Increasing Sales Capacity and Capability

Ken Bado
Executive Vice President, Sales and Services
Global Business Ecosystem

- 1,900 Autodesk Sales, Support, and Consulting
- 2,000 Channel Partners
- 2,000 Authorized Training Centers
- 3,400 Development Partners
- 187 Countries
SMB Sales Model

Channels
- Geography
- Knowledge
- Customers

Direct
Enterprise
Small Medium Business
Professional
Consumer
Consumers

© 2010 Autodesk
Resellers Drive Growth and Expansion
Enterprise Sales Model

Direct
- Dedicated Resources
- Proven Approach
- Focus on Customer Solutions

Channels

Consumers

Enterprise
Small Medium Business
Professional
Consumer
Expanding Penetration Enterprise-wide
Enabling Transformational Growth
Enabling Transformational Growth
Consumer Sales Model

Direct

Channels

Enterprise

Small Medium Business

Professional

Consumers
- Online sales
- Mobile apps

Consumer
Emerging Countries:
Unique Opportunities – Flexible Model
Path to Growth

- Expanding capacity and capability
- Growing the customer base
- Scalability
$14+ Billion