Expanding Our Market Opportunity

Amar Hanspal
Senior Vice President, IPG
PLANNED INNOVATION DRIVES MARKET OPPORTUNITY

**MAINFRAME**
1960s – 1980s
Large Corporations
Rental
Thousands of Users

**PC**
1990s – 2000s
Enterprise & SMB
License and Maintenance
Millions of Users

**CLOUD and MOBILE**
2010s – Present
Everyone
Subscription/Consumption
Billions of Users

© 2015 Autodesk, Inc.
THE CLOUD CHANGES EVERYTHING
New Markets, New Subscribers
SIMULATION

$3.2B Opportunity
3M+ Subscribers

Based on Internal Estimates and Cambashi Data
PLM

$4B Opportunity
10M+ Subscribers

Based on Internal Estimates and Cambashi Data

Manufacturing

Project Program Management

Procurement Supplier Management

Sales and Marketing

ERP

CRM

Service and Support

Quality Management

Engineering
U.S. VALVE & FILTER MANUFACTURER

- 71% Labor efficiency increase
- 26% Cost savings
- 3% Increase in revenue
- Annual Benefit $3.2M
IoT

$6B Opportunity
10M+ Subscribers

Based on Internal Estimates and Cambashi Data
Preventative Maintenance

Equipment starts showing signs of failure

Sensors capture and send data

Data analytics detect the failure

Tailored solution triggers business process

Smarter Systems

Improved Design Quality

Original design

Are we consuming too much power?

Analytics

What’s the MTBF?

Optimized Next Gen

Which parts fail the most?

What else can I learn?

© 2015 Autodesk, Inc. Autodesk Confidential
DESIGN AND ENGINEERING: Fusion 360

$5.7B Opportunity
4M+ Subscribers

Based on Internal Estimates and Cambashi Data

© 2015 Autodesk, Inc.
Productivity has remained flat (compared to doubling in manufacturing)

- 40% of materials become waste

- 98% of mega projects incur cost overruns

- 77% of projects are at least 40% late

- On average projects run 20 months behind schedule
CONSTRUCTION

$6B Opportunity
100M+ Subscribers

Based on Internal Estimates and Cambashi Data
Am I missing part of this model?

Yes, I have an update to this model coming...
▪ 45% improvement in the speed/labour costs of reactive jobs

▪ 54% PPM completion per month

▪ 50% improvement in the productivity

▪ 15-20% reduction in PPM labour costs
CHANGING THE CONVERSATION

THE FUTURE OF MAKING THINGS

2015 ENR TOP 250

90% Autodesk Customers

© 2015 Autodesk, Inc.
$25B
Business Model Transformation Builds A Better Business
Platform Transformation Builds A Bigger Business
Together, They Make Autodesk Unstoppable