

# Winning by Design

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# New Conversations Lead To New Opportunities

*“...companies have learned they can’t just hunker down when bad times strike.”*

(WSJ, 03/23/09)

# What We're Doing...

## Strategic Priorities

**Channel  
Capacity and  
Capability**

**Subscription**

**Named  
Customers  
in Verticals**

**Education**

**Emerging  
Countries**

# What We're Doing...

## Strategic Priorities

**Channel  
Capacity and  
Capability**

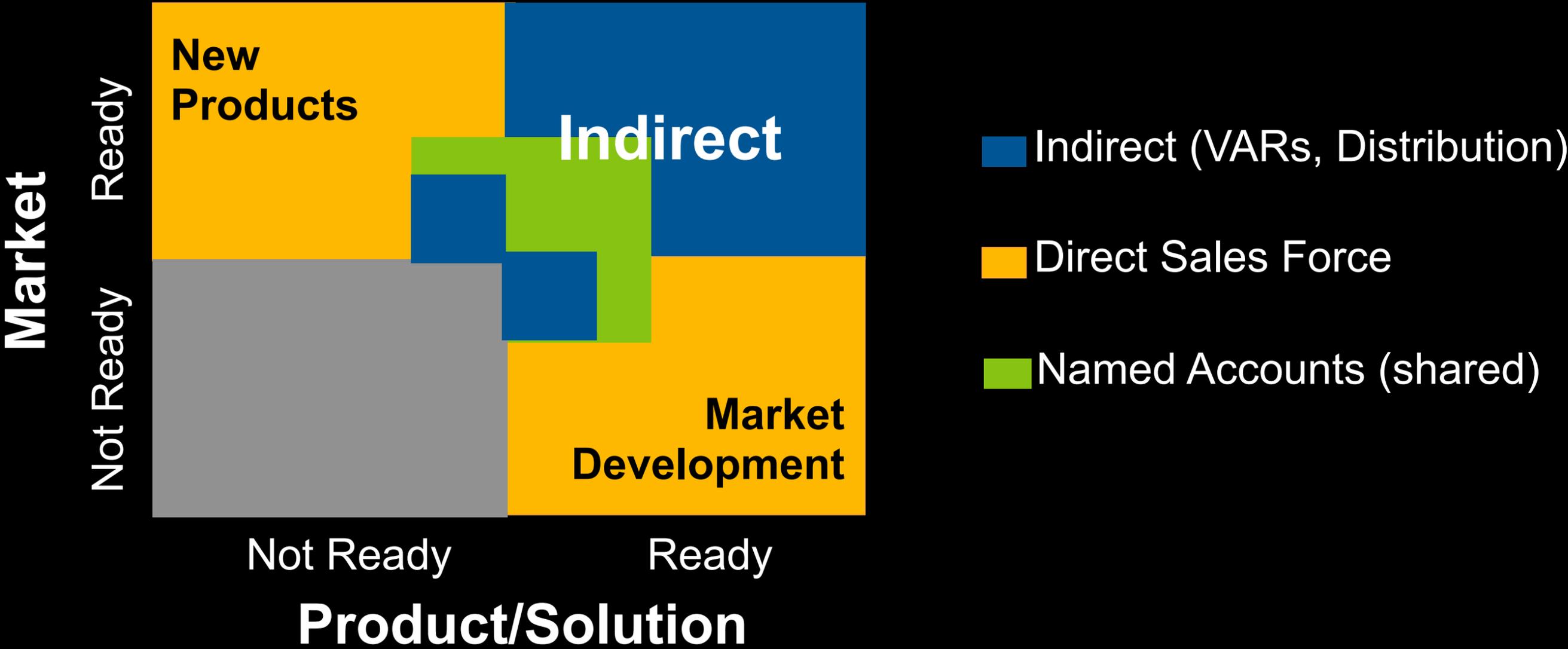
Subscription

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# Expanding Channels



# Ensuring Channel Health

## Increase Cash Flow

- Accelerate payout
- Quarterly targets
- Expand deal registration
- More leads for Subscription

