



Autodesk Investor Day

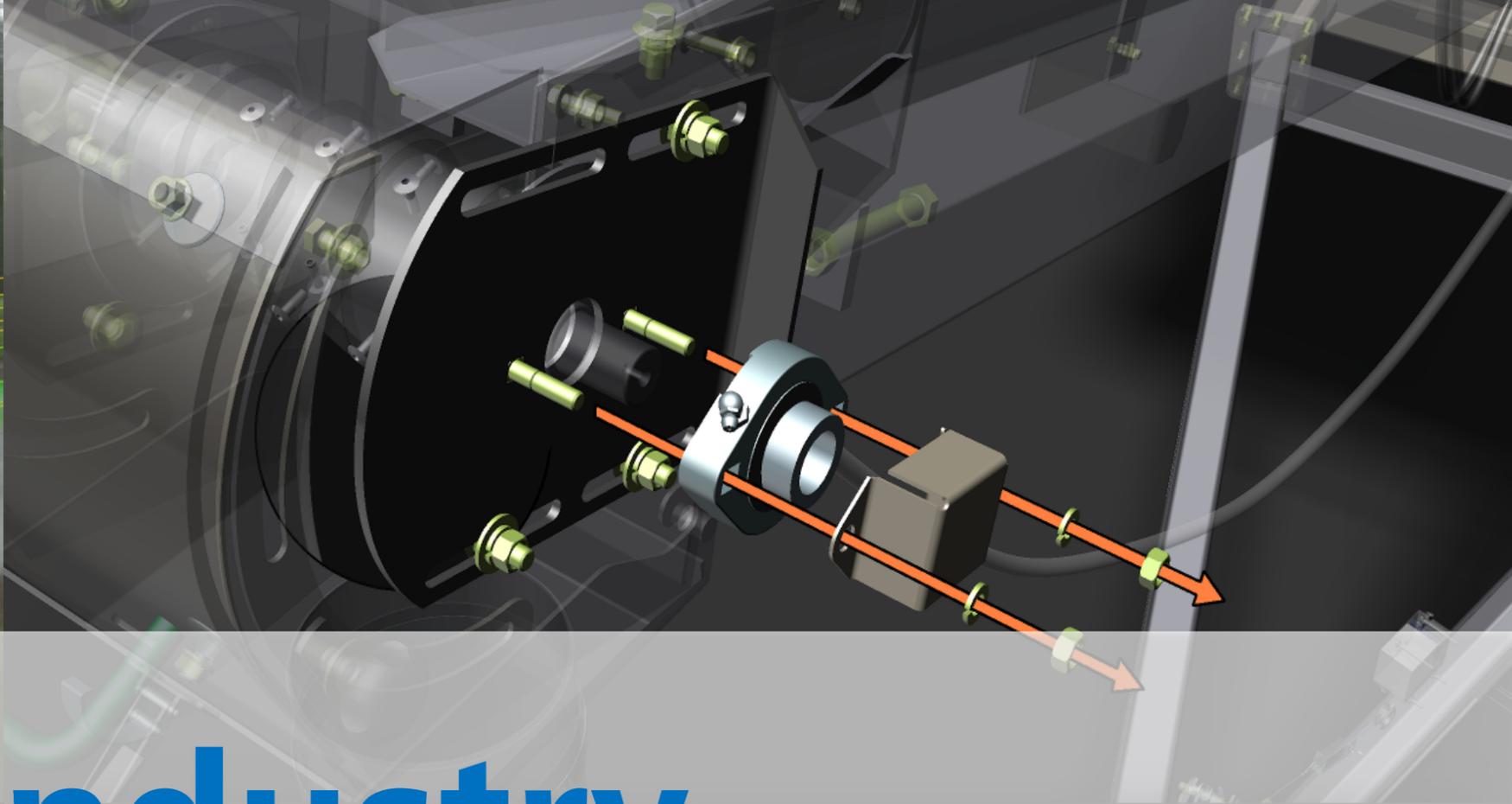
October 1, 2014

Manufacturing Opportunity

Buzz Kross

Senior Vice President



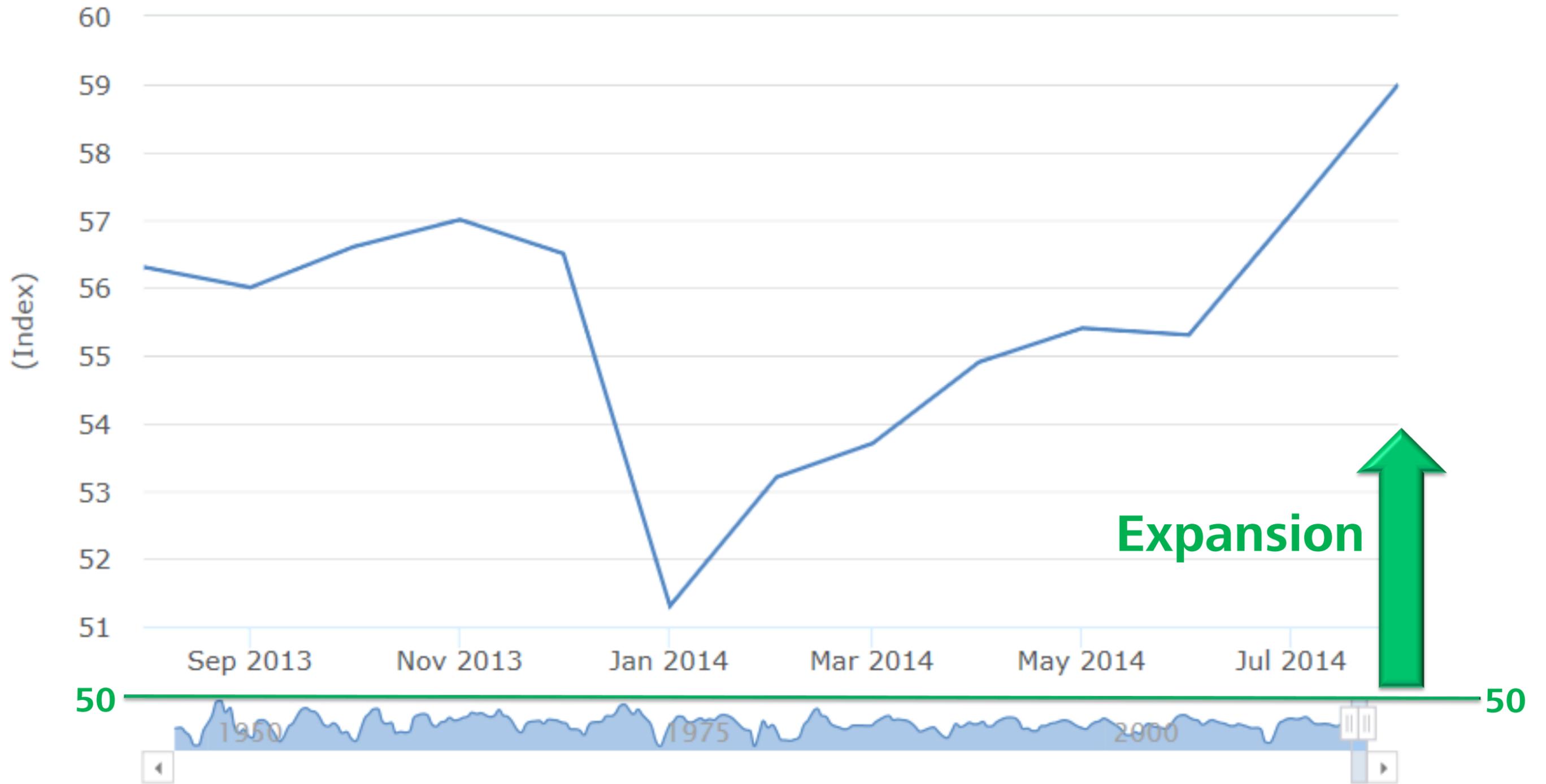


MFG Industry

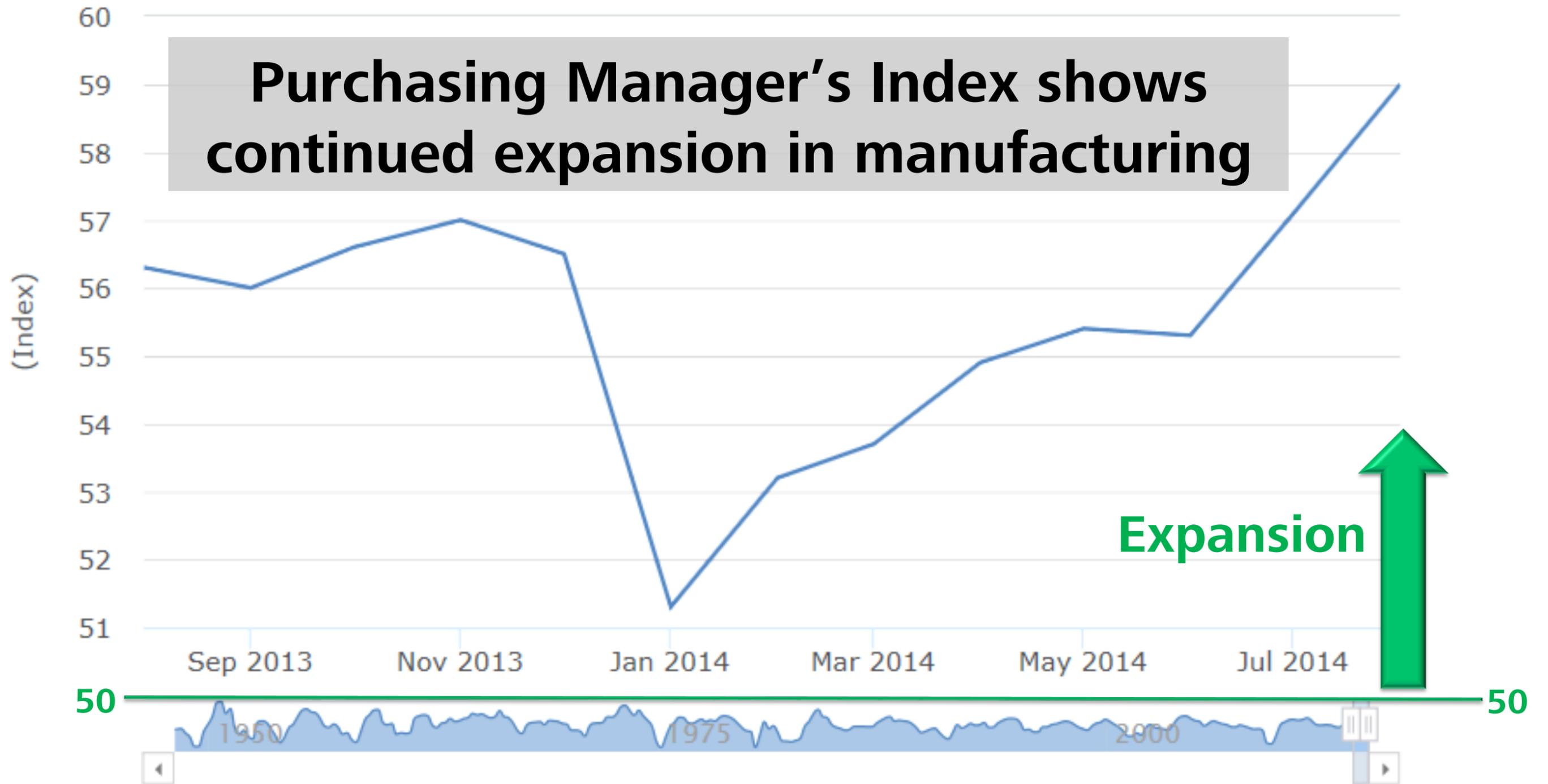


A photograph of a server rack filled with various electronic components, including cables, connectors, and circuit boards. The rack is made of metal and has several horizontal shelves. The text '\$11B' is overlaid in a large, white, sans-serif font across the center of the image. The background is a light-colored wall.

