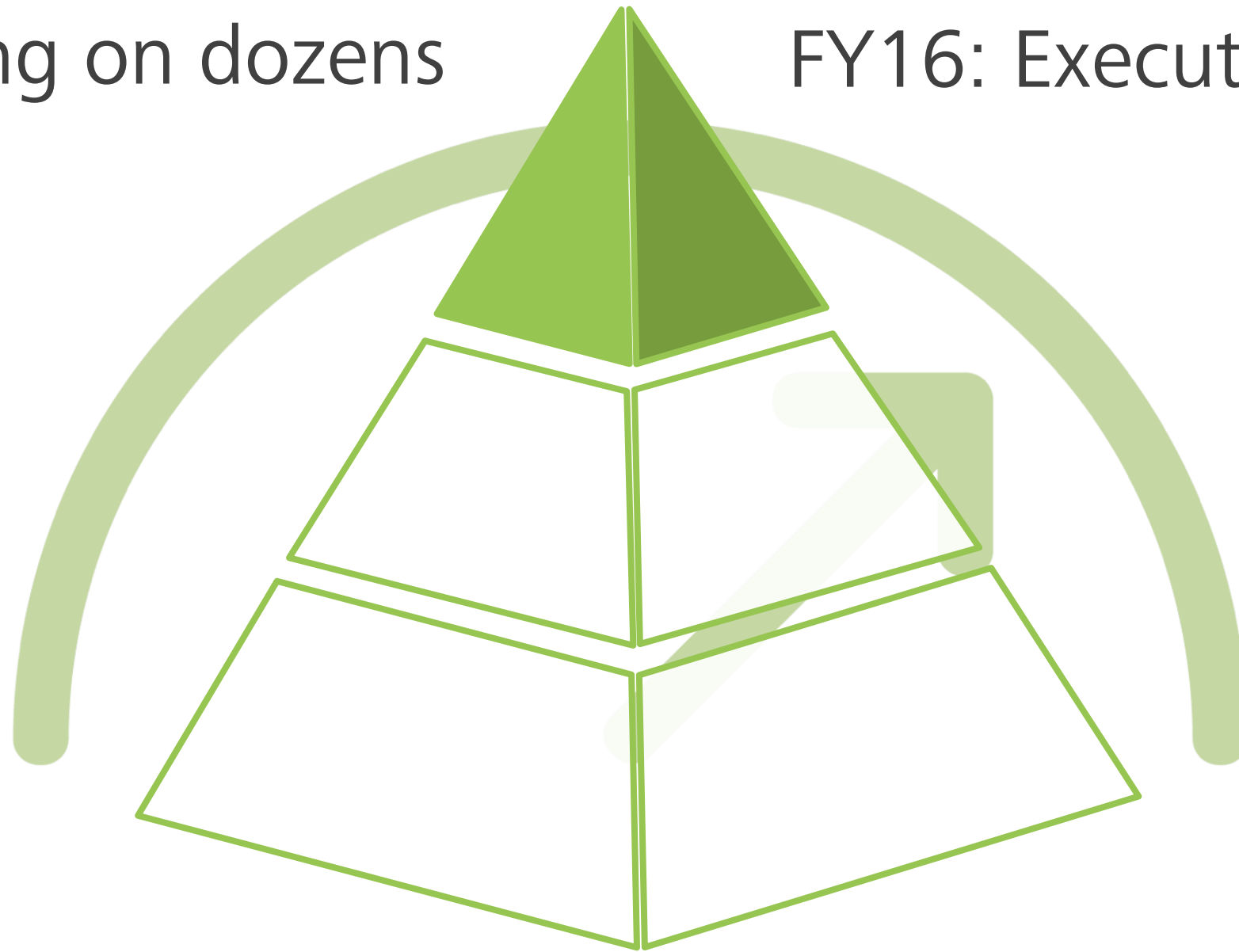
# More Access to Consumption-Based Models