## Improve Margins

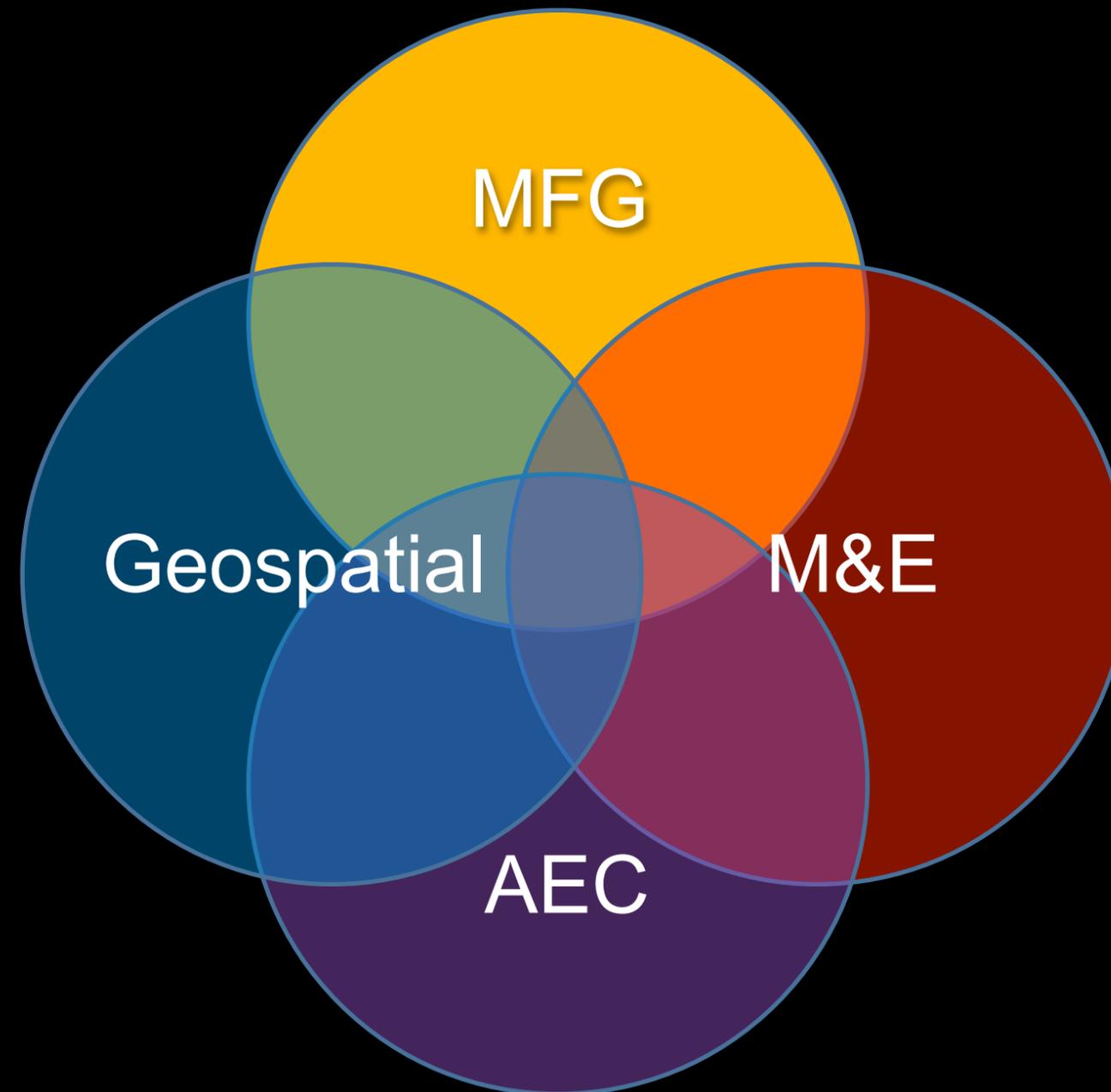
- 0% financing and lease programs
- Online and subsidized training
- Ease authorization requirements

## Increase Effectiveness

- Formalize consulting partnerships
- Business education (“Survive and Thrive”)
- Train/Certify partners for customer support