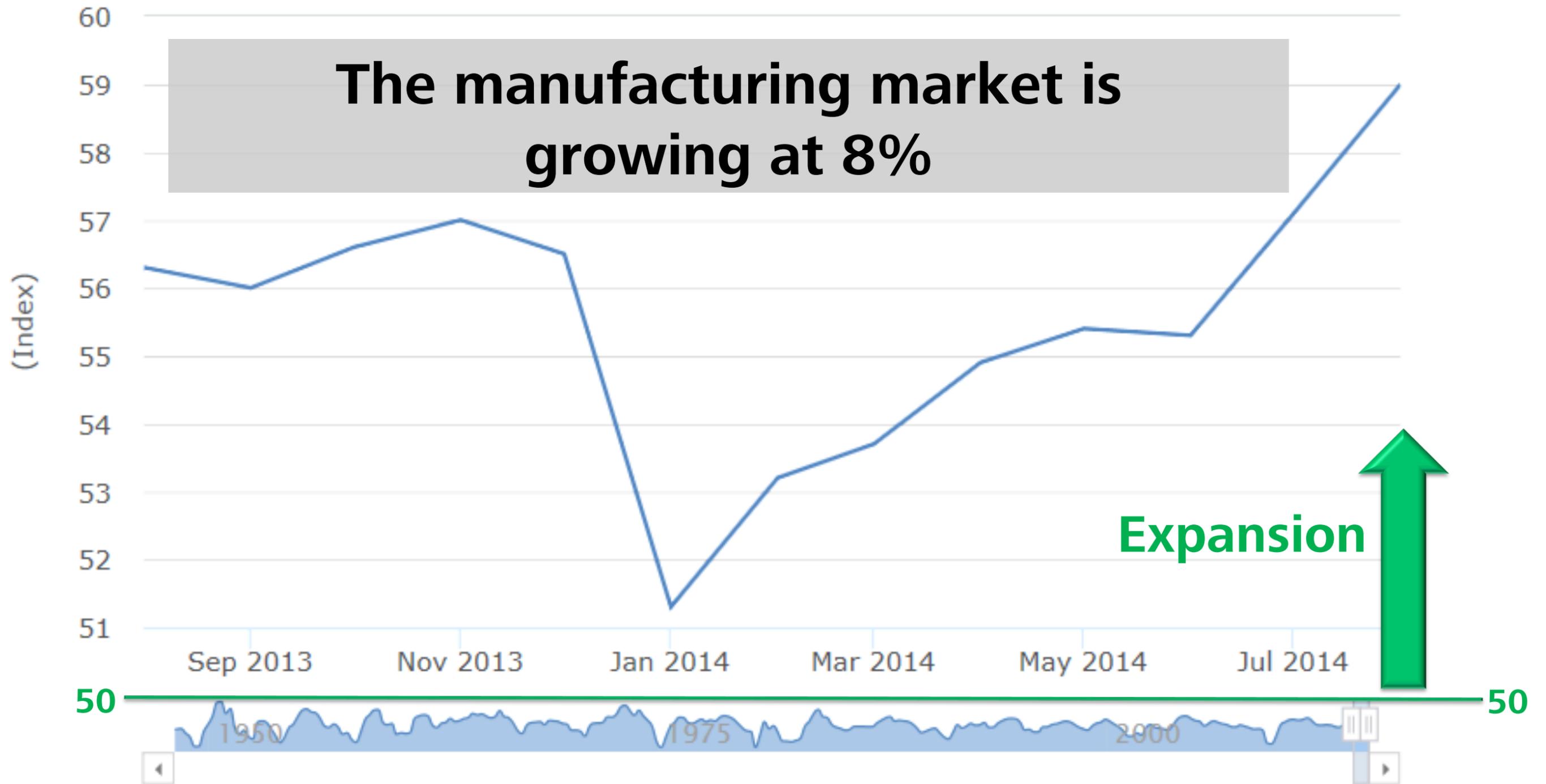
\$11B



Source: Institute for Supply Management



Source: Institute for Supply Management



Source: Institute for Supply Management

Autodesk Manufacturing Revenue Growth



170%

Manufacturing Business Segment Growth Q2 FY15

Drive More Value Per Account

12%



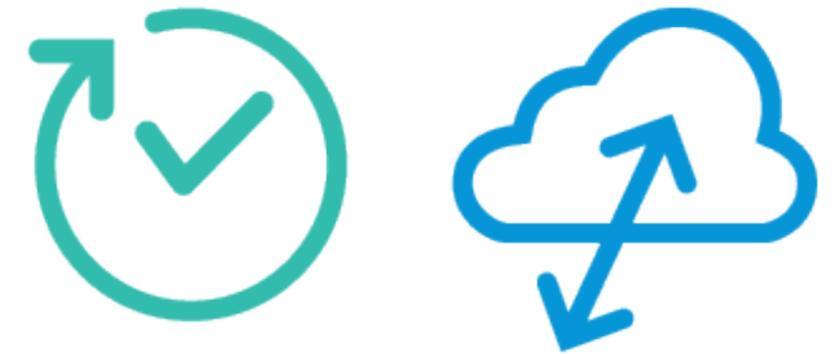
More Growth

20%



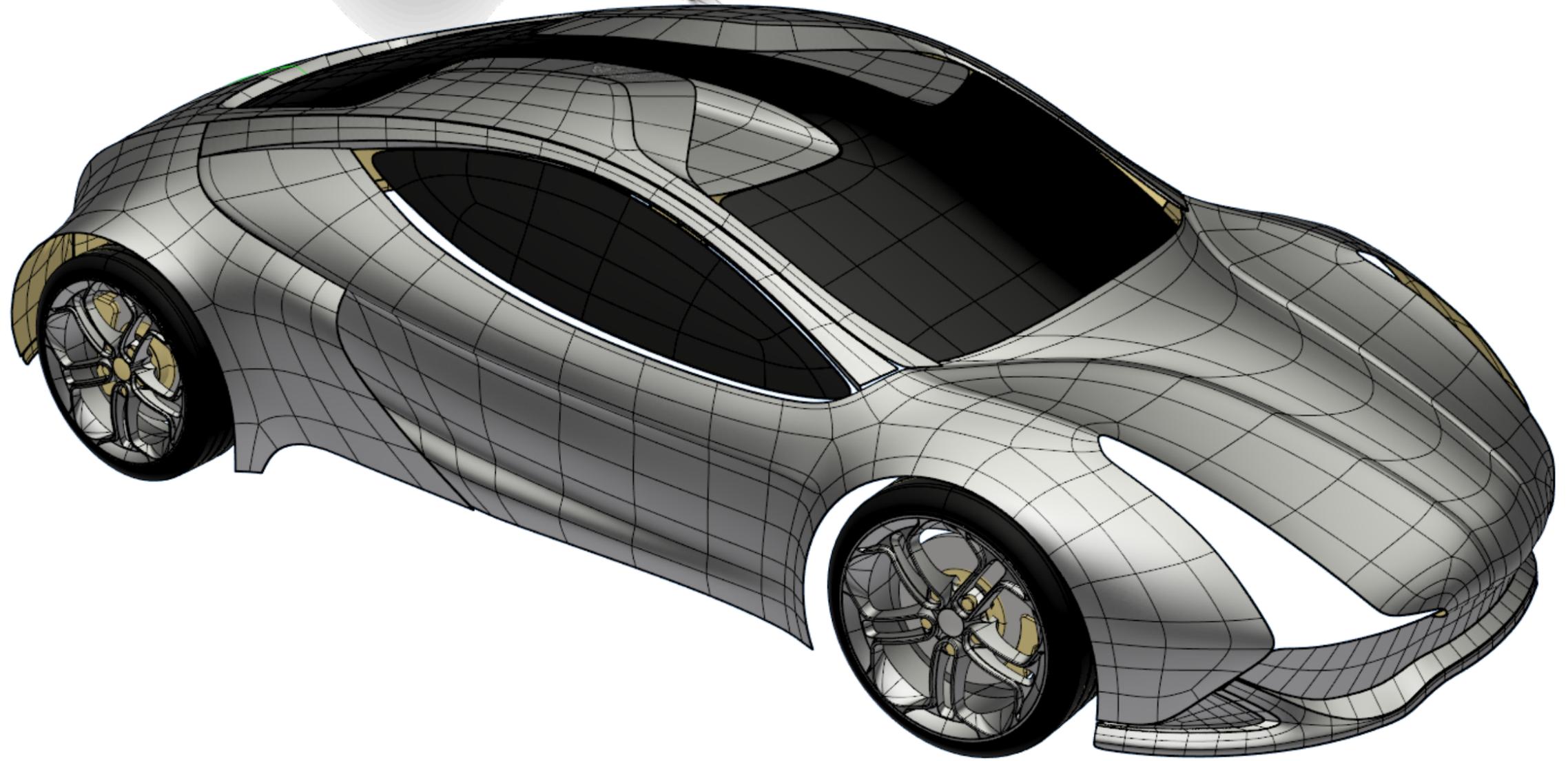
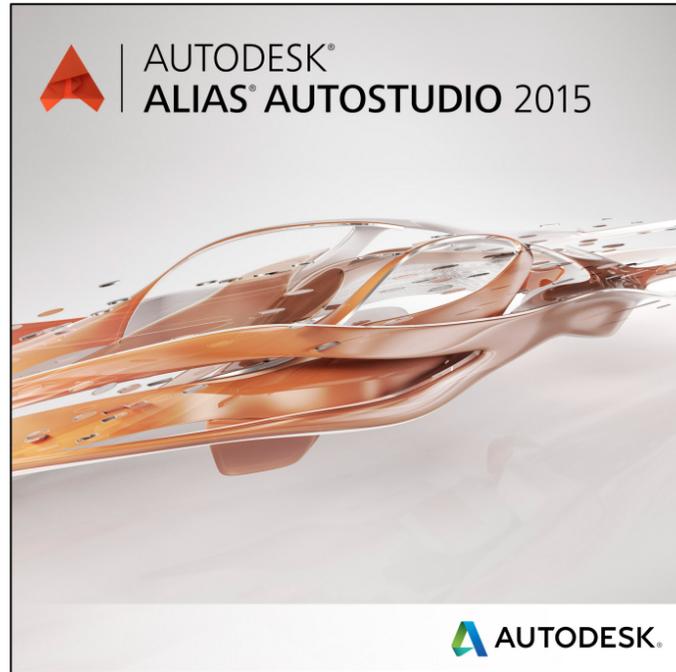
More Value