# More Access to Consumption-Based Models

FY15: Executing on dozens

FY16: Executing on hundreds



# More Access to Desktop Subscription



amazon.com<sup>®</sup>

CDW<sup>®</sup>

DELL



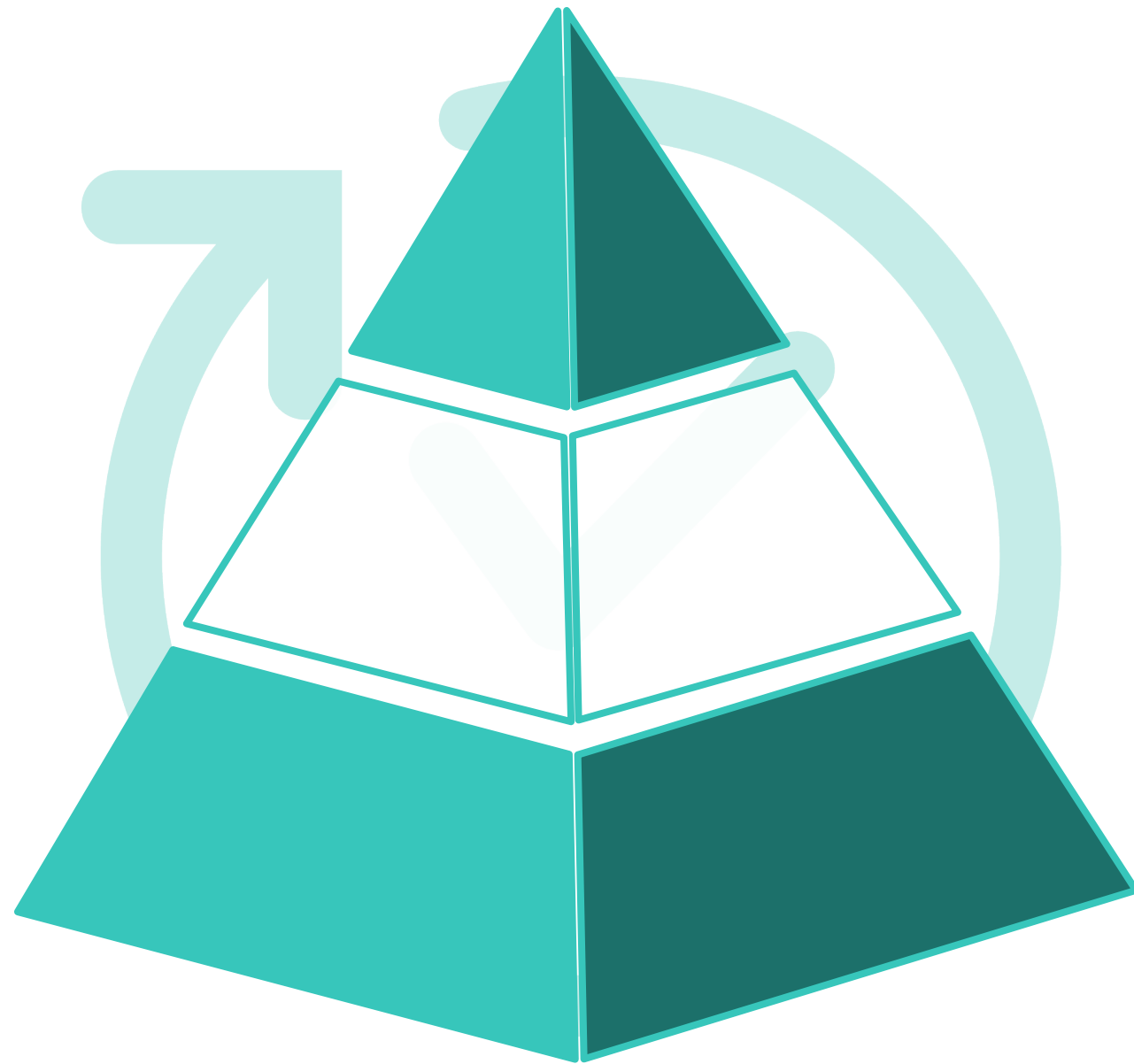
Monthly

+



Annual

# More Access to Desktop Subscription



Targeting enterprises and very small businesses

amazon.com<sup>®</sup>

CDW<sup>®</sup>

DELL



Monthly

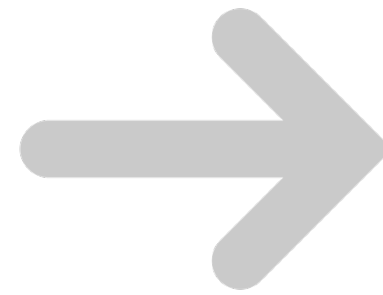
+



Annual



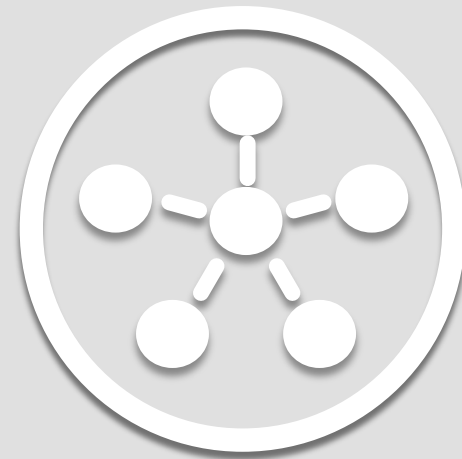
# Shift Margins from Perpetual to Desktop Subscription



