



Autodesk Investor Day

October 1, 2014

Sales Update

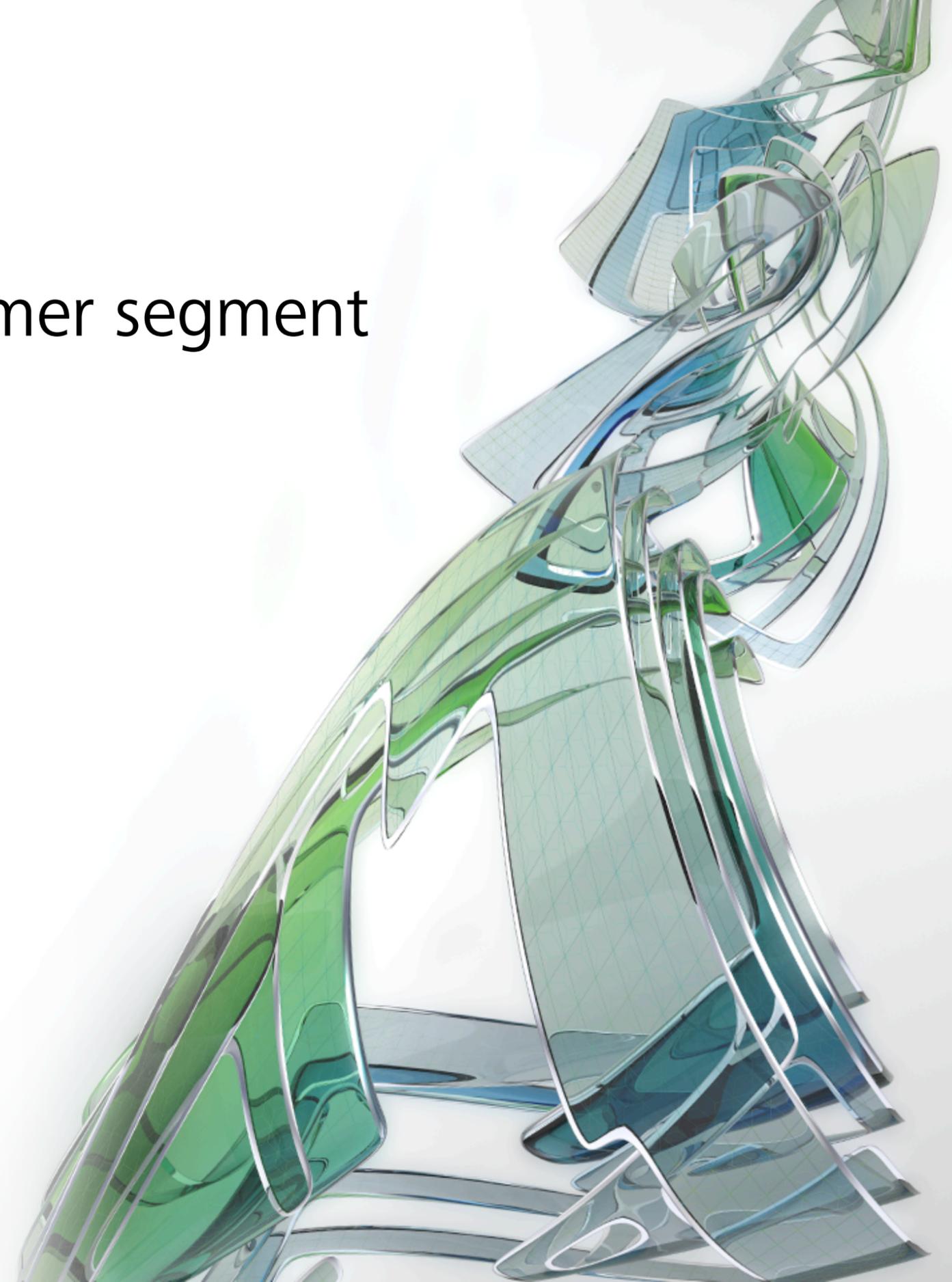
Steve Blum

Senior Vice