50%

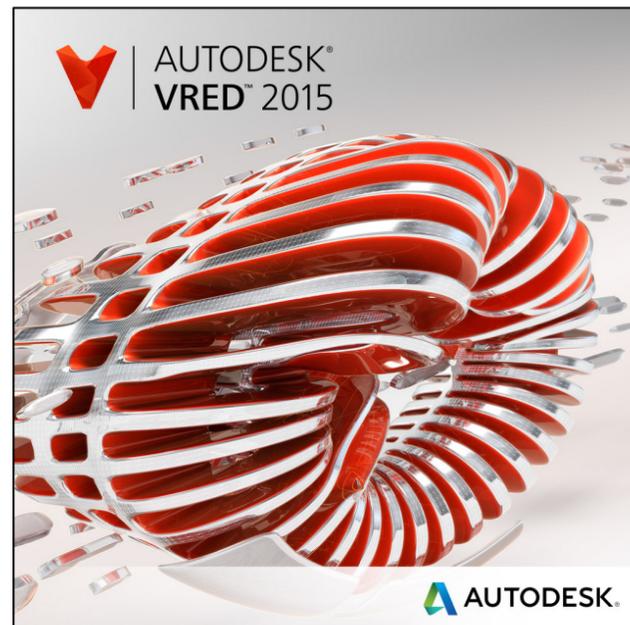


More Subscriptions

Concept to Class A



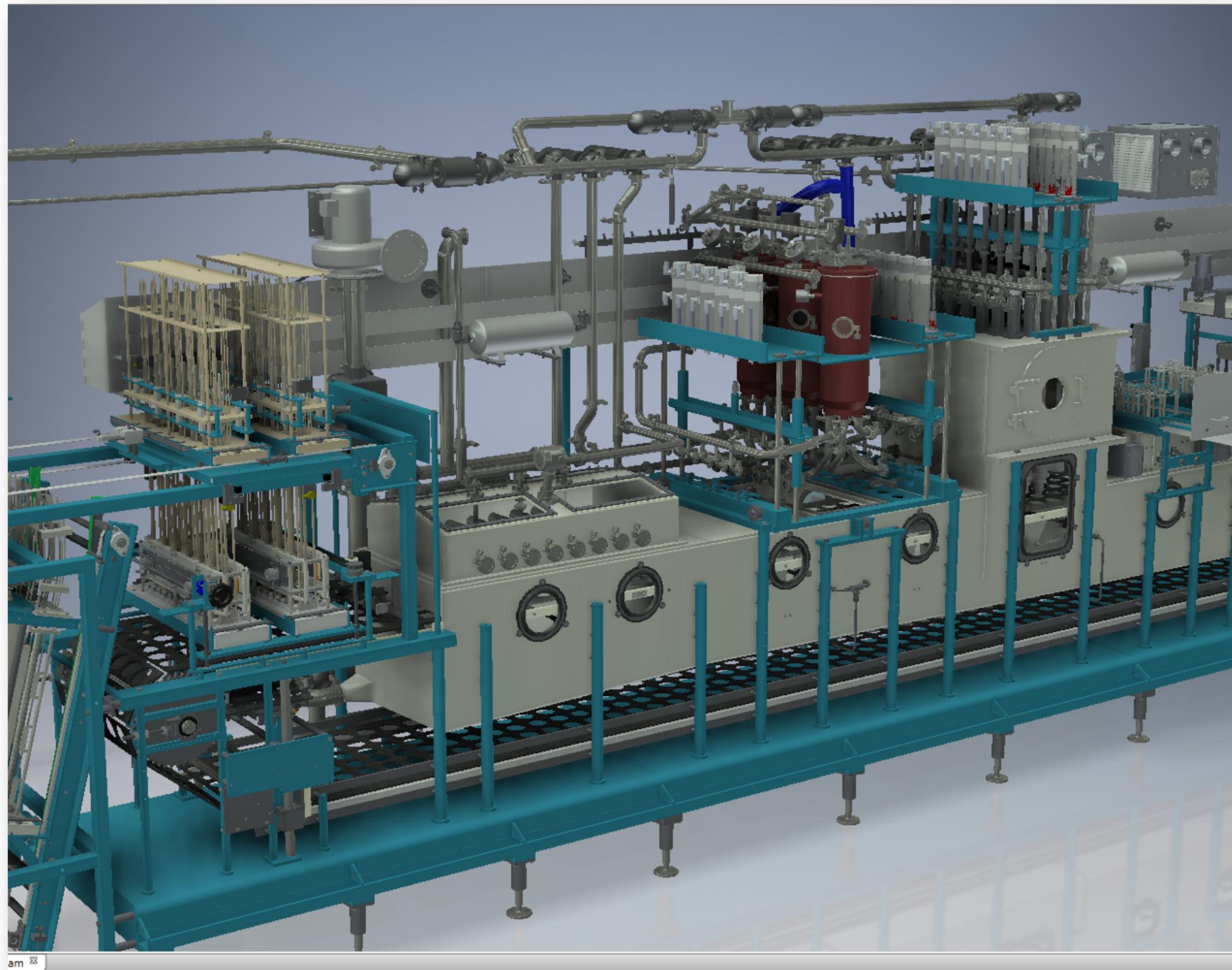
Visualization



Automotive Interiors

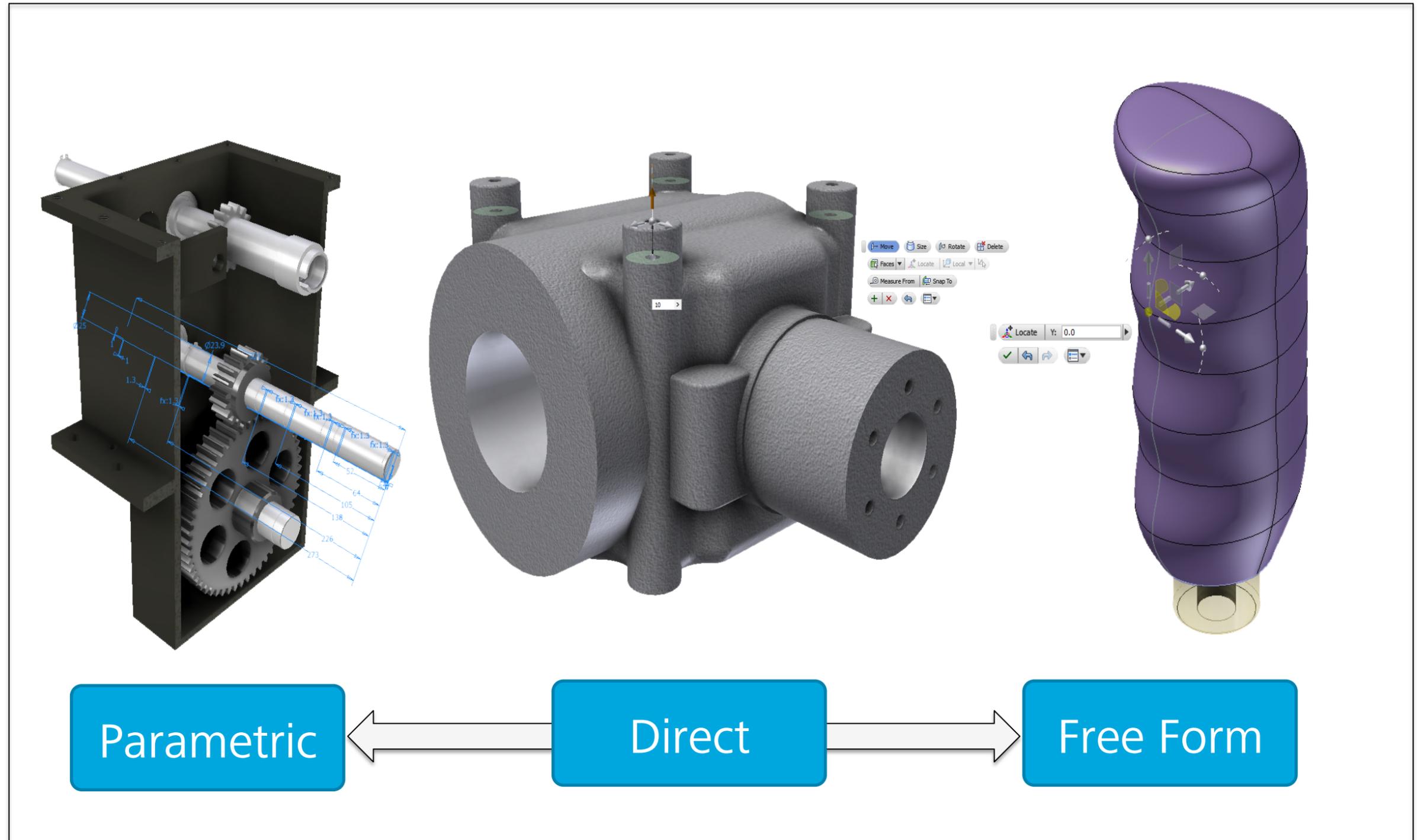


Design

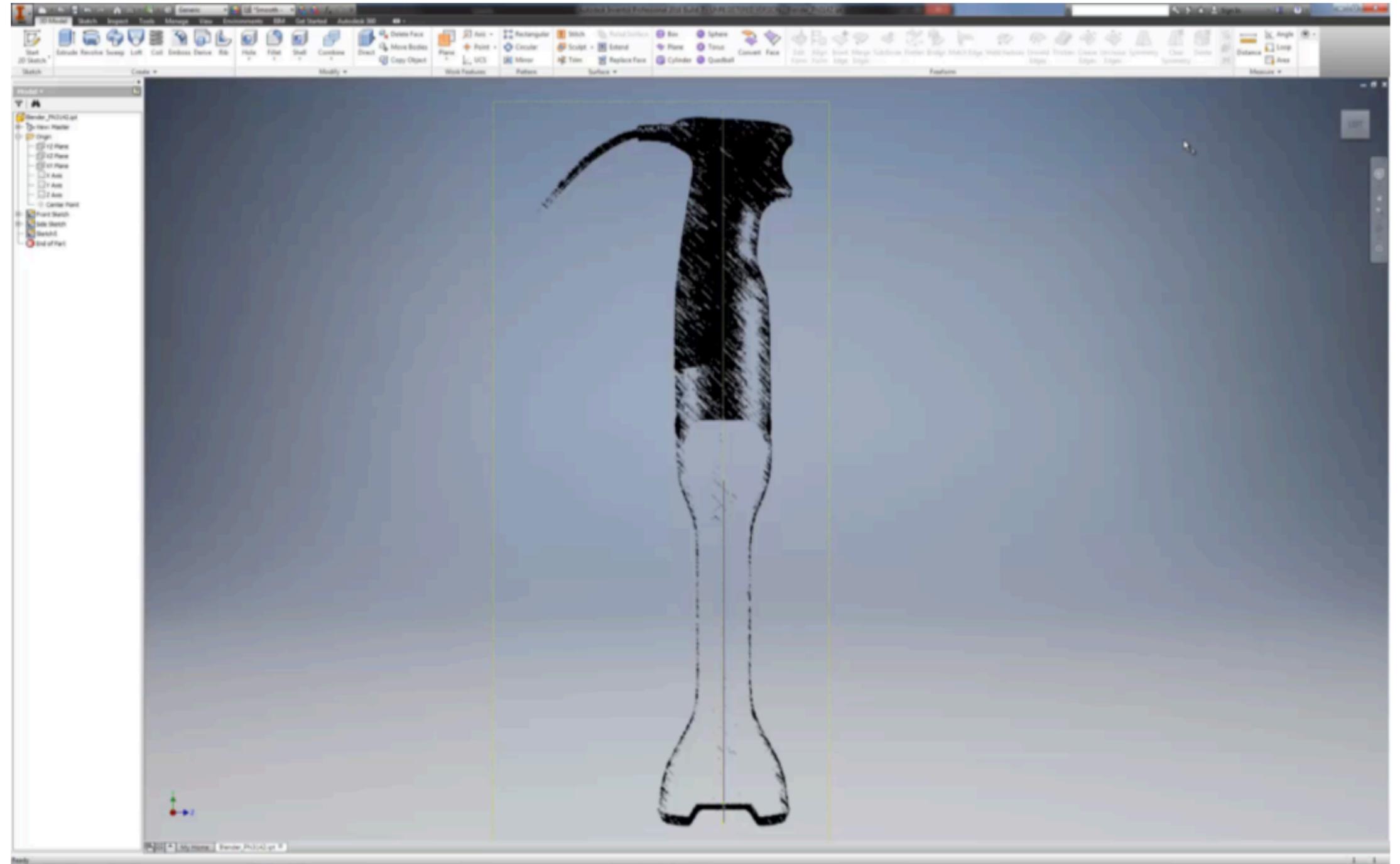


am

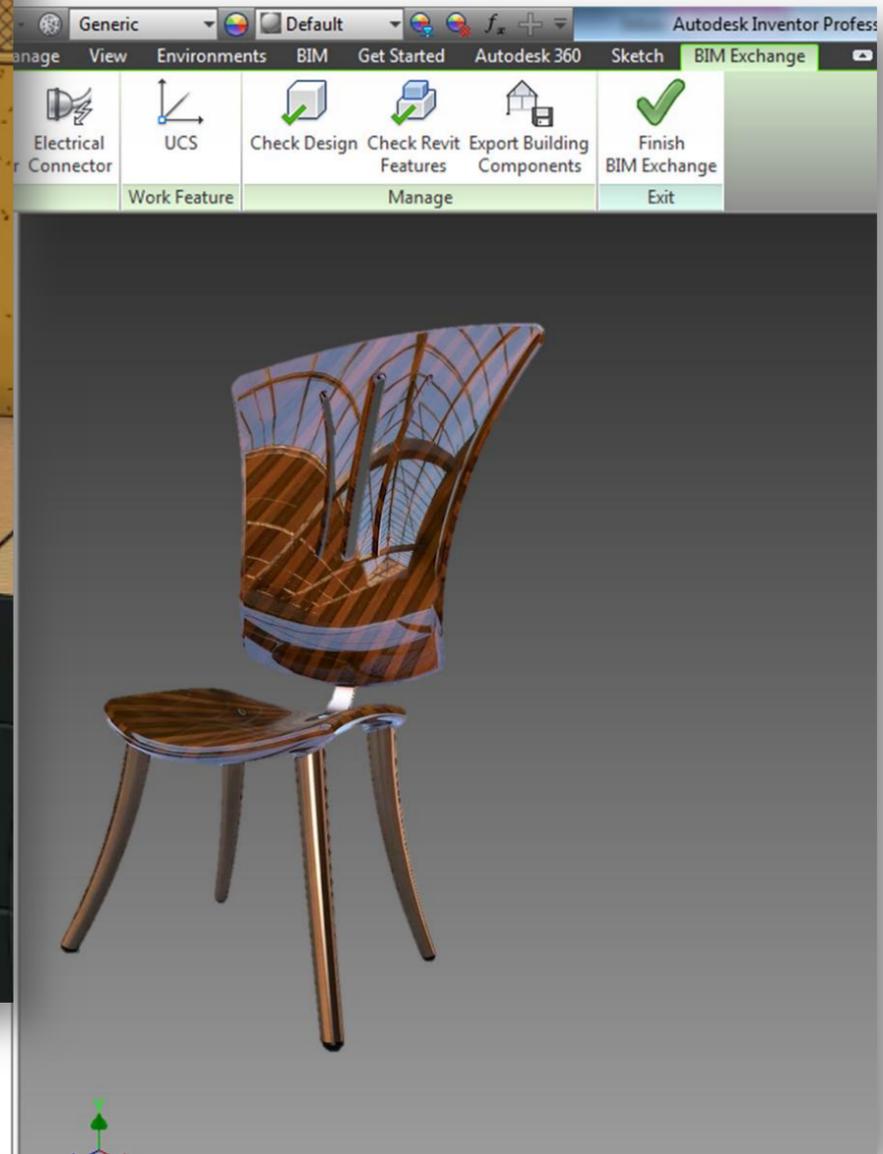
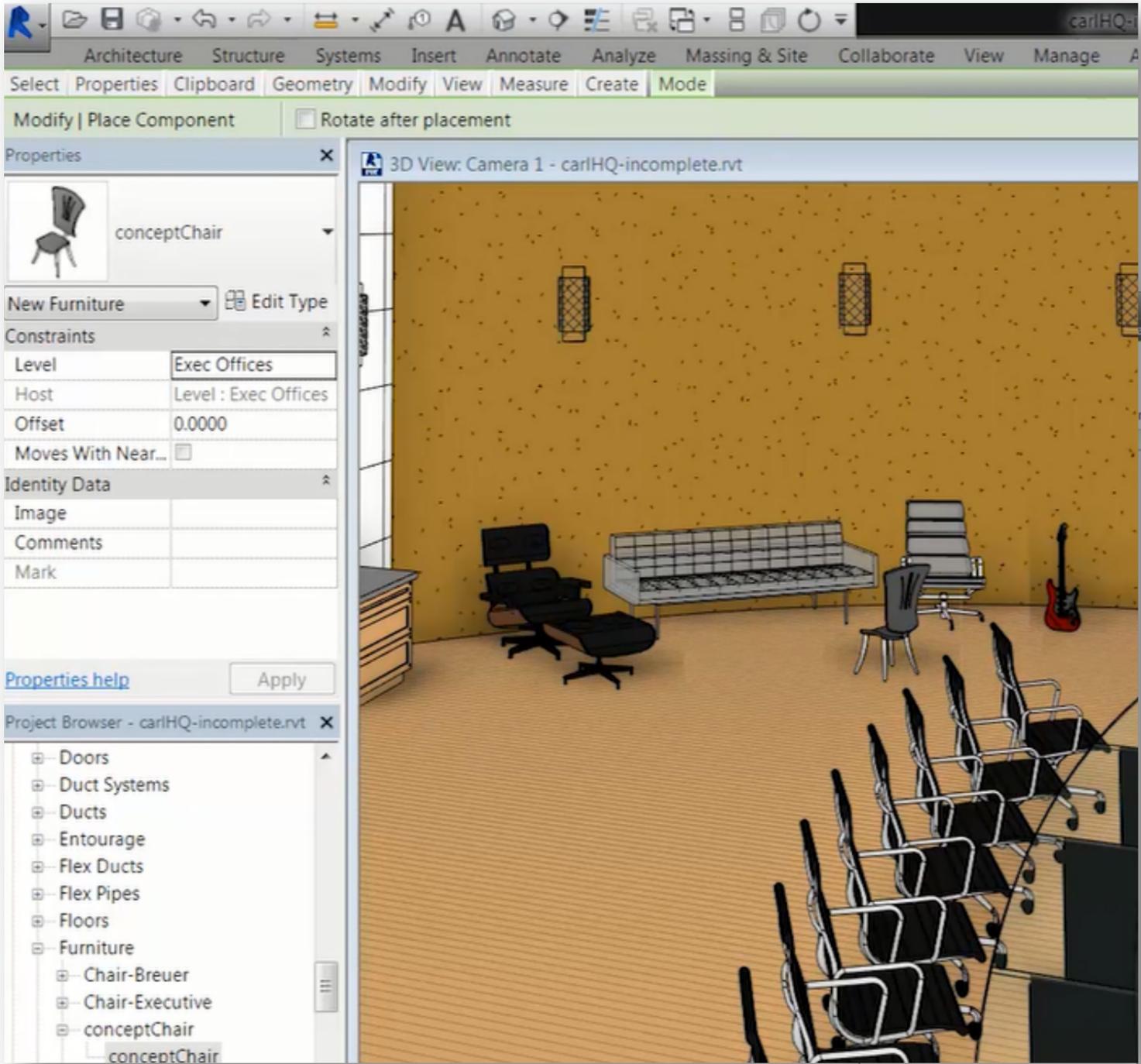
Drive More Value Per Account



