



Autodesk Expands 2012 Platinum Club to Recognize Channel Partners Globally

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Resellers and Distributors Inducted for Outstanding Service and Sales Performance

LAS VEGAS--(BUSINESS WIRE)--Mar. 13, 2012-- [Autodesk, Inc.](#) (NASDAQ: ADSK), a leader in [3D design](#), engineering and entertainment software, has selected 36 Value Added Resellers (VARs) and Value Added Distributors (VADs) from 24 countries for induction into the 2012 Autodesk Platinum Club during Autodesk's One Team Conference (OTC) an annual global channel partner event. The channel partners chose demonstrated strong sales performance and commitment to customer service during the 2012 fiscal year.

"Autodesk is proud to announce the 2012 Platinum Club winners and is grateful to each company for its exceptional performance," said Steve Blum, senior vice president of Worldwide Sales and Services, Autodesk. "These partners continue to deliver world-class service and technical expertise to their customers, providing them with the software, training and services they need to succeed. Customers have become more efficient, competitive and innovative as a result of these stellar partner efforts."

Veteran VARs Influence Industry Innovation

This year's Platinum Club Partners have helped customers take advantage of Autodesk's 3D design, engineering and entertainment software to design, visualize and simulate their ideas, while solving critical business problems. Through the years, these valued partners have consistently helped encourage adoption of 3D design software in multiple industries and demonstrated what it means to be a trusted adviser to Autodesk users. Autodesk Platinum Club members include channel partners who have excelled in sales, growth and other key measures.

"It's very rewarding to win Partner of the Year," said Mike Delacey, president of Microdesk, the Autodesk North American Partner of the Year for FY12. "Being recognized shows the quality of our team and strength of our ability to provide our clients with the level of consulting they need to successfully make the transition to Building Information Modeling (BIM). I am extremely proud of my team and appreciate Autodesk recognizing our efforts."

Autodesk supports a number of initiatives for its global channel partner network, including establishing a renowned reseller recognition program; implementing a customer engagement program which has assisted in increased partner solutions sales; investing in channel capability through training; and forming a channel partner web portal designed to deliver resellers fast, easy access to a wealth of resources, program material and news.

Partners are chosen based on their ability in promoting, demonstrating, installing and supporting Autodesk products. Those honored have pioneered the standards that resellers must meet to become Autodesk-authorized VARs.

"It's fantastic to have global recognition for the work our team has done over the past year," said Paul Laycock, CEO of KarelCAD in Australia. "We appreciate Autodesk taking this extra step to bring our team closer together. It truly feels like a global, united team."

Platinum Club 2012 Winners

AMERICAS

North American Reseller of the Year – [Microdesk](#)

North American Rookie Partner of the Year – [Le Groupe A & A](#)

North American 90/90 Subscription Excellence Award – [CAD Technology Center](#)

Top North American Reseller in AEC Suites Sales – [Advanced Solutions](#)

Top North American Reseller in MFG Suites Sales – [D3 Technologies](#)

Top North American Reseller in M&E Suites Sales – [Ideate](#)

North American MFG+1 Award – [KETIV](#)

Top North American Reseller in Product Sales Growth – [CADsoft Consulting](#)

Top North American Reseller in Government Overall Sales Growth – [Rand IMAGINiT](#)

Top North American Reseller in Education Overall Sales Growth – [Synergis Technologies](#)

Top North American Reseller in AEC Product and New Subscription Growth – [ECAD](#)

Top North American Reseller in MFG Product and New Subscription Growth – [MasterGraphics](#)

Top North American Reseller in M&E Product and New Subscription Growth – [AnnexPro](#)

Top North American Reseller in Marketing – [Applied Software](#)

Top Volume Channel Partner – [CDW](#)

Latin American Partner of the Year – [CADGRAFICS](#)

Top Latin American Reseller in AEC Overall Sales Growth – [Frazillio & Ferroni Informatica](#)

Top Latin American Reseller in MFG Overall Sales Growth – [Microgeo S.A.](#)

Top Latin American Reseller in PSEB Overall Sales Growth – [Realize Tecnologia](#)

Top Latin American Reseller in Product Sales Growth – [MCR Sistemas e Consultoria](#)

Top Latin American Distributor in Overall Sales Growth – [PARS](#)

EMEA

Total Annual Purchase Growth Central Europe – [CIDEON](#) and [Mensch und Maschine Systemhaus](#)

Largest Percent Purchase Growth Central Europe – [MCDS Datensystem](#)

Total Annual Purchase Growth Northern Europe – [NTI CADCenter](#) and [Majenta Solutions](#)

Largest Percent Purchase Growth Northern Europe – [AGS-Gruppen](#)

Total Annual Purchase Growth Southern Europe – [Aricad S.A.](#) and [Negroni Key Engineering](#)

Largest Percent Purchase Growth Southern Europe – [REFSA Sarl](#)

Largest Percent Purchase Growth CIS – [Softline Trade](#)

Largest Percent Purchase Growth Middle East – [Modena Design Centres](#)

Largest Percent Purchase Growth MED – [Omnitech-Eichut](#)

APAC

Top ANZ Reseller in "New" Billings Growth – [AEC Systems](#) and [KarelCAD](#)

Top Japan Reseller in "New" Billings Growth – [Otsuka Corporation](#) and [Kubota Systems](#)

Top Korea Reseller in "New" Billings Growth – [WeMade I&C](#) and [Linetek System](#)

Top ASEAN Reseller in "Total" Billings Growth – [Crown Systems](#) and [Shellsoft Technology Corporation](#)

Top Greater China Reseller in "Total" Billings Growth – Beijing Lianxun Chuangchen Tech and [Forida Ltd.](#)

Top India Reseller in "Total" Billings Growth – [CAD Studio](#) and [Trisita Marketing](#)

Autodesk's global channel partner network includes more than 1,900 partners, all of whom support customers across a number of industries, such as manufacturing, architecture, building, construction, and media and entertainment.

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 17 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 a broad portfolio of state-of-the-art software for global markets. For additional information about Autodesk, visit www.autodesk.com.

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