President, Worldwide Sales and Services

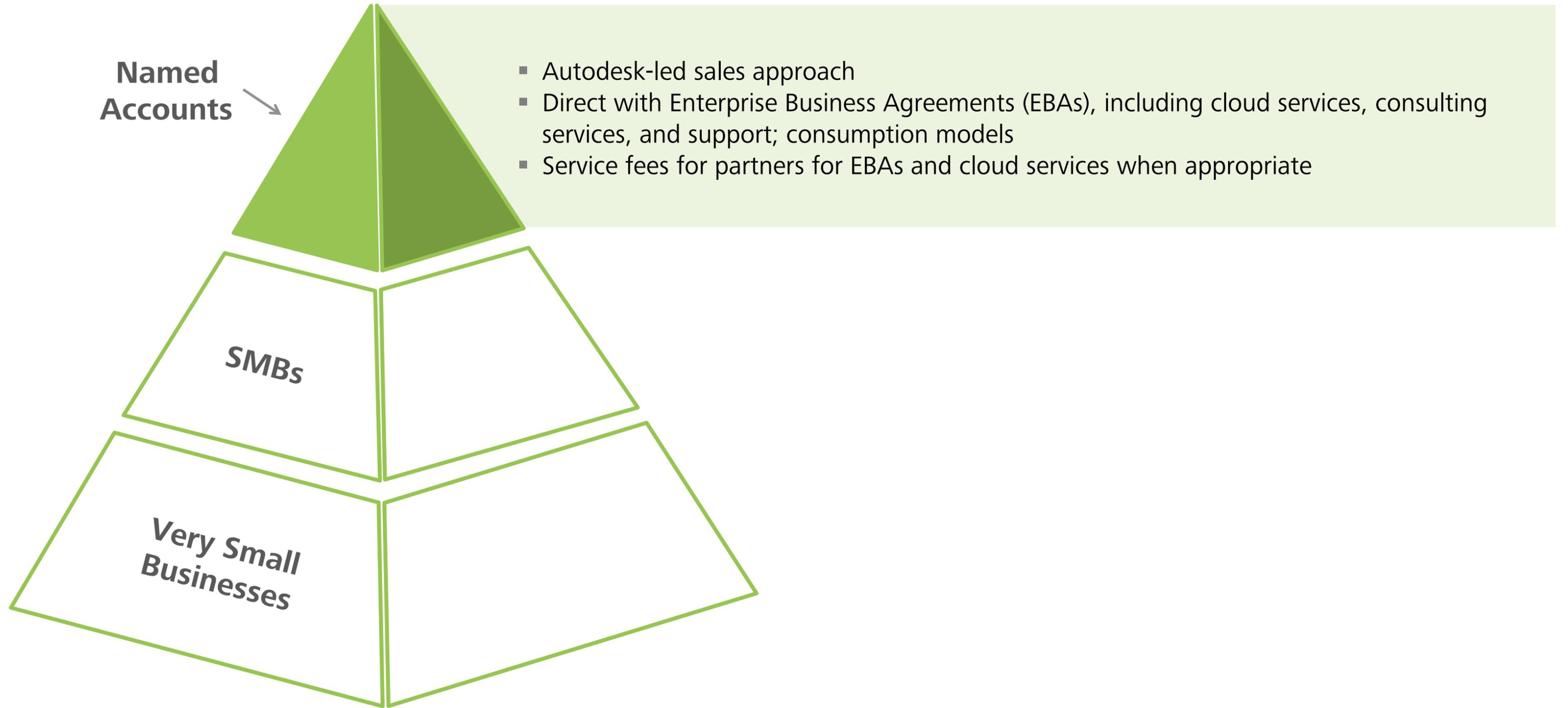


Agenda

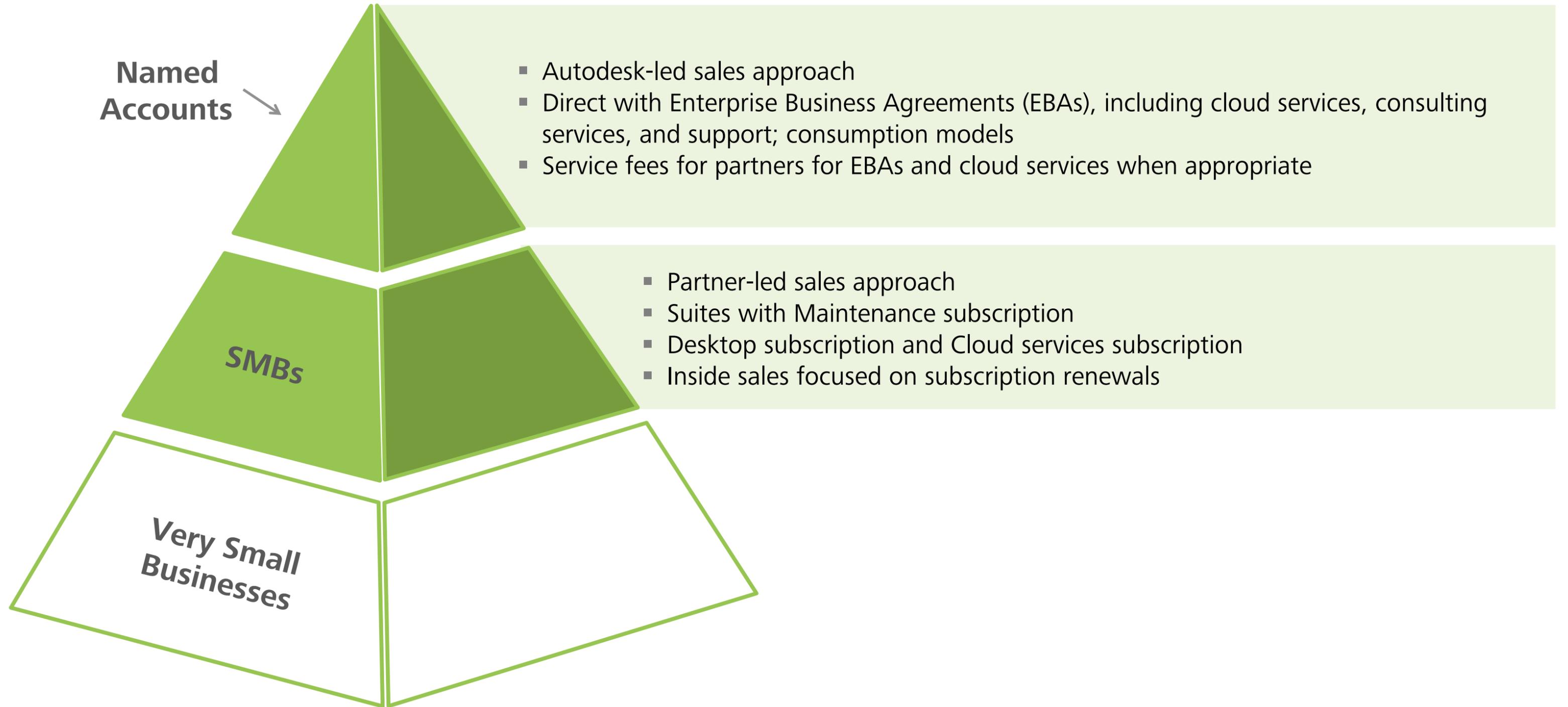
- Overview of sales approach by customer segment
- Partner strategies
- Named Accounts sales strategies
- Subscription sales strategies