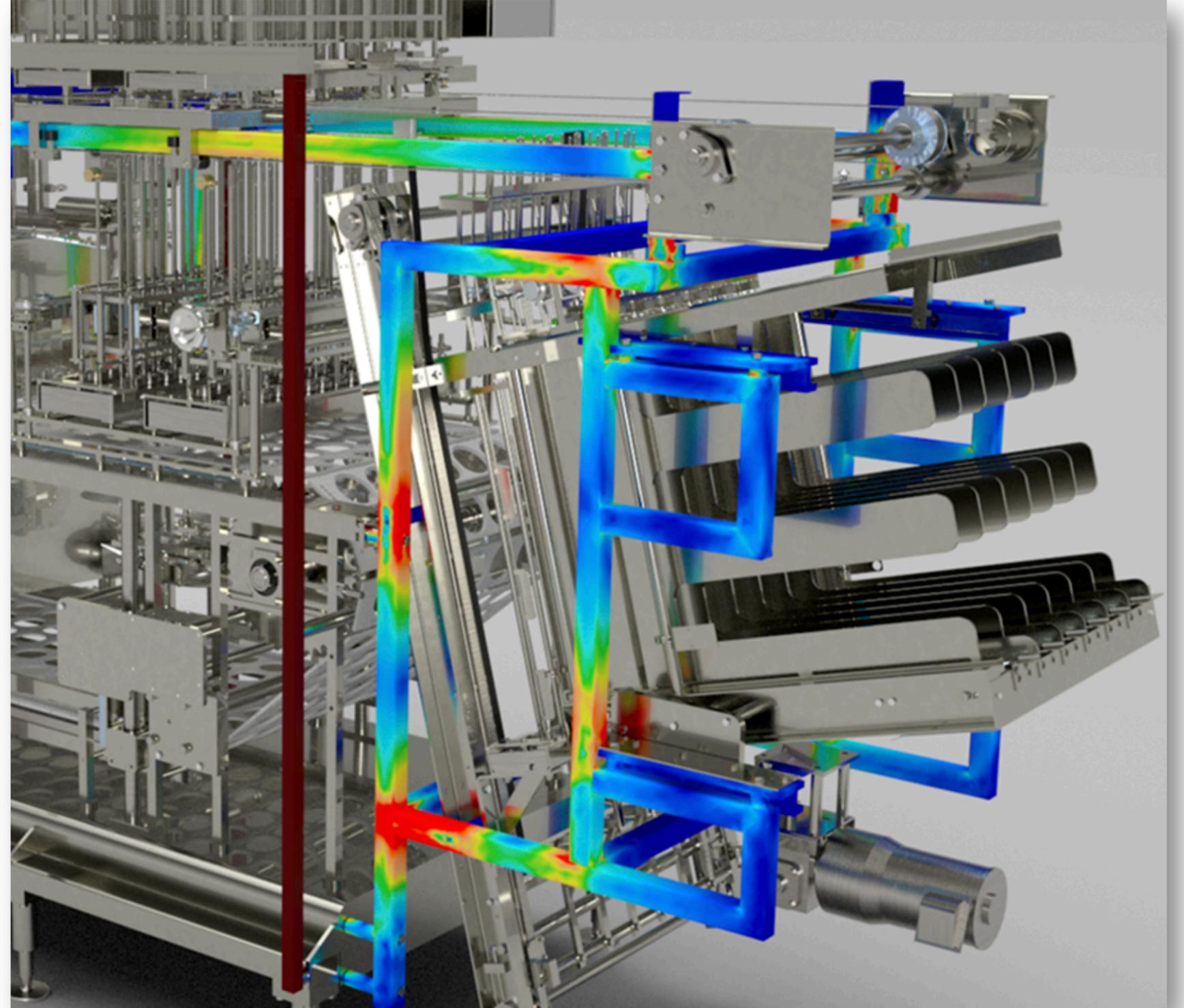
World Leading Free Form Modeling



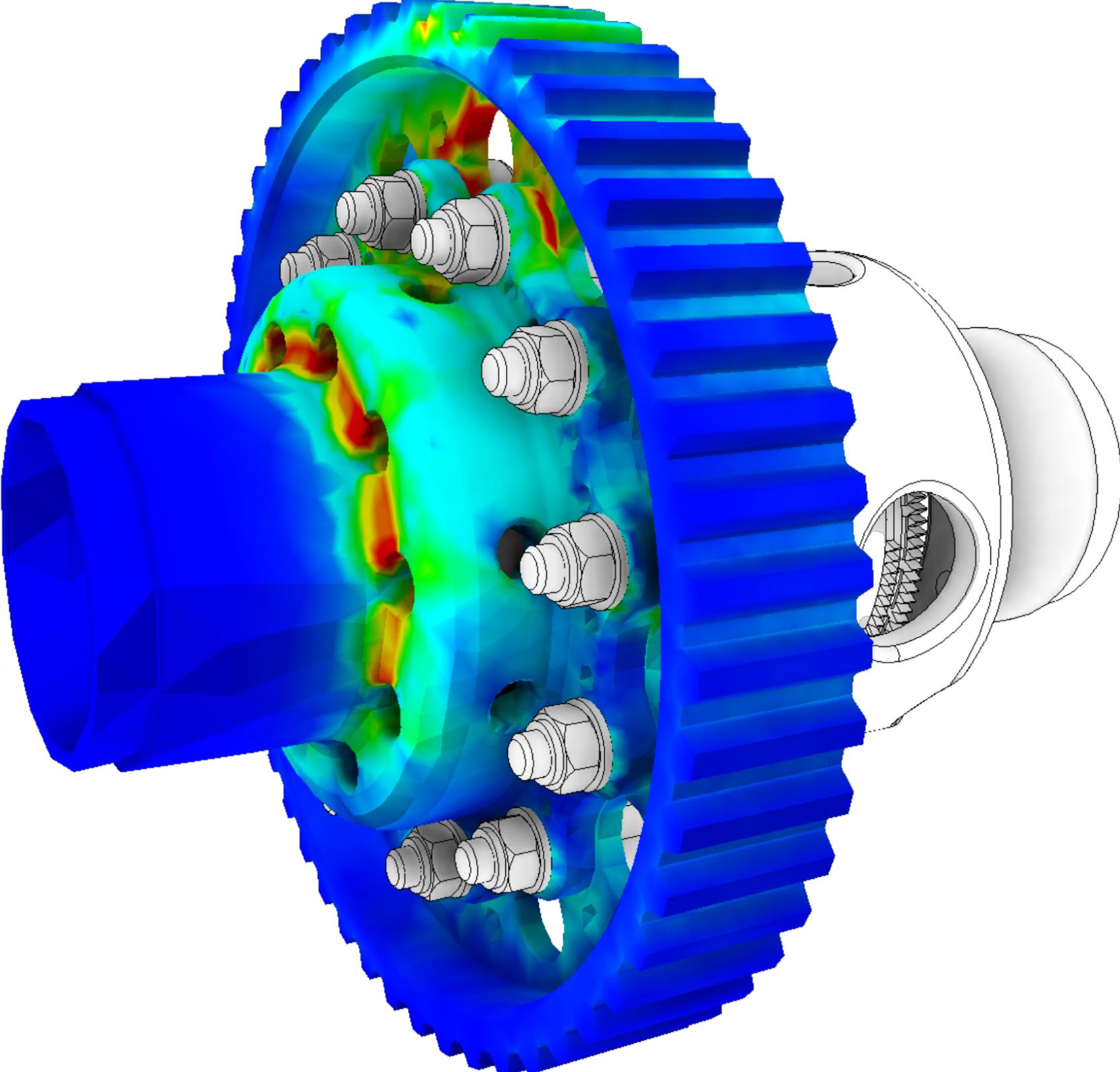
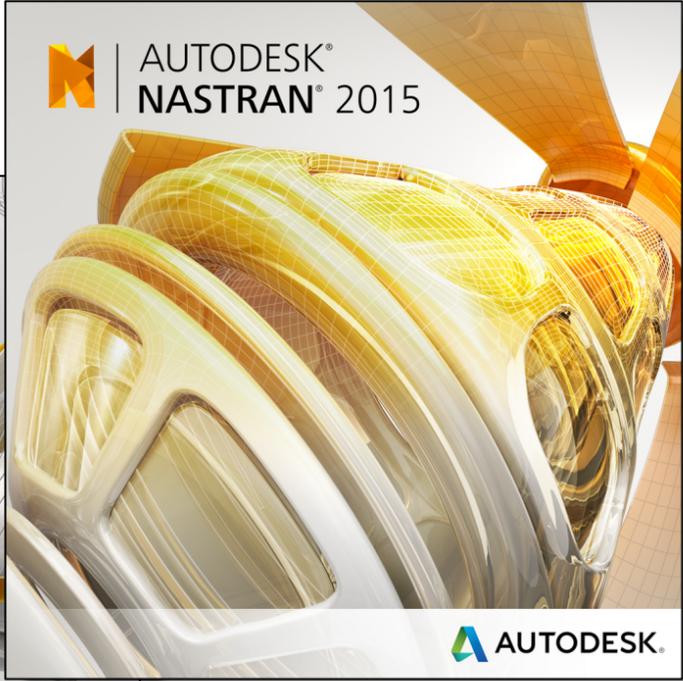
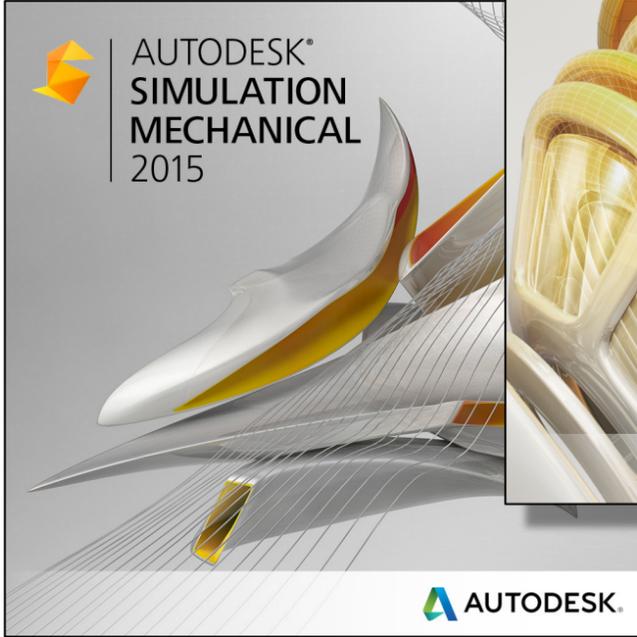
BIM for Manufacturers



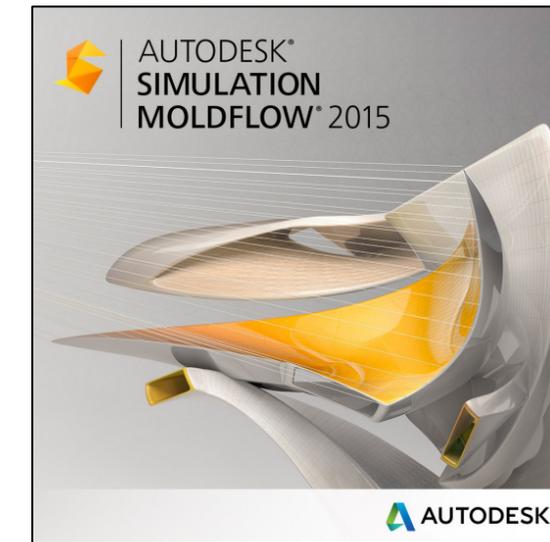
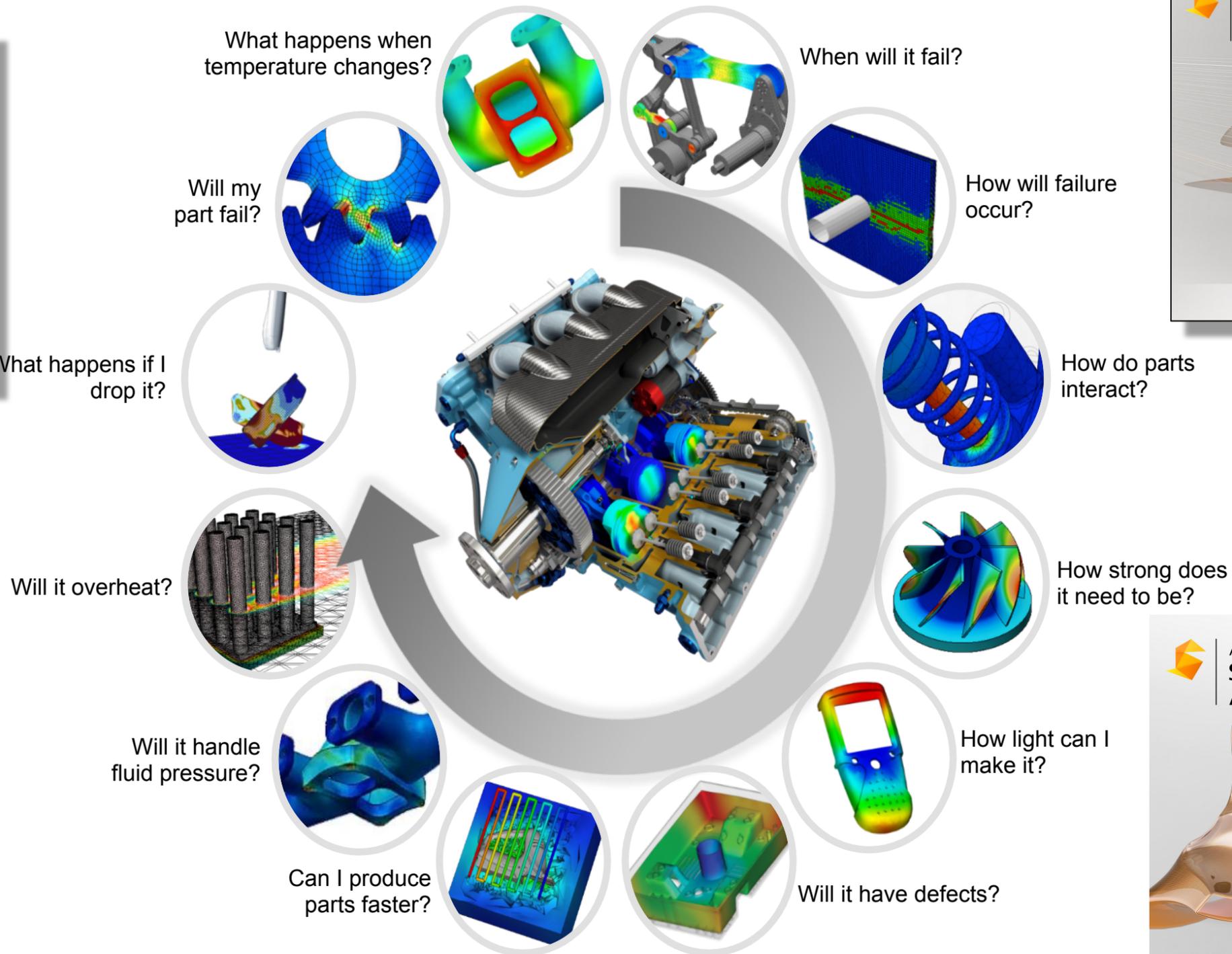
Simulation