# Key FY16 Initiatives



Lead with  
New Offerings

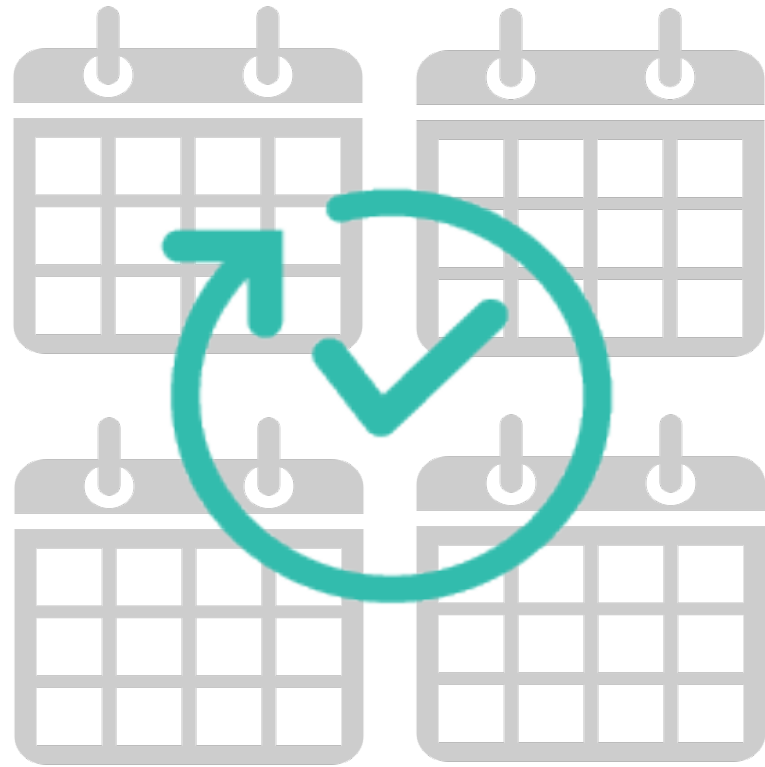


Increase Access  
to New Offerings



Increase Value  
of New Offerings

# Add More Value with Desktop Subscription



Multi-Year Subscriptions



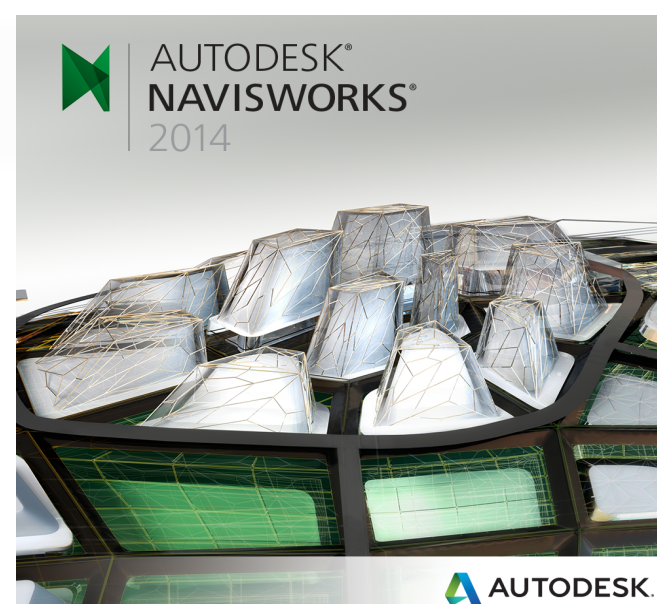
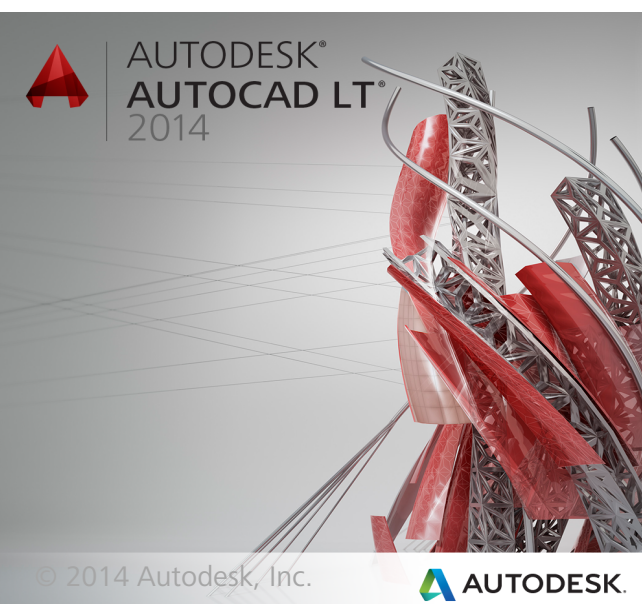
Streamlined Access