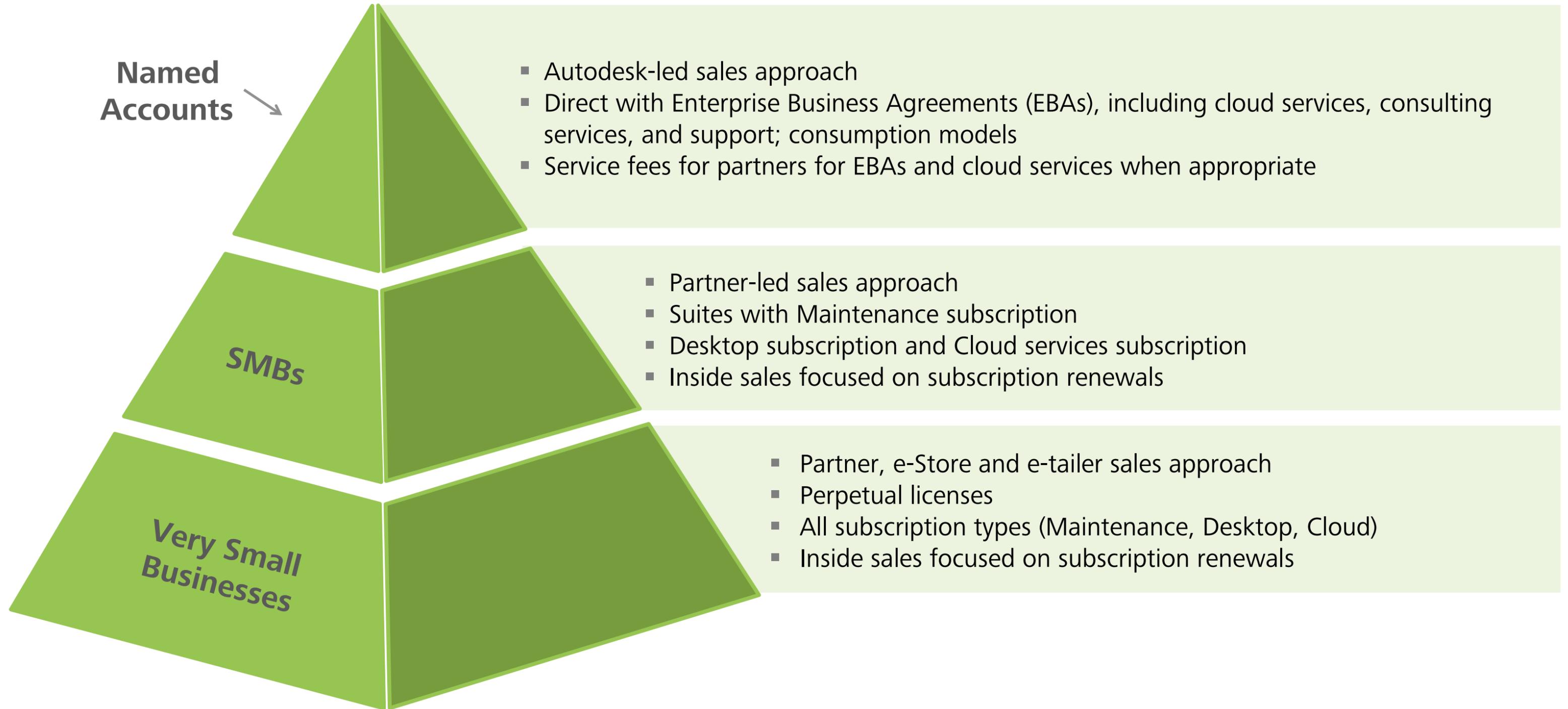
Sales Approach by Segment



Sales Approach by Segment



Sales Approach by Segment





Partner Strategy



Partner Strategy

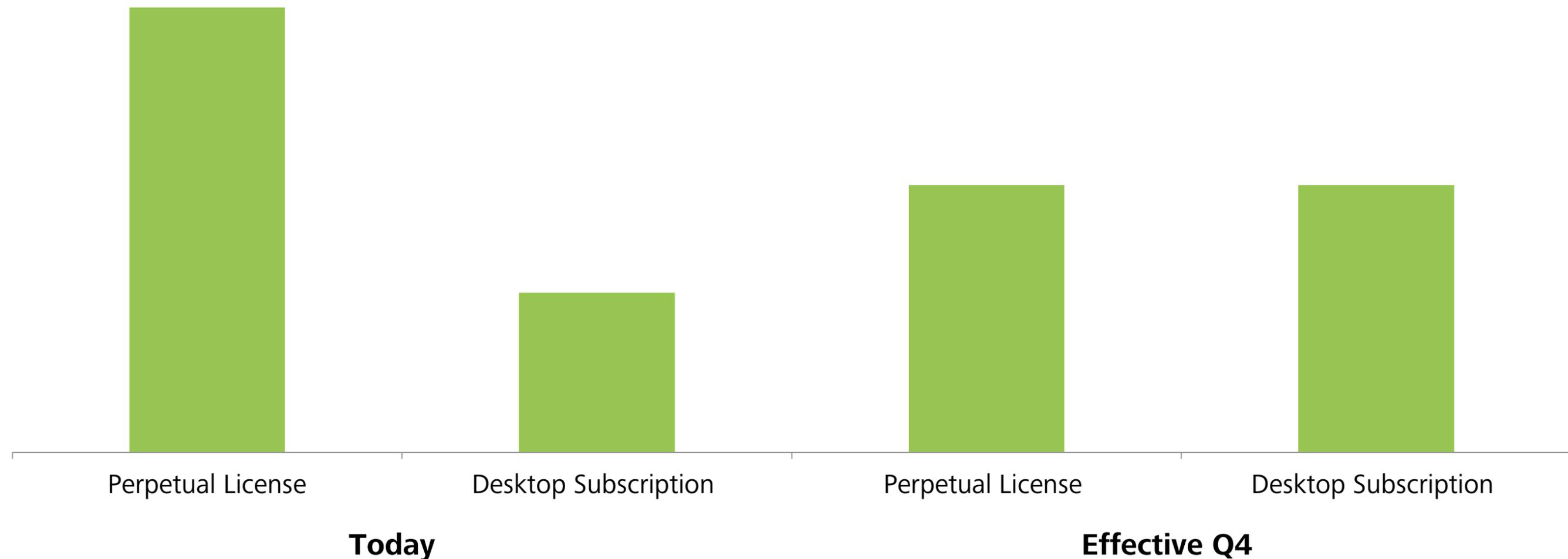
- Prepare channel for transition to new business models
- Support service-fee programs to incent partner contributions
 - Cloud services subscriptions
 - Named Account support
- Invest in high-performing partners
- Partner consolidation will continue
 - Fewer, stronger partners will have bigger individual share of SMB market
- New partners will join to support new offerings