Powered by NASTRAN



Drive More Value Per Account



Drive Net New Subscribers

12%



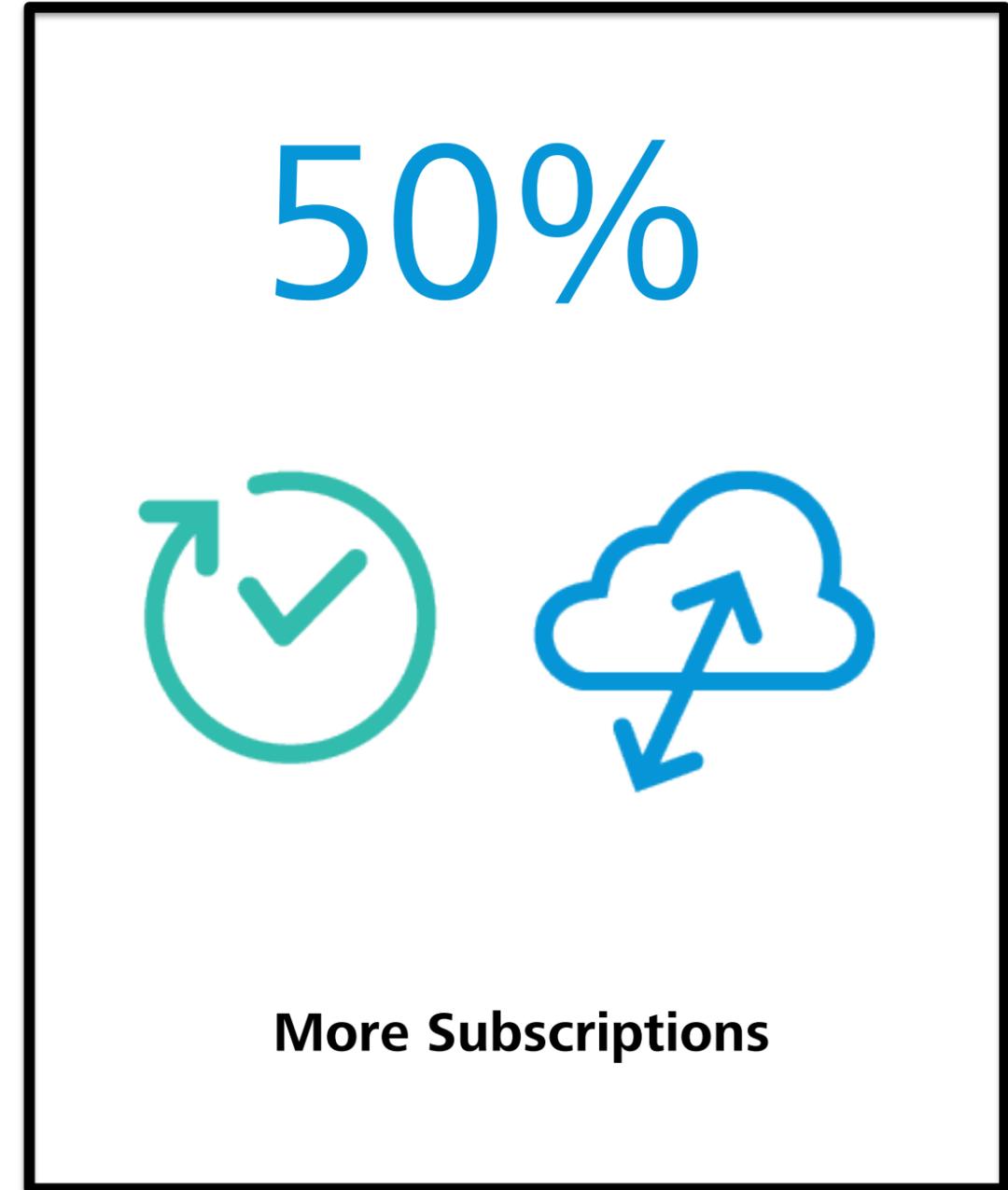
More Growth

20%



More Value

50%



More Subscriptions

Fabrication



Extending Beyond Design

\$1.8B

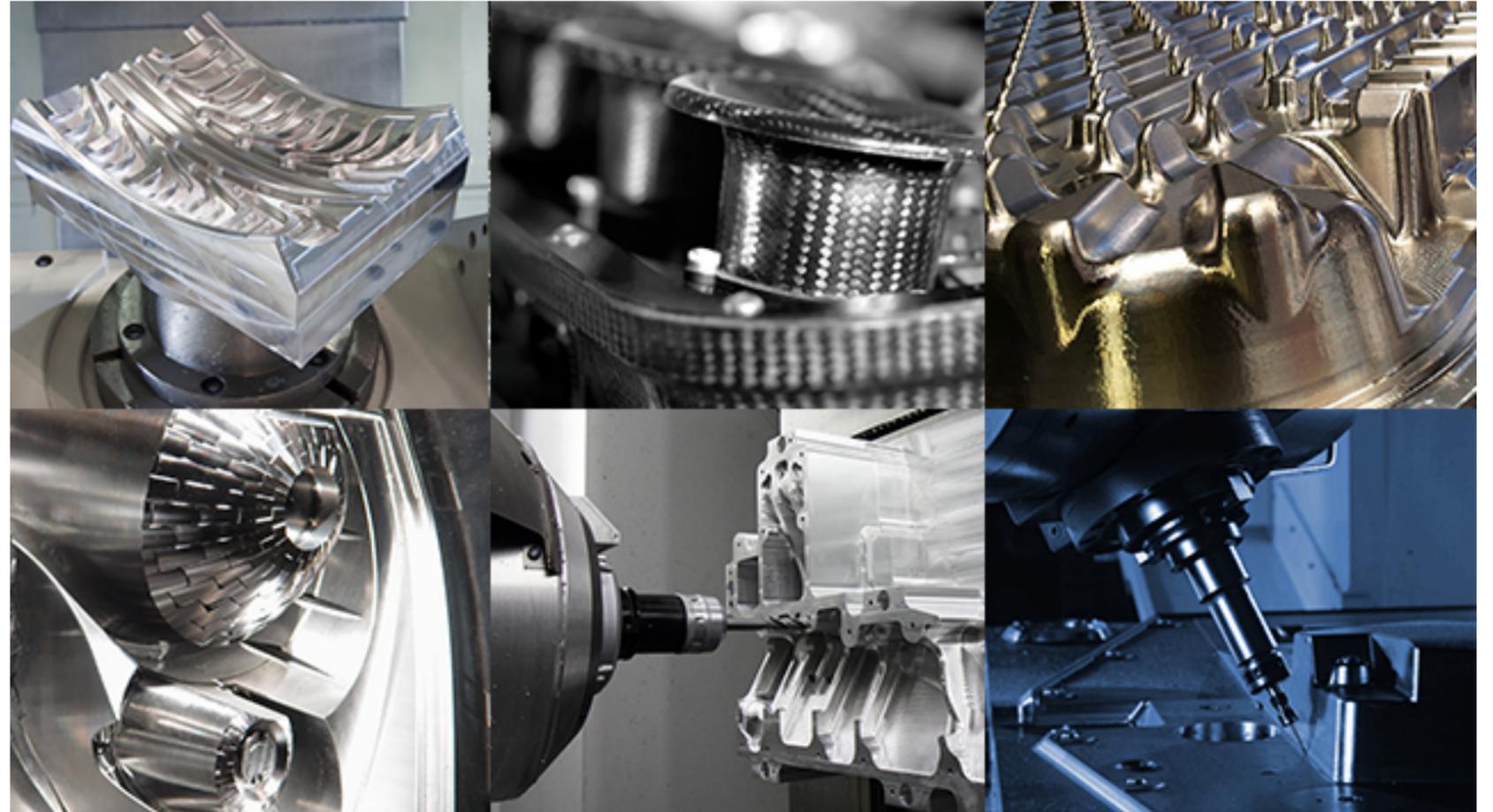


Drive Net New Subscribers



Delcam – Driving Net New Subscribers

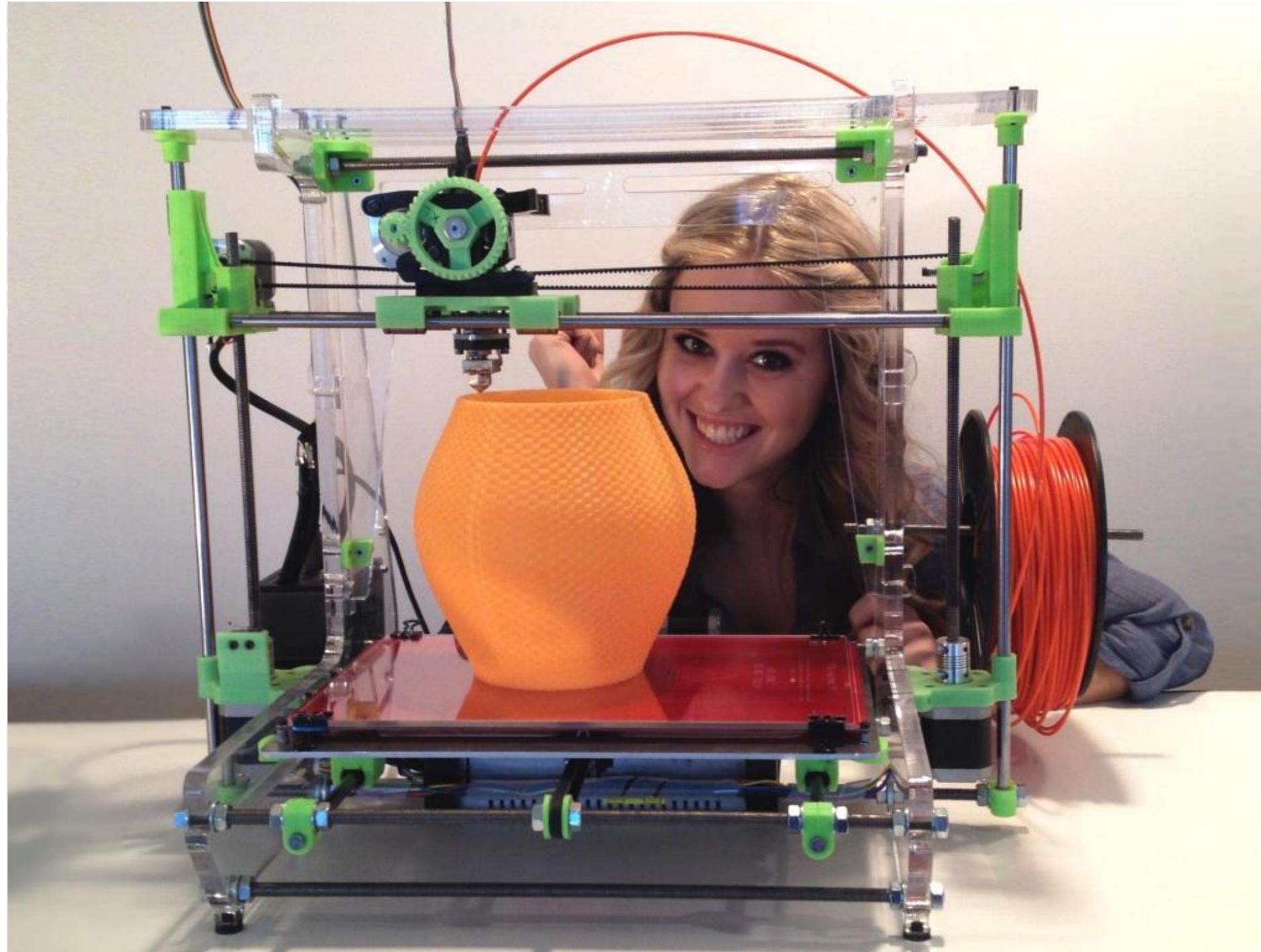
- World leader in CNC
- Incremental revenue
- Growth rate sustained post acquisition



