$14+ Billion
Industries and Solutions

AEC
Building Information Modeling

Manufacturing
Digital Prototyping

M&E
Digital Entertainment Creation
Traditional Customer Segments

Enterprise
500+ Seats

Small and Medium Business
5-500 Seats

Professionals
1-5 Seats

Consumers
New Consumer Customers
Autodesk Customers

Enterprise
500+ Seats
100s of accounts

Small and Medium Business
5-500 Seats
10,000s of accounts

Professionals
1-5 Seats
100,000s of accounts

Consumers
2,500,000

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AutoCAD LT: Professional Starts Here

3 Versions:
- Mfg, AEC, General

Buy & Trial throughout:
- Email, Web, PR, etc.
AutoCAD LT: Trial to Buy
Social Media
New marketing and tracking
ADSK iPhone Application
Inventor Global Campaign
Consistent Awareness

Email

Online

Print
Manufacturing Sales Toolkit Evolution
Ensuring maximum impact

2009
- 323 pages
- Global Freight $
- Static

2010
- Electronic only
- Desktop RIA
- Updates automatically
Product Portfolio
Growth Opportunities

Enterprise
500+ Seats
100s of accounts

Small and Medium Business
5-500 Seats
10,000s of accounts

Professionals
1-5 Seats
100,000s of accounts

Consumers
2,500,000

New
• Competitive Wins
• New Accounts
• Portfolio Expansion
• Emerging Markets

Expansion
• Account Business Growth
• Competitive Displacement
• Portfolio Expansion
• Subscription

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