Partner Economics for Desktop Subscriptions

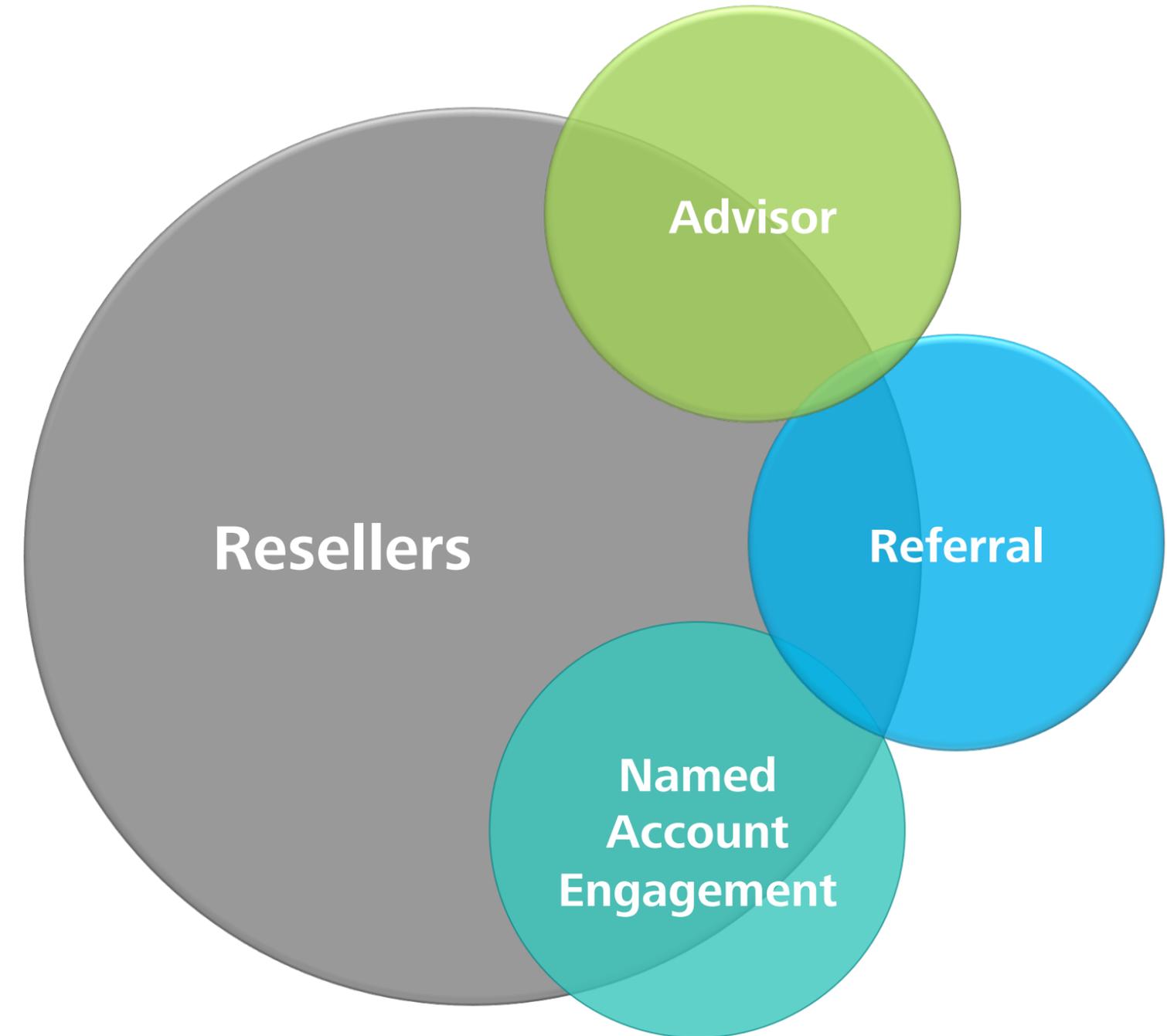
Reduce perpetual license discount; increase Desktop Subscription discount