Additive Manufacturing



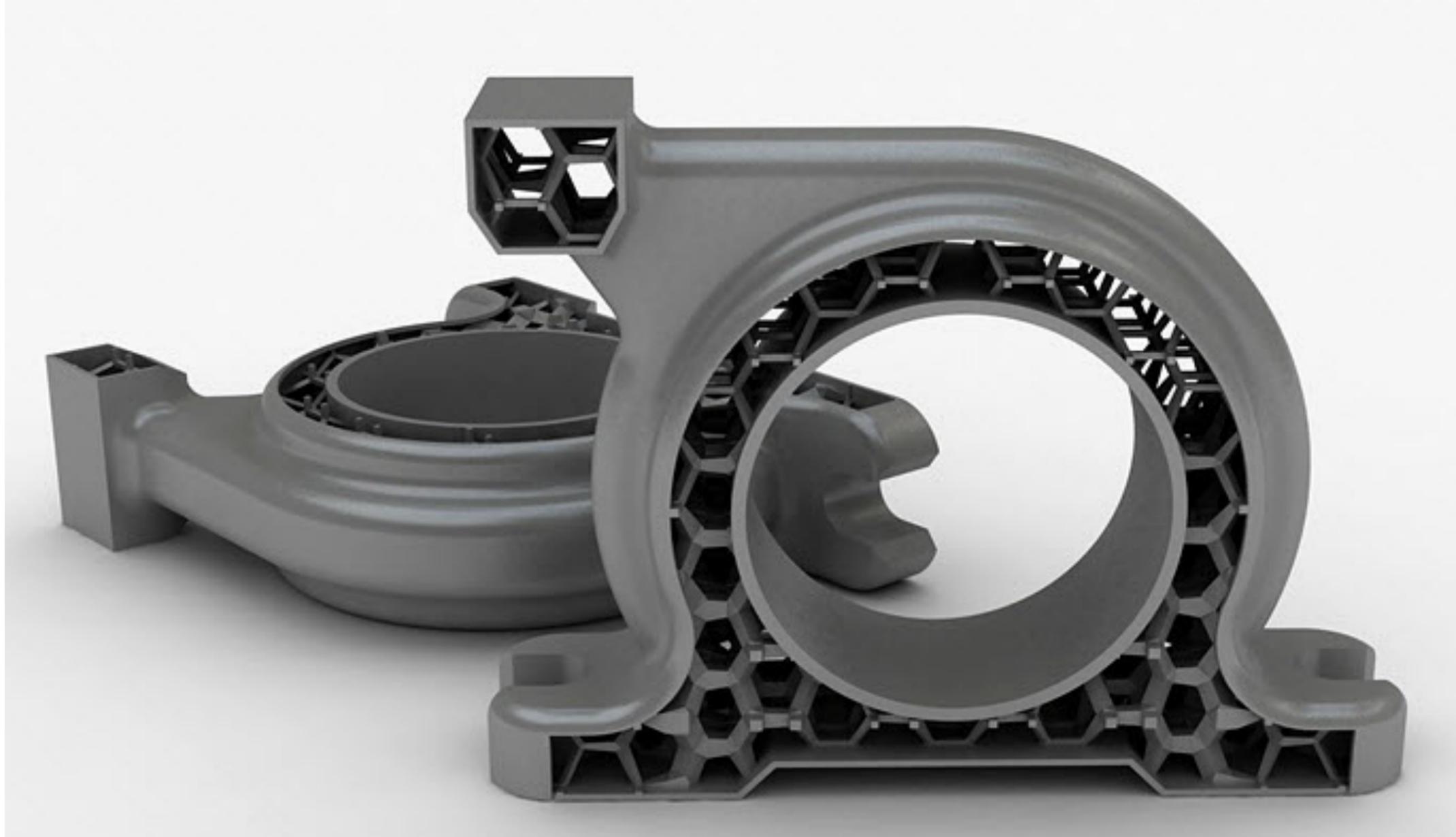
It is NOT About Consumer 3D Printing



Additive for Industrial

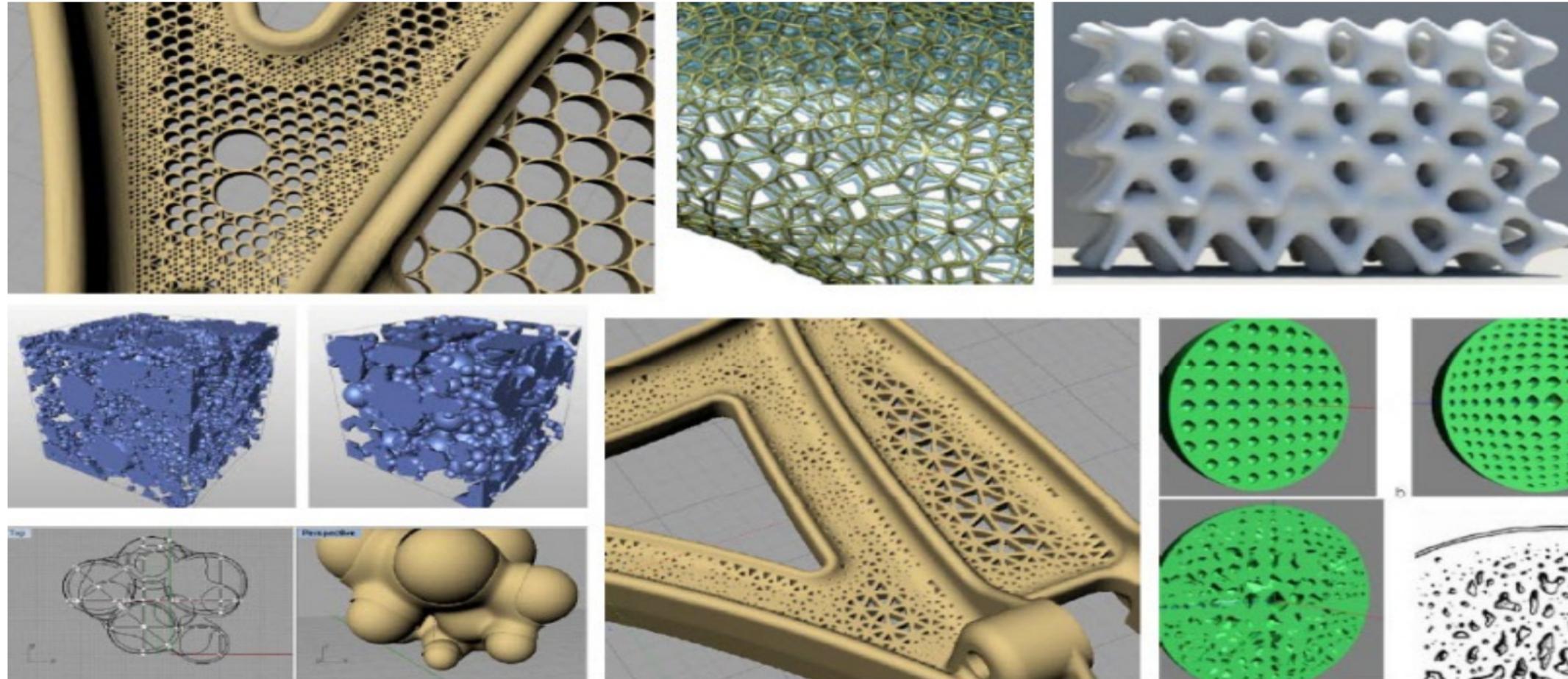


Autodesk Leads the Industry



Shape Optimization – Impossible with Traditional Methods

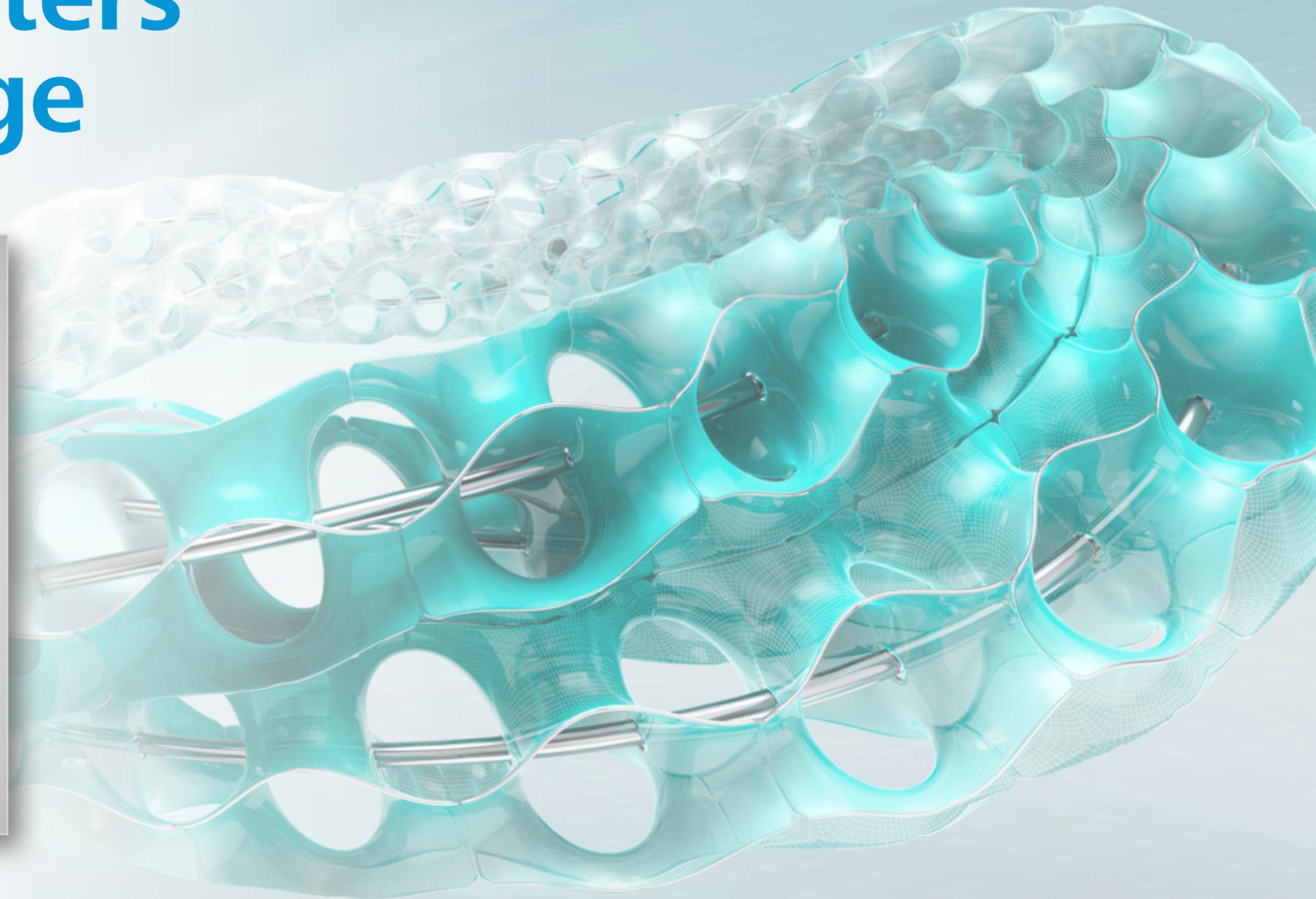
Complex lattice structures





Cloud

PLM 360 Enters Growth Stage



PLM 360 – Managing the Enterprise



Cloud-based,
zero deployment



Accessible
on any device



Up and running in
minutes, not months

PLM 360 Growth

- Solid growth in new seats
- Returning customers
- High customer retention rate
- **96%** YY growth in billings
- **237%** YY growth in new customers



YY growth numbers are for Q2 FY15



"Cloud Only"
Companies



Quirky and PLM 360

- Drive new product launch cycles to 30 days
- Move from 20 to 45 new products per quarter



"We need PLM 360 and process so we can move faster."

**Mark Principe,
Sr. Project Manager, Quirky**



AUTODESK®
PLM 360

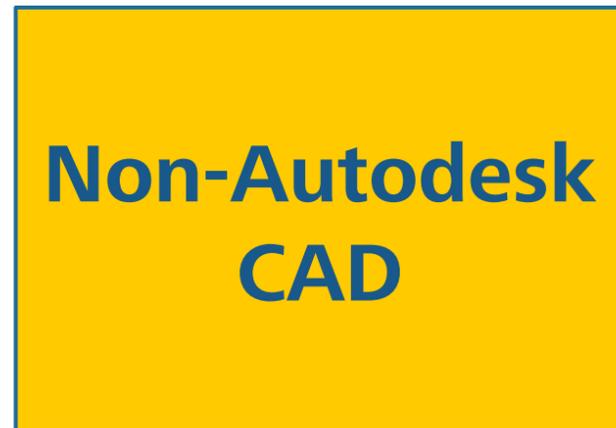
“SolidWorks Enterprise PDM is the last application I have on premise. Do you have anything to replace it in the cloud?”



