



## Autodesk Launches Cloud-Based Alternative for Product Lifecycle Management

Feb 29, 2012

Autodesk PLM 360 Now Available

SAN RAFAEL, Calif.--(BUSINESS WIRE)--Feb. 29, 2012-- [Autodesk, Inc.](#) (NASDAQ: ADSK) today announced the immediate availability of [Autodesk PLM 360](#). The next-generation cloud-based alternative provides a powerful, affordable and easy-to-implement solution at a fraction of the cost of traditional product lifecycle management (PLM) systems.



Autodesk PLM 360 provides an extensive set of apps that extend the benefits of PLM to your entire organization - including program management, engineering, supplier management, quality and compliance management, and more. (Photo: Business Wire)

Autodesk PLM 360 is the latest offering to build upon the company's leadership with cloud-based solutions. Unlike traditional PLM systems — which have historically been expensive and complicated — Autodesk PLM 360 is instant-on and easily configurable to meet customer-specific

product-lifecycle process needs across the enterprise. It is also the first cloud-based PLM solution focused on business applications beyond engineering and bill of material management. As a result, employees in a range of roles — from planning and product development to quality and compliance to service and more — can better access product and project-related information that helps them continuously improve the products they design and manufacture.

"Our customers deserve modern technology to help solve the needs of their increasingly complex and global businesses," said [Robert "Buzz" Kross](#), senior vice president, Design, Lifecycle and Simulation at Autodesk. "Autodesk PLM 360's simple, flexible, cloud-based approach will radically improve the ability for companies to gain the full benefits of PLM, helping them to become more competitive and grow their business."

"We've found Autodesk PLM 360 to be a welcome expansion of our [Digital Prototyping](#) workflow," said Rob Ferber, CEO at Electron Vault, a clean-tech energy-storage provider. "Given the high costs and expertise associated with traditional PLM, we just didn't want to go there until now. Autodesk's accessibility, rapid deployment and ease of use reduce the complexity of managing PLM processes across our global teams."

Franke Foodservice Systems Inc., a division of Switzerland-based global manufacturer Franke Artemis Group, which employs around 10,500 staff worldwide and is established in over 40 countries, has adopted Autodesk PLM 360 to improve its product management, enhancing collaboration through product conception, realization, deployment and use. "No two restaurant customers are identical, and we have many staff in the field doing surveys of customer sites to customize equipment for a new menu item or coffee system," said Duane Brown, manager, Product Data and CAD Operations, Franke Foodservice Systems. "Having a global, cloud-based application to track every step and all our major product milestones with instant sharing of all field and engineering notes in a secure application is incredible."

### Modern, No-Programming Approach

In addition to offering an attractive, modern look and feel for a superior user experience, Autodesk PLM 360 takes a highly configurable no-programming approach to system configuration that eliminates the need for expensive programmers and consultants. Dozens of pre-installed apps automate business processes across the lifecycle. With intuitive drag-and-drop functionality, users can easily tailor apps or build their own to meet specific needs and without having to purchase additional modules.

### True Cloud Application

Autodesk PLM 360 is a true multi-tenant cloud application. Users and managers will never again have to worry about upgrades and broken customization; the application is always up-to-date and compatible with any customer-specific configuration. IT professionals are freed from non-strategic system management since users access Autodesk PLM 360 from a fully managed data center that provides security, high performance and disaster recovery. Additionally, the cloud-based foundation offers users anytime, anywhere access, from virtually any mobile device or web browser.

Autodesk PLM 360 also features integration and interoperability to on-premise systems including [Autodesk Vault](#) product data management (PDM) software. Vault enables workgroups to organize, manage and track their engineering CAD data, manufacturing bills-of-material and change processes from a centralized location.

### Pricing and Availability

In contrast to legacy PLM industry licensing matrices, Autodesk PLM 360's easy and affordable subscription model simplifies purchasing. Full function access for the first three professional users is free, with each additional user priced at US\$75 per month on an annual contract basis. This represents roughly one-tenth the cost of comparable functionality from legacy PLM providers. Availability varies by country. Visit [www.autodeskp360.com](http://www.autodeskp360.com) for additional information about how to purchase Autodesk PLM 360.

### About Autodesk

Autodesk, Inc., is a leader in [3D design](#), engineering and entertainment software. Customers across the manufacturing, architecture, building, construction, and media and entertainment industries -- including the last 16 Academy Award winners for Best Visual Effects -- use Autodesk software to design, visualize and simulate their ideas. Since its introduction of AutoCAD software in 1982, Autodesk continues to develop the broadest portfolio of state-of-the-art software for global markets. For additional information about Autodesk, visit [www.autodesk.com](http://www.autodesk.com).

*Autodesk and AutoCAD are registered trademarks or trademarks of Autodesk, Inc., and/or its subsidiaries and/or affiliates in the USA and/or other countries. Academy Award is a registered trademark of the Academy of Motion Picture Arts and Sciences. All other brand names, product names or trademarks belong to their respective holders. Autodesk reserves the right to alter product and services offerings, and specifications and pricing at any time without notice, and is not responsible for typographical or graphical errors that may appear in this document.*

© 2012 Autodesk, Inc. All rights reserved.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50186589&lang=en>



Source: Autodesk, Inc.

Autodesk, Inc.

US Media Contact:

Stacy Doyle, 503.707.3861

[stacy.doyle@autodesk.com](mailto:stacy.doyle@autodesk.com)

or

EMEA Media Contact:

Mikael Löwenhielm, +46 31 726 0137

[mikael.lowenhielm@autodesk.com](mailto:mikael.lowenhielm@autodesk.com)