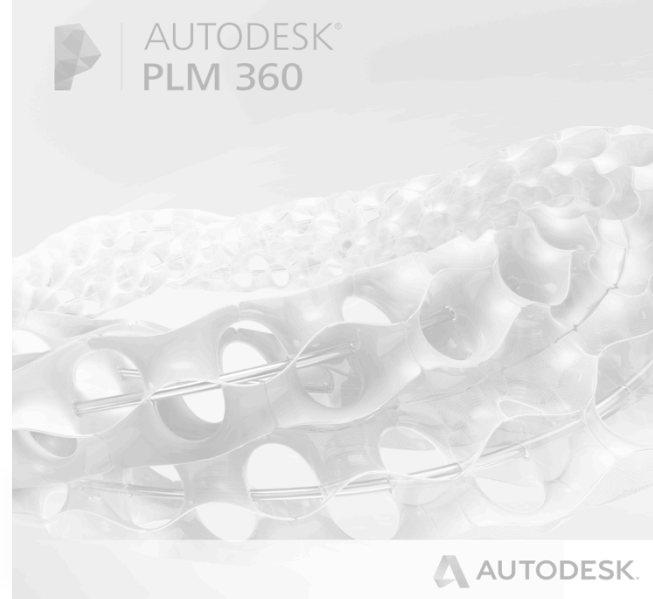


Exclusive Support

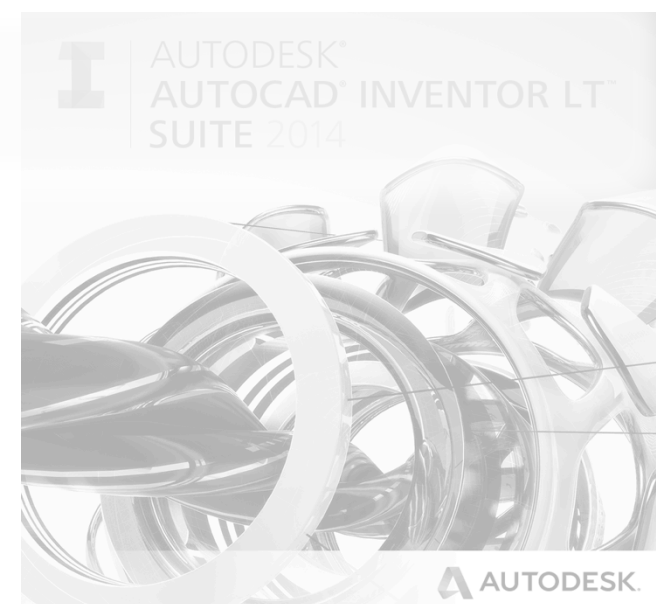
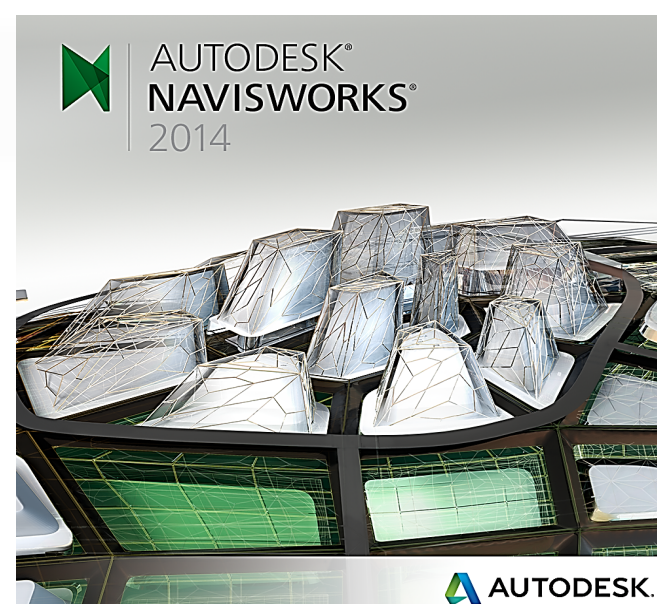