# More Partners Carry More Products...

44% of all VARs now carry multiple industry authorizations



% VAR authorizations only; excludes VADs

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# Subscription & Support



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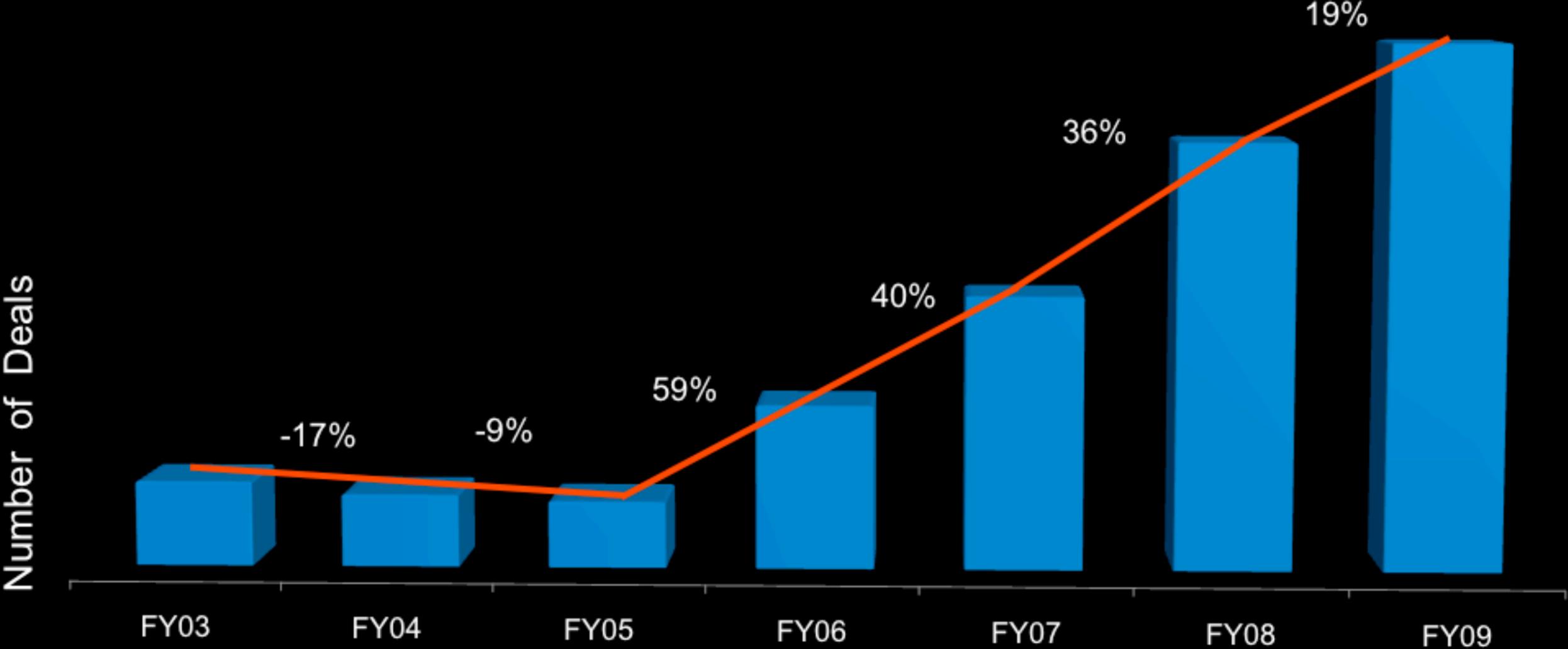
# Named Accounts



Image courtesy of Funcom



# Enterprise Deals > \$1M



# Consulting Services As Catalyst

## Maximizing customer productivity

- Accelerating integration into production
- Mitigating risk of change
- Augment design teams
- Create new workflows
- Recognize Autodesk as “enabler” of success

# “Designing in” Autodesk Methodology

Toolsets “standardized” throughout supply chain



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# Education Seeds Future Growth

Tiered focus on Education:

- Influence** Elite, influence institutions
- Adoption** Technology adoption in curricula
- Access** Widespread usage by students

# Professional Training Increases

## 2,000+ Authorized Training Centers

- 500,000 customers trained in FY'09
- 90,000 certification exams delivered

## Growth in scope and scale

- 21% year-on-year growth in overall training seats
- 46% increase in 3D training
- 72% of all training in Emerging Countries

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**Autodesk®**