Example of absolute partner discounts for AutoCAD LT



New Partner Models

- **Advisor program**
 - Cloud services subscription
 - Identify opportunities > sell > renew > service
- **Referral program**
 - Cloud services subscription
 - Identify opportunities
- **Named Account engagement**
 - Enterprise business agreements
 - Teaming agreements
 - Identify opportunities > sell > renew > service



Conceptual model. Bubbles are not to scale.



Named Account Sales Strategy



Named Accounts Strategy

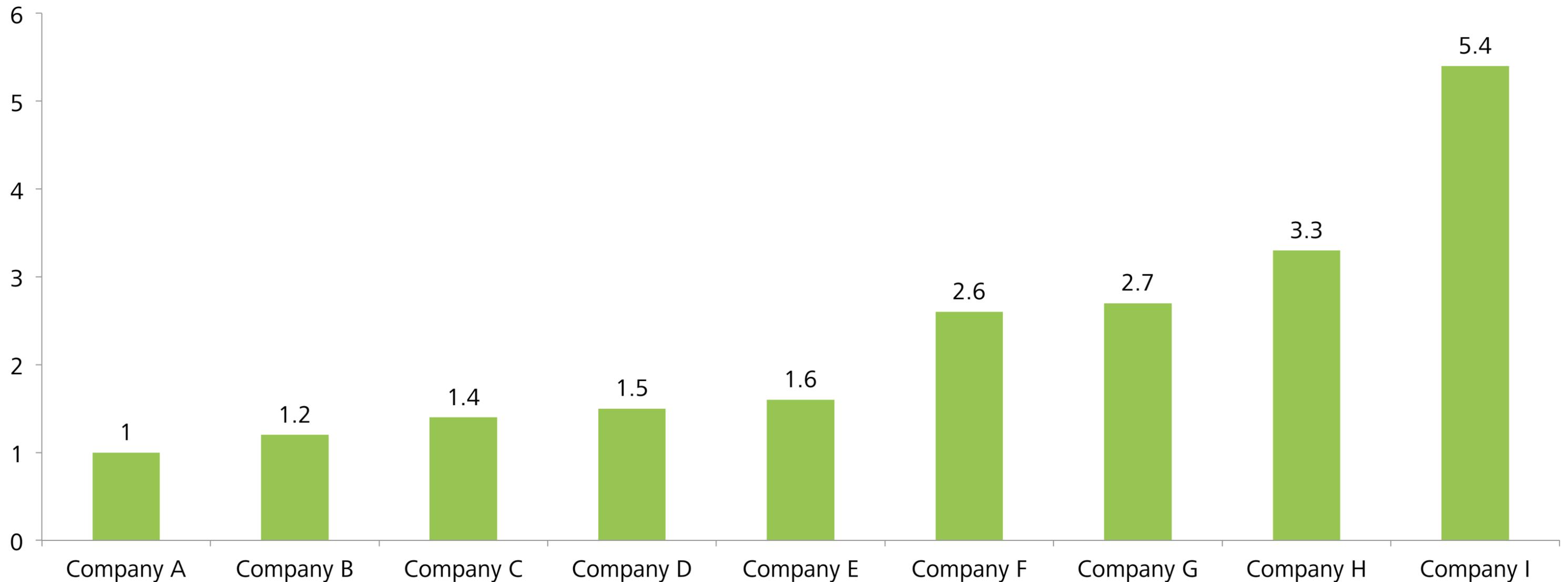
- Increase investment in dedicated sales and technical teams
- Offer enterprise business agreements (EBAs)
 - Token-based access to the Autodesk portfolio
 - Consumption-based business model
- Include services in EBAs to drive adoption
 - Enterprise Priority Support
 - Customer success manager
 - Consulting
- Engage directly with Named Accounts with focus on developing strategic relationship
- Establish teaming agreements with partners