Martin Hambalek, VP, IT Services



New Customers for Autodesk with PLM



New Customers for Autodesk with PLM



An average of 130 net new users per account

An average of 2X subscription billings per account

Non-Autodesk CAD

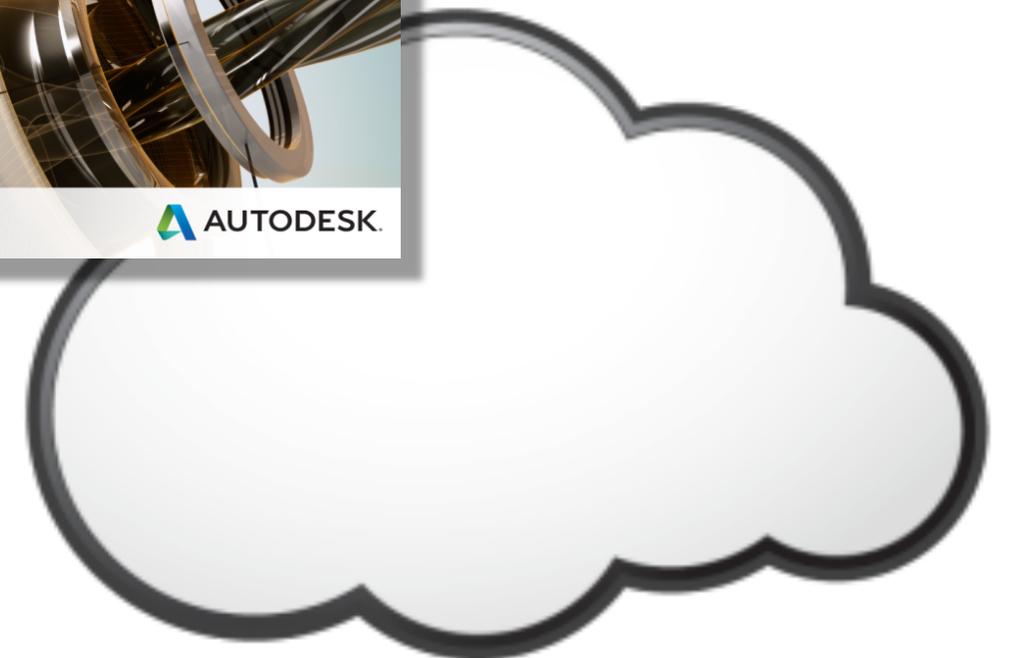
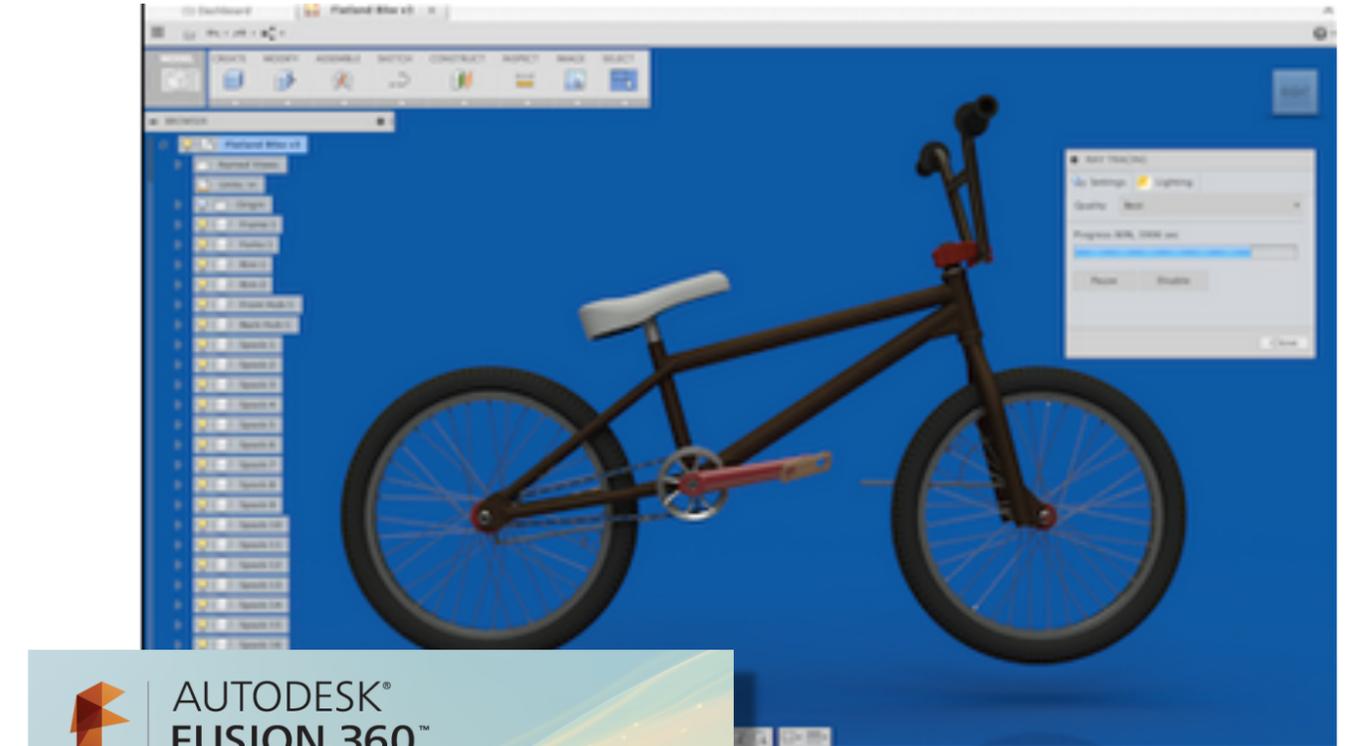




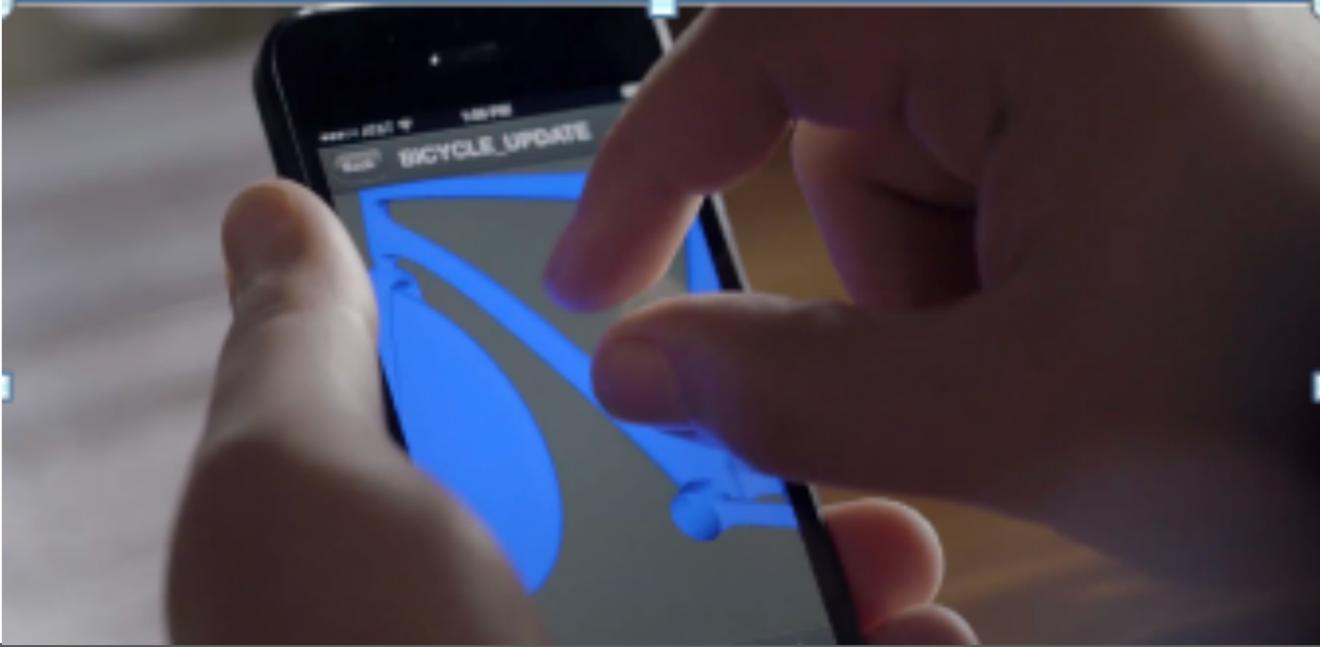
FUSION 360™

Fusion 360

- First ever CAD in the cloud
- A new, fast, easy paradigm
- Users
 - Brand new to CAD
 - Replacing multiple, old CAD products



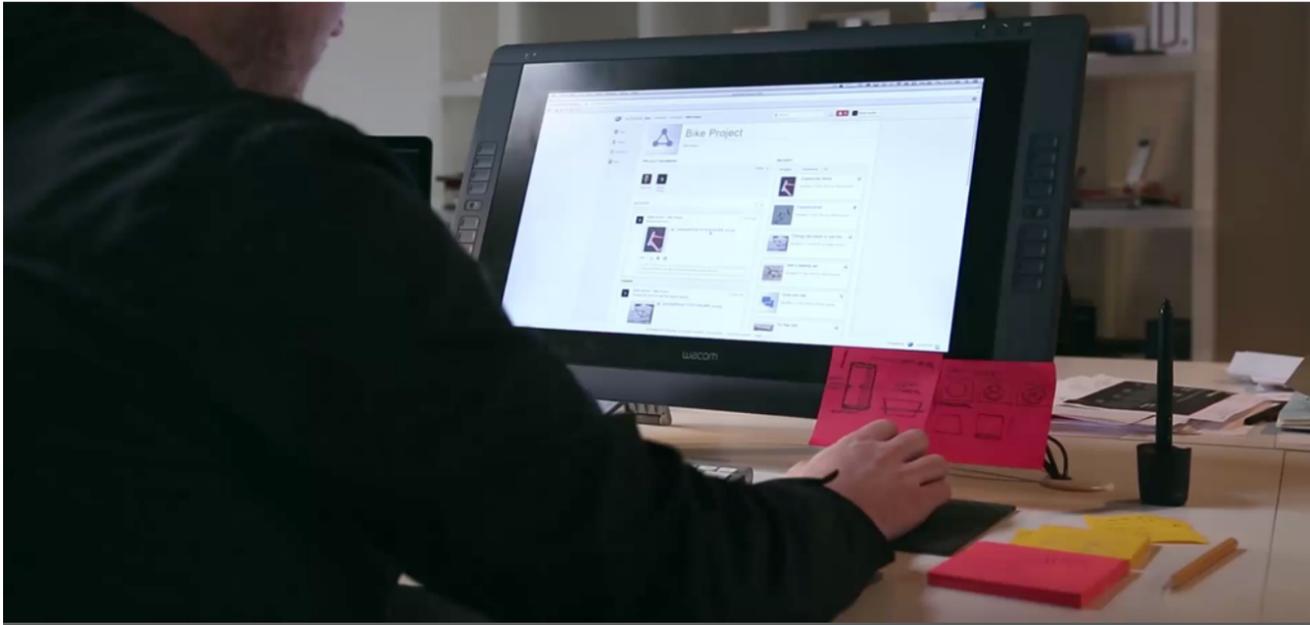
21st Century Product Development



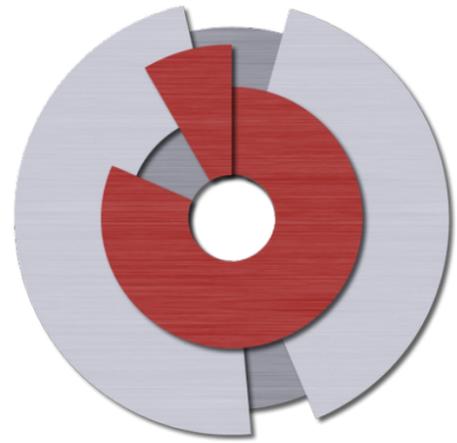
Access anywhere



Extended teams



Rapid iteration

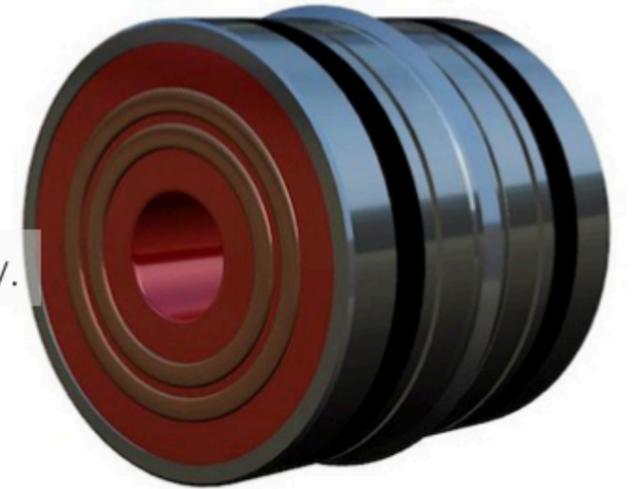


Modbot

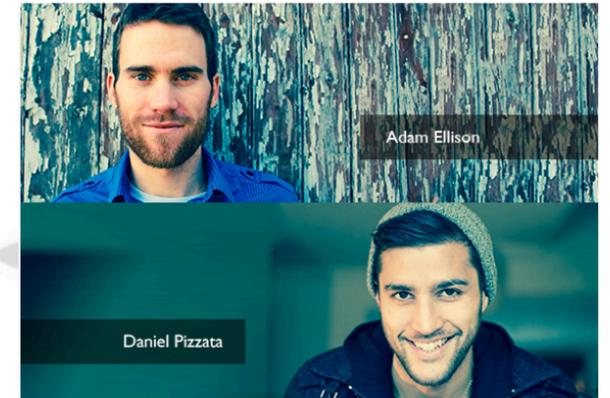
- Completely configurable robotic arms
- Two friends, one electronics expert, one CAD guru.
- "...use Fusion 360 for 95% of my design work so far ..."

Modbot

Building robots is about to get easy.
The ultimate robot building block
is coming soon



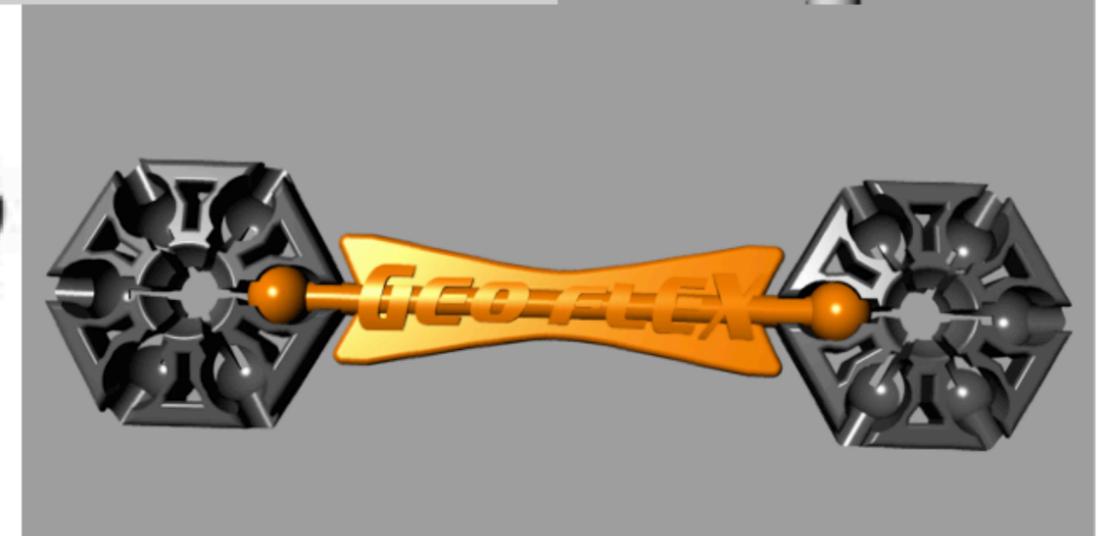
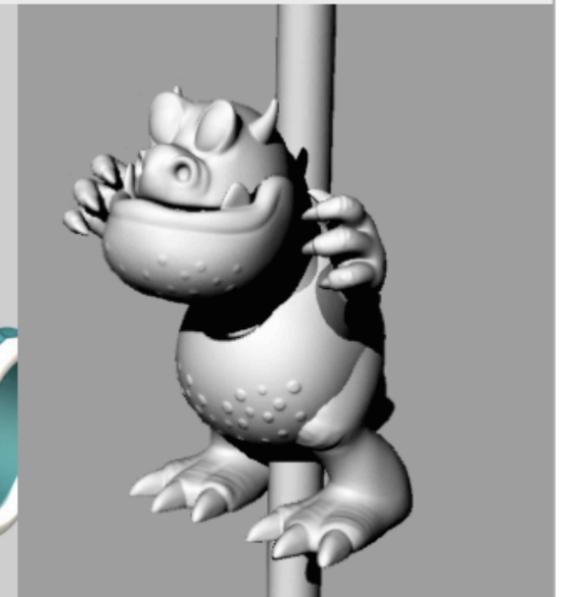
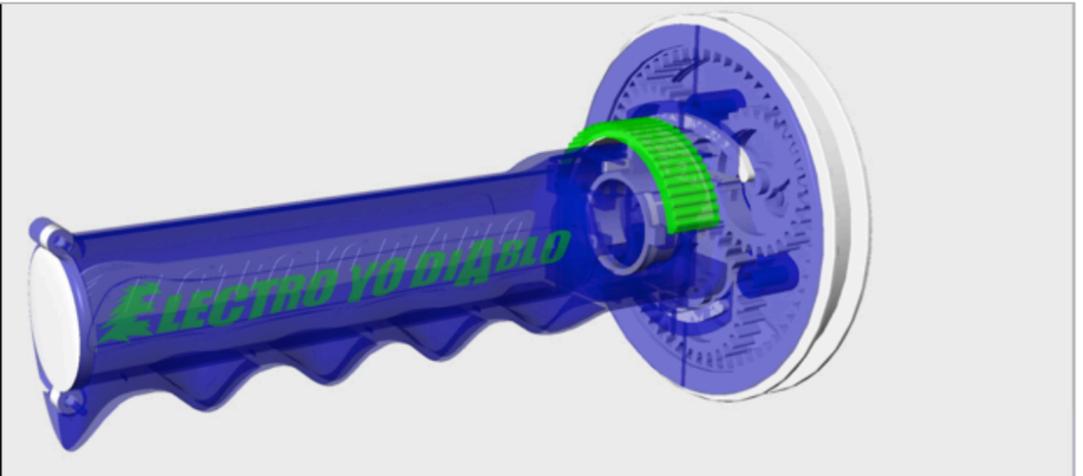
GET IN TOUCH TO FIND OUT MORE