# Bundled Desktop and Cloud Subscriptions





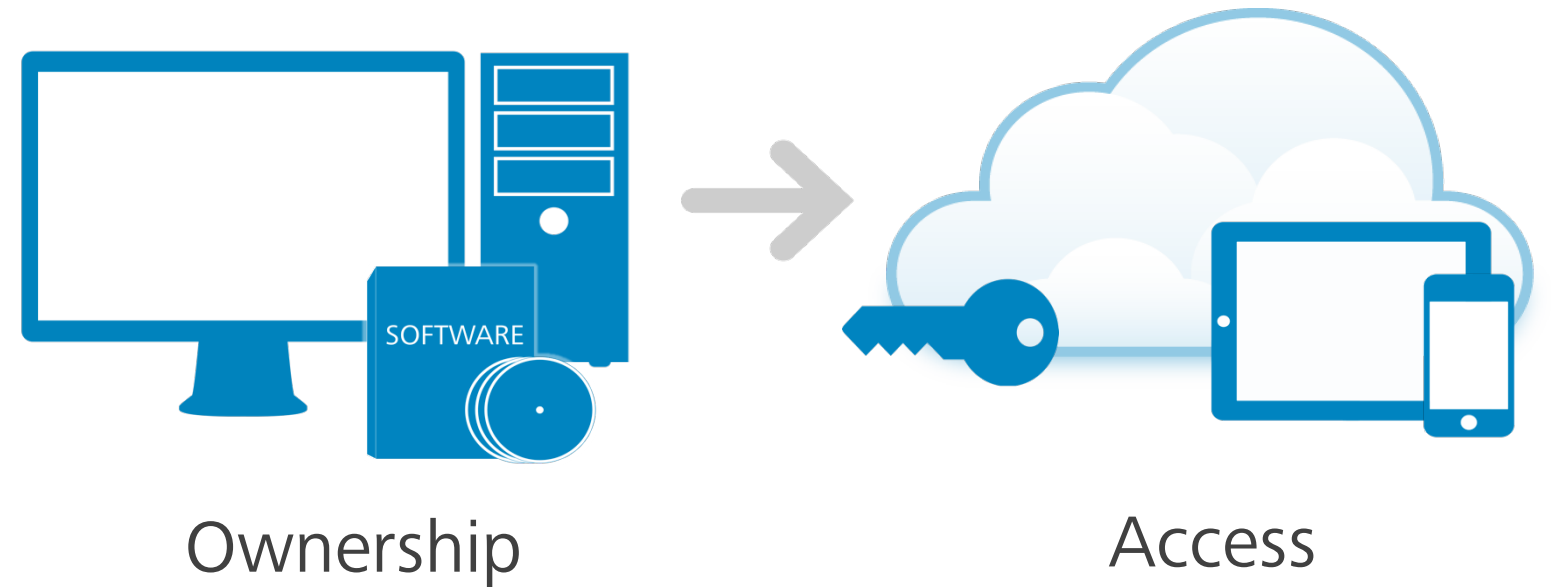
# Bundled Desktop and Cloud Subscriptions