Named Account Penetration Examples*

Token Flex generated 2.4x increase in subscriptions in H1

Analysis of sample accounts
Monthly average users compared to Multi-Flex



The Token Flex Story

- Allows access the full portfolio of Autodesk technology
- Makes it easier to track and report on what you use
- Gives flexibility to use what you need when you need it
- Gives a much better level of support than before
- Create more of a strategic relationship

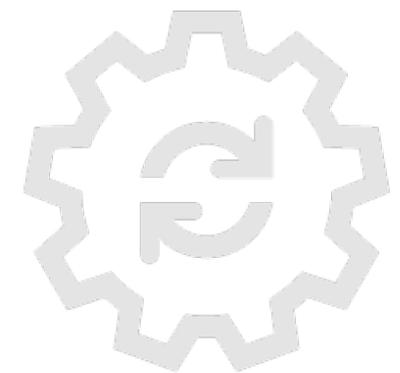


Subscription Strategy



Desktop Subscription

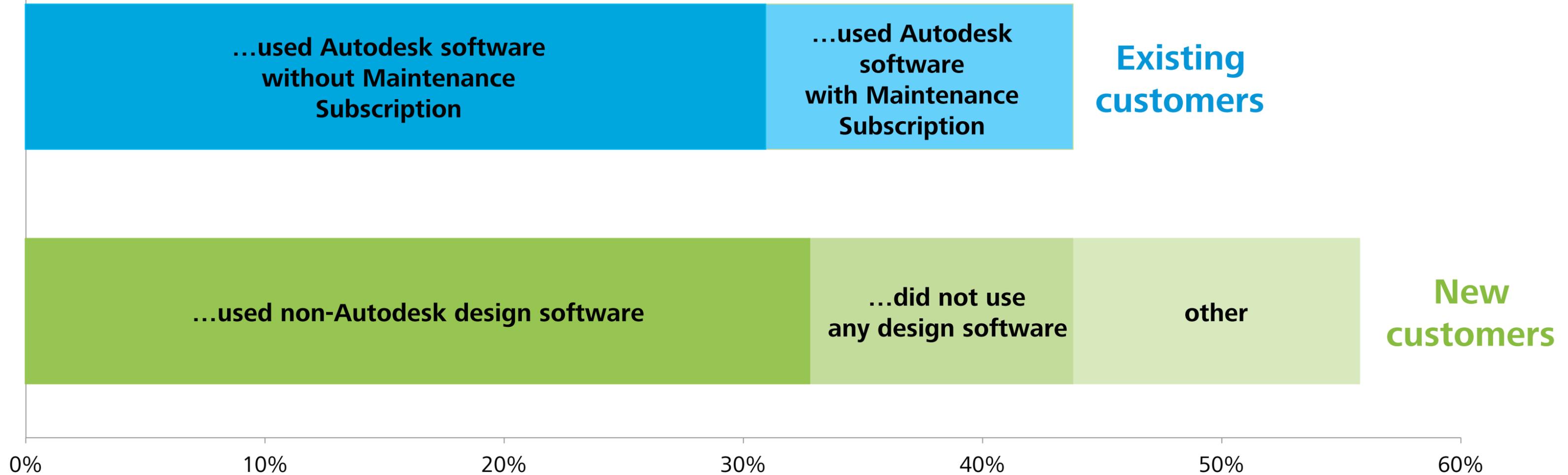
- Lead with Desktop Subscription
 - Best overall economic solution for customers
 - Customer awareness
 - Premier offering for non-current and competitive customers
 - Multi-year subscription models
- Align incentives
 - Partner incentives to accelerate adoption
- Maintain partner focus
 - Value positioning, enablement, and partner toolkits
- Expand Inside Sales team
 - Renew expired subscriptions
 - Drive renewals with customers without a reseller



Desktop Subscription Opportunity

56% are new customers

Before purchasing a Desktop Subscription, the customer...