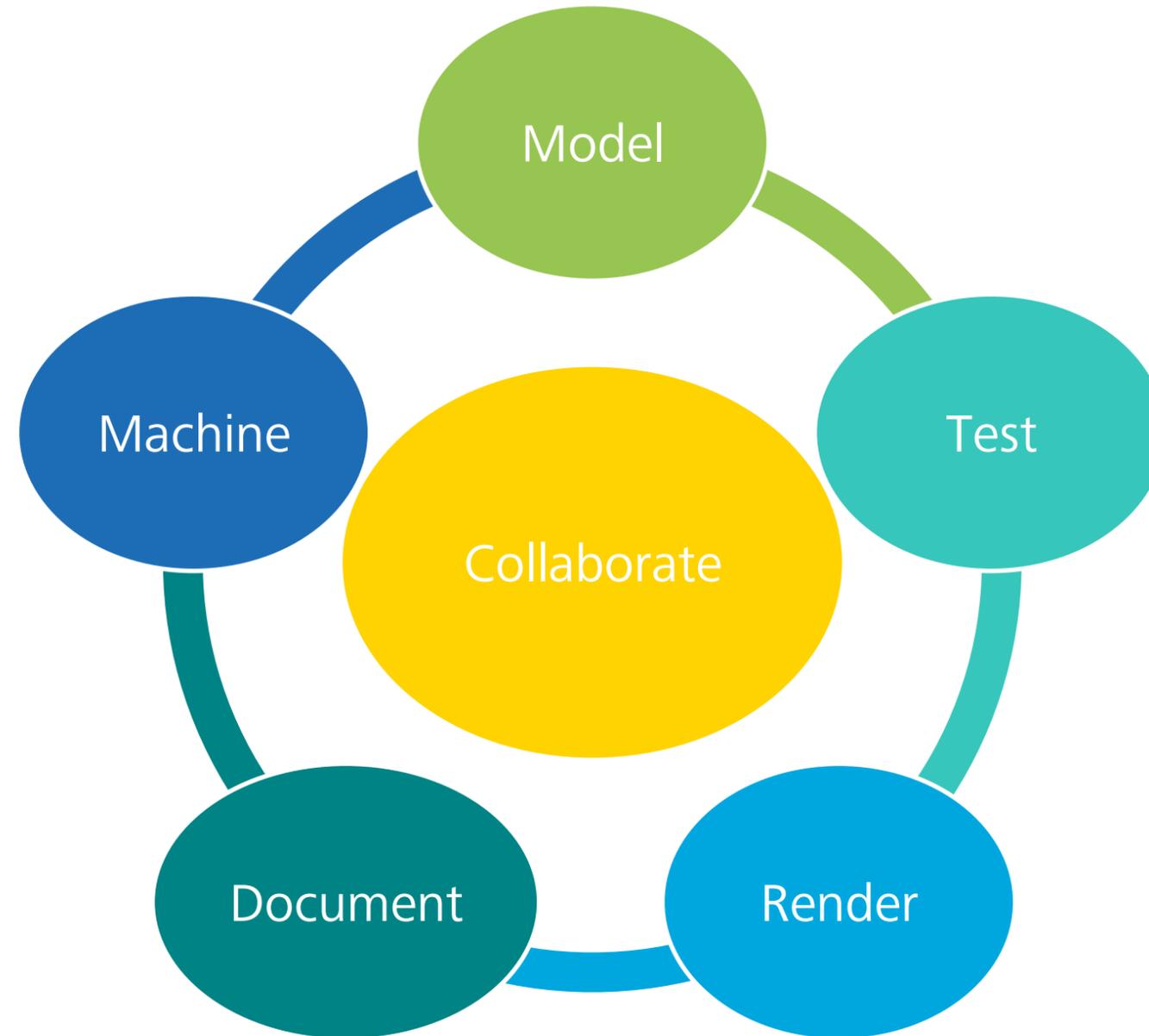
Creative Things

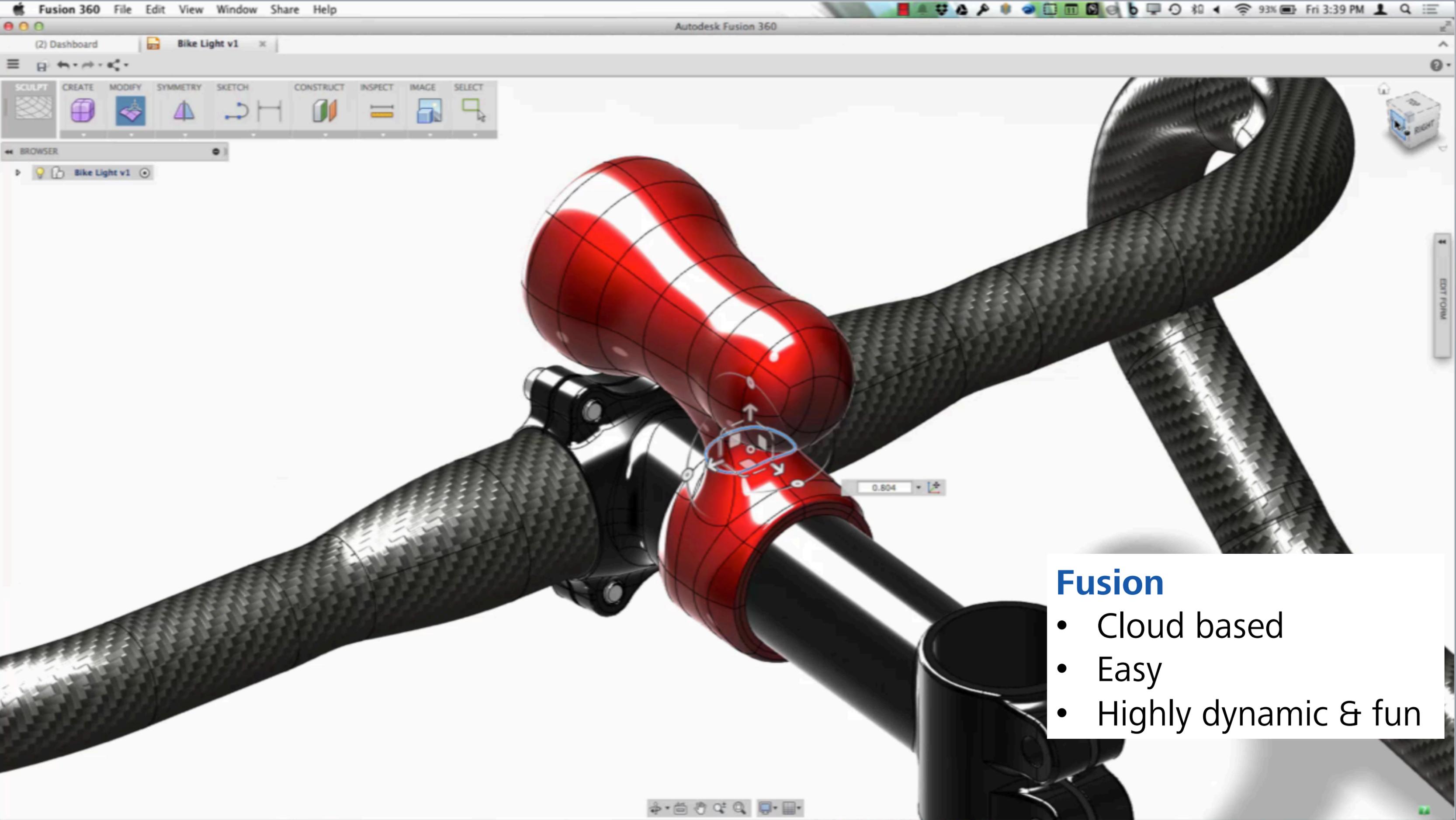
"Fusion helps me be a better designer... Fusion is the Ferrari I've been looking for."
- Simeon



Fusion 360

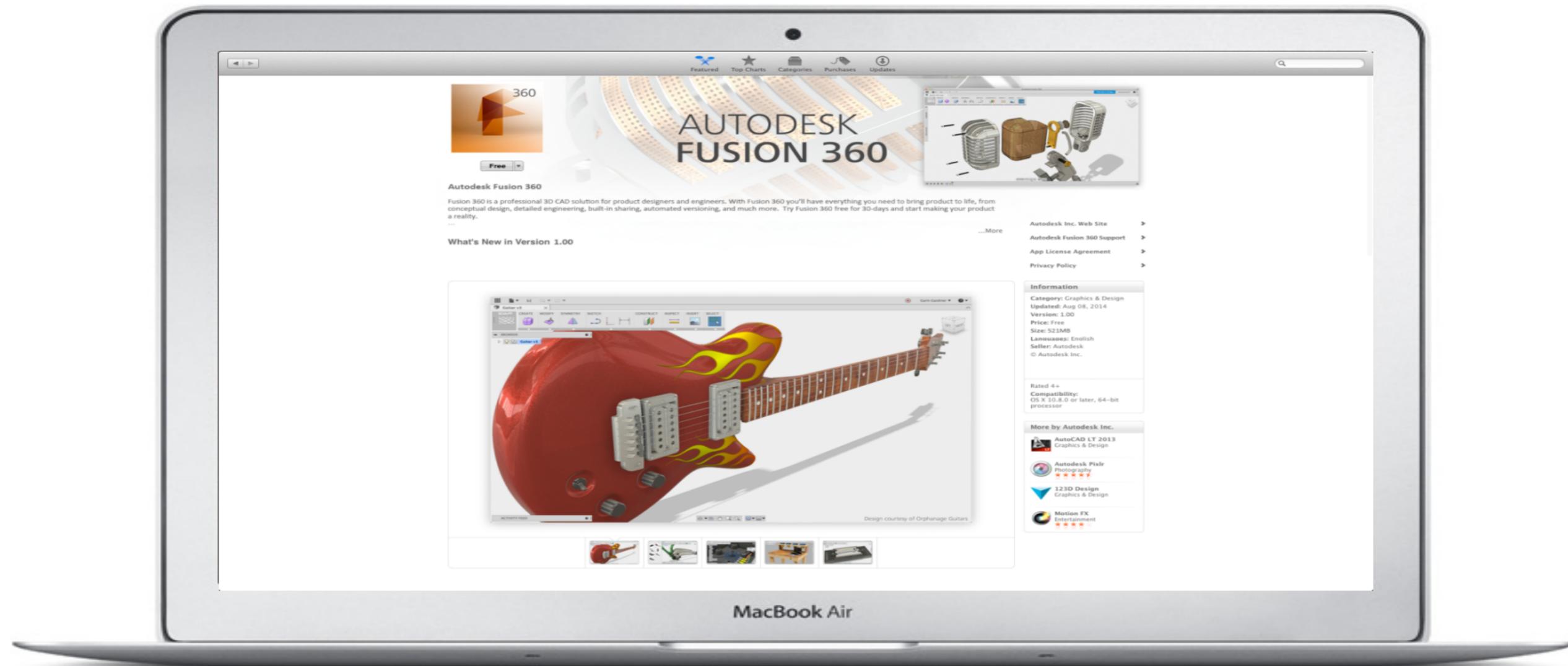
Not Just CAD, Full Product Development





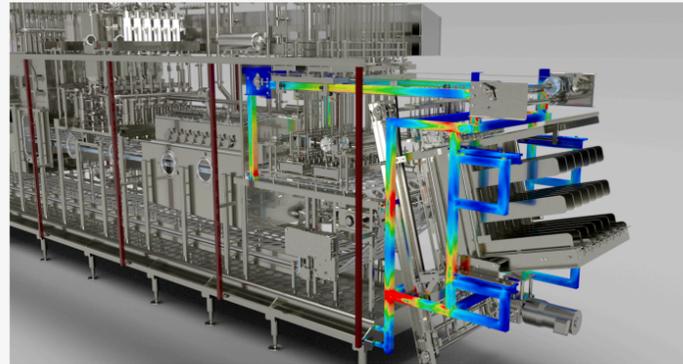
- Fusion**
- Cloud based
 - Easy
 - Highly dynamic & fun

Fusion 360 on the Mac



- **30,000 new accounts** in the first 10 days
- **Ranked #1 in Graphics & Design** in the US, Canada, Germany & China App Stores

Summary



Driving value through
product differentiation



Adding users via new
engineering disciplines



Real business, today
First ever CAD in the Cloud
First ever PLM in the Cloud