# Maintaining Momentum Beyond FY16

# Removal of Perpetual Purchases Fuels Long Term Growth



# Build a Culture of Retention



Engagement



Analytics



Inside sales

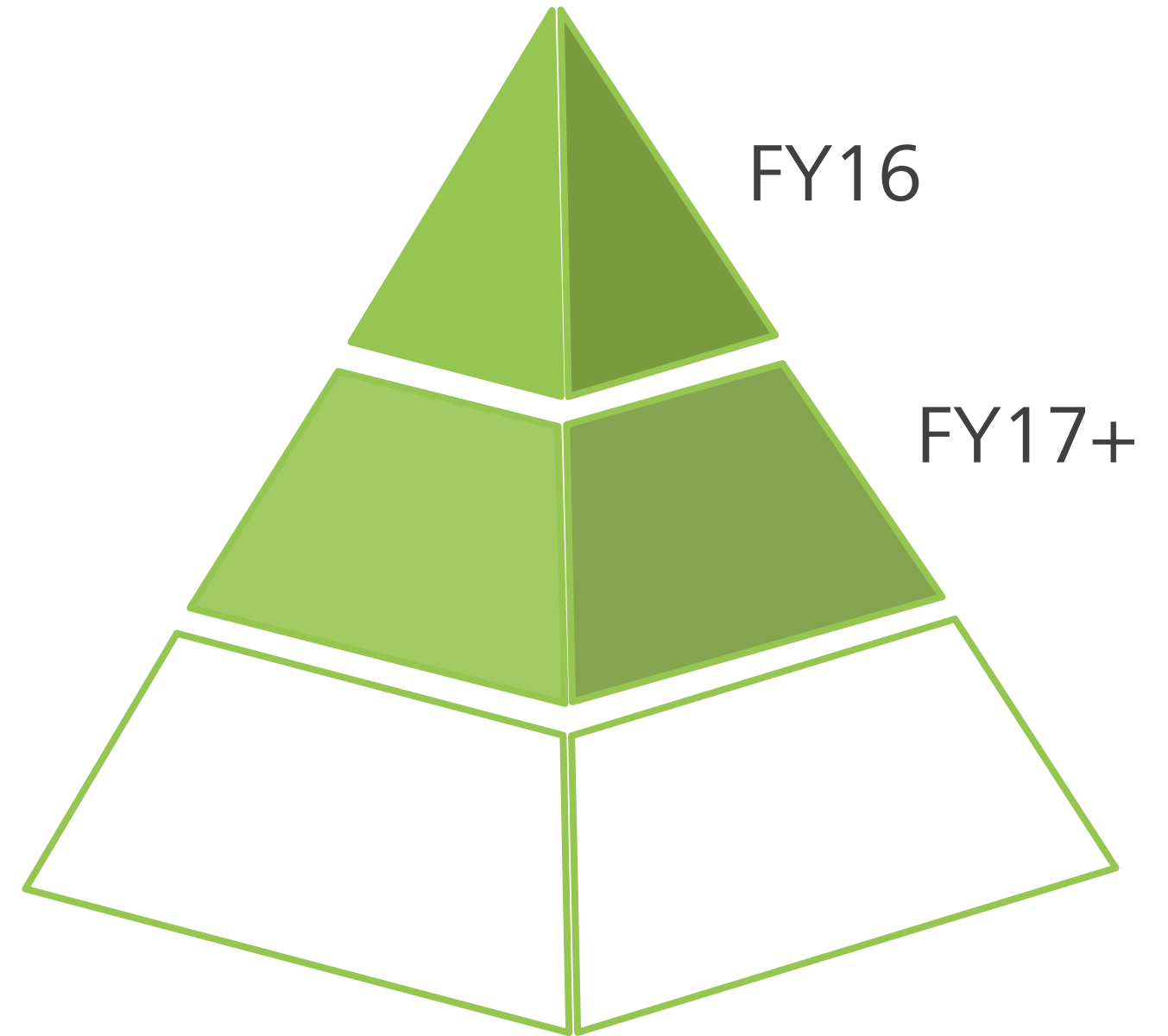


# Move Consumption Models Down Market



Enterprises & SMBs

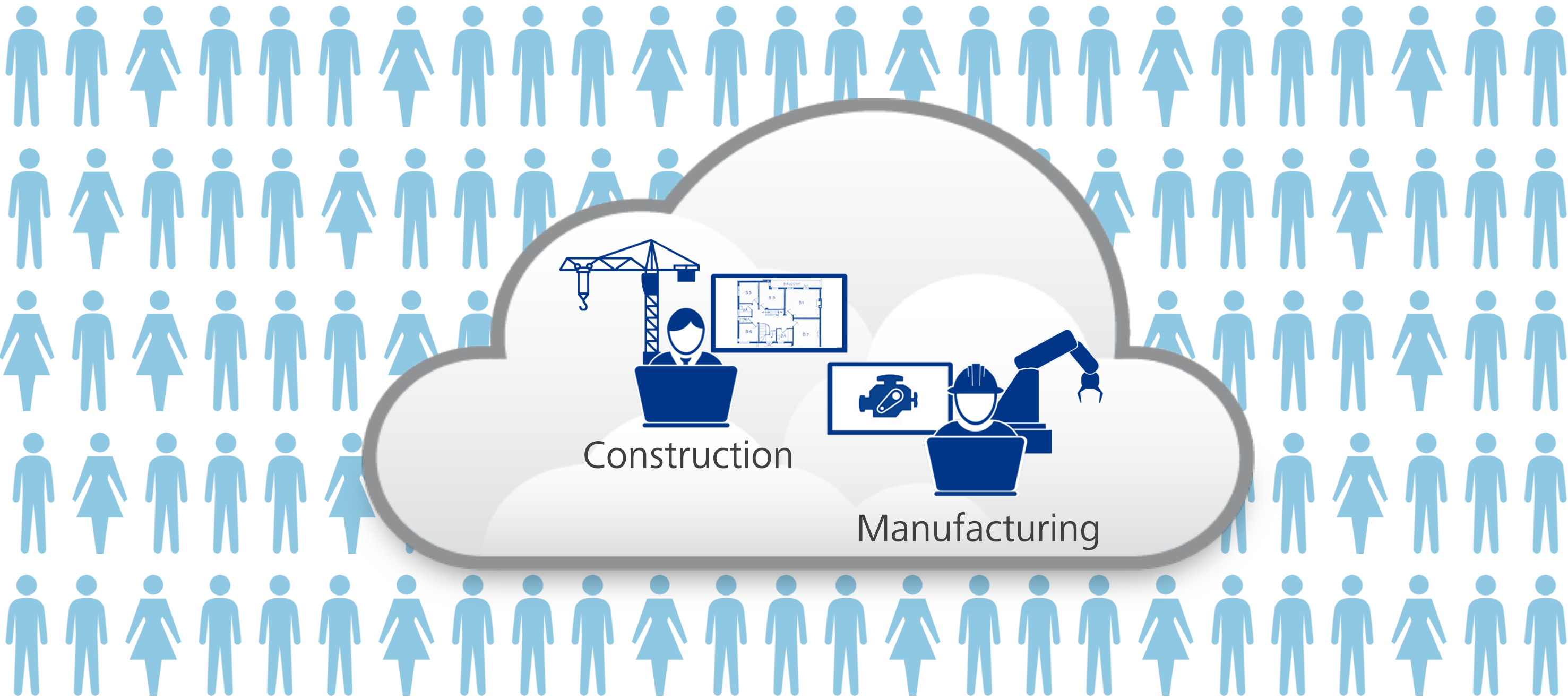
Consumption



FY16

FY17+

# Capture Completely New Subscribers with the Cloud



# Building Momentum for FY16 and Beyond

12%



## More Growth

12% billings CAGR by FY18

20%



## More Value

New offerings and increased account penetration fuel 20% more value per account

50%



## More Subscriptions

New business models and improved subscription rates provide access to more subscriptions; growing base 50%