Maintenance Subscription

- Maintain partner-led sales focus
 - Partner tiering requirements include renewal and attach rate minimums
- Expand Inside Sales team
 - Renew expired subscriptions
 - Attach Maintenance subscription if not part of initial sale
 - Drive renewals with customers without a reseller
- Implement Early Warning System
 - Identify and take specific action against at-risk contracts



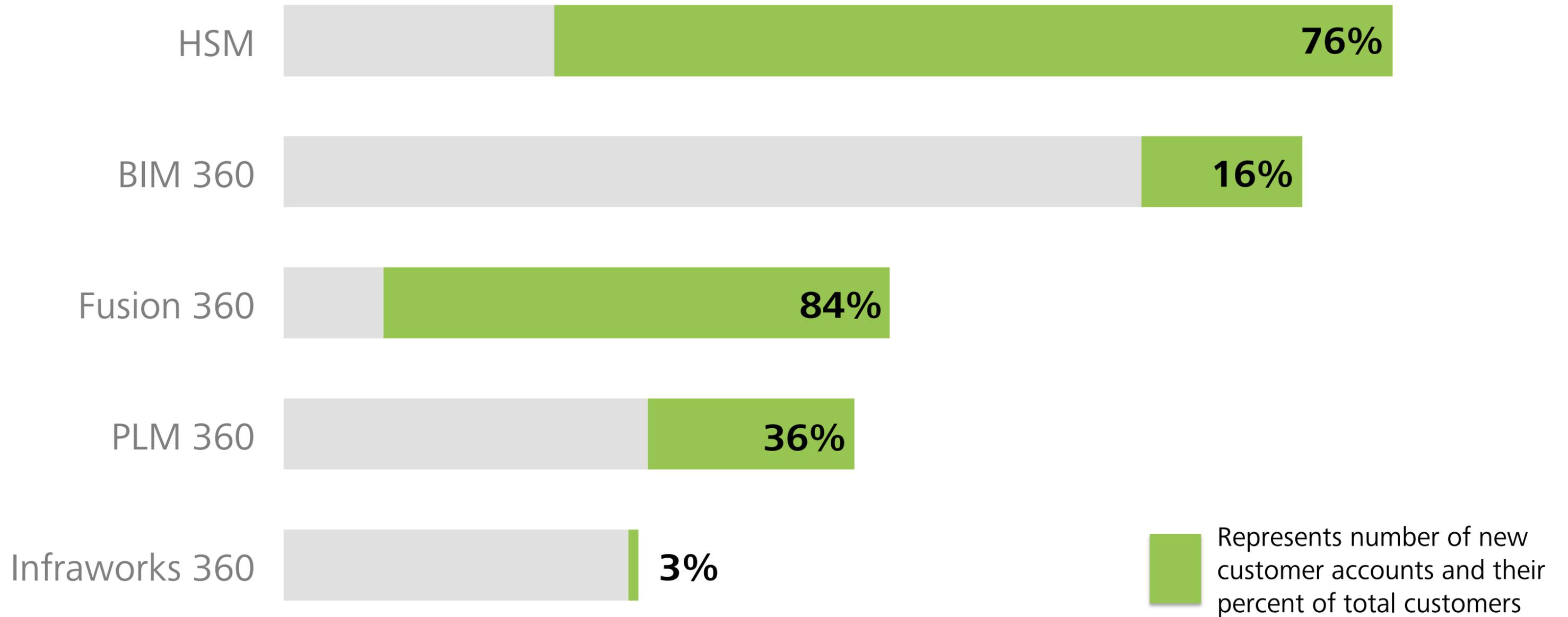
Cloud Services Subscription

- Increase investment in product specialist teams
 - Dedicated inside sales, outside sales, and technical sales resources
 - BIM 360, PLM 360, CAM 360, SIM 360, Fusion 360, Infraworks 360
- Scale new partner models
 - Advisor and referral partners
- Focus on A360
 - Potential to attach to entire user base
 - Can significantly grow our subscriber base within each customer
 - Will produce growth in total value of each account
 - Strengthens our ability to compete in manufacturing and AEC industries



New Offerings Bring in New Customers

Number of customer accounts since product launch



Summary

- Sales approach best serves needs of customers
- Partner framework adjustments focused on preparing our partners for transition to new business models
- Named accounts evolving to more strategic relationships via expansion of enterprise business agreements
- Maintenance subscription leads subscriptions growth
- Desktop subscription and cloud services will add many new subscribers

