



## Survey of Autodesk PLM 360 Customers Shows Benefits of Cloud

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Improved Business Responsiveness and Greater Access to Project Information Cited As Key Reasons

SAN FRANCISCO--(BUSINESS WIRE)--Nov. 5, 2012-- [Autodesk, Inc.](#) (NASDAQ: ADSK) today announced findings from a survey of [Autodesk PLM 360](#) customers that showed the cloud-based product lifecycle management (PLM) solution is helping many companies employ PLM for the first time or bringing PLM to entirely new functions within a company.

For a majority of respondents, Autodesk PLM 360 represented their first time using PLM technology. Previously, 61.1 percent of respondents were using Microsoft Office tools to handle their PLM needs, and 27.8 percent had no PLM system at all prior to PLM 360.

Available for the first time earlier this year, PLM 360 represents a flexible, easily customizable, next-generation alternative to traditional PLM systems, which have historically been expensive, complicated, and difficult to both deploy and configure.

"When employees in a range of roles can better access product and project-related information, it helps them continuously improve the products they design and manufacture," said Brenda Discher, vice president, Manufacturing Industry Strategy and Marketing at Autodesk. "We believe that PLM is for everyone, so we welcome this feedback and ability to learn from a broad cross-section of users in multiple industries."

### Respondents Cite Cloud Flexibility, Accessibility

Nearly two thirds (63.6 percent) of the survey respondents—whose functional positions ranged from engineering warehouse quality control, to legal and accounting—indicated that they were experiencing improved flexibility and responsiveness as a result of the product's cloud platform.

"Autodesk PLM 360's cloud-based functionality was absolutely a key factor in our purchasing decision," said Andrew Armour, President and Founder, Pura Medical LLC. "Having the benefits associated with universal connectability and minimal IT maintenance requirements allow us to focus our resources on running our business as opposed to managing a software program."

Additionally, more than two thirds (68.8 percent) of respondents praised the accessibility of the cloud platform, citing the promise of immediate access to data anywhere in the world as one of their key reasons for selecting PLM 360.

Other key reasons for purchase included simplified IT and deployment (56.3 percent of respondents) and ease of configuration (50 percent of respondents).

"At VACCO, we design and manufacture specialty valves, filters and advanced fluid control products used in critical missions for Aerospace, space markets," said Richard Noriega, Design Engineer, VACCO Industries. "There is no room for error in our product development, and the fact that we can tailor Autodesk PLM 360 to fit our business helps us ensure consistency and quality of our products."

### Methodological Notes:

The Autodesk PLM 360 Customer Survey was conducted between Oct. 9-17, 2012, using an email invitation and an online survey. Survey findings reflect insights from 20 organizations in more than nine industries and six global markets.

### About Autodesk

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