Manufacturing Opportunity

Buzz Kross
Senior Vice President
Purchasing Manager’s Index shows continued expansion in manufacturing.
The manufacturing market is growing at 8%
Autodesk Manufacturing Revenue Growth

17%

Manufacturing Business Segment Growth Q2 FY15
Drive More Value Per Account

12%  
More Growth

20%  
More Value

50%  
More Subscriptions
Concept to Class A
Automotive Interiors
Design
Drive More Value Per Account

Parametric ↔ Direct ↔ Free Form
World Leading Free Form Modeling
BIM for Manufacturers
Simulation
Powered by NASTRAN
Drive More Value Per Account

- What happens when temperature changes?
- Will my part fail?
- What happens if I drop it?
- Will it overheat?
- Will it handle fluid pressure?
- Can I produce parts faster?
- How light can I make it?
- Will it have defects?
- How strong does it need to be?
- How do parts interact?
- How will failure occur?
- How will it fail?
- When will it fail?
Drive Net New Subscribers

12% More Growth

20% More Value

50% More Subscriptions
Fabrication
Extending Beyond Design

$1.8B

Digital Prototyping
Drive Net New Subscribers

Simple → Complex → Specialized

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Delcam – Driving Net New Subscribers

- World leader in CNC
- Incremental revenue
- Growth rate sustained post acquisition
Additive Manufacturing
It is NOT About Consumer 3D Printing
Autodesk Leads the Industry
Shape Optimization – Impossible with Traditional Methods

Complex lattice structures
PLM 360 Enters Growth Stage
PLM 360 – Managing the Enterprise

Cloud-based, zero deployment

Accessible on any device

Up and running in minutes, not months
PLM 360 Growth

- Solid growth in new seats
- Returning customers
- High customer retention rate
- 96% YY growth in billings
- 237% YY growth in new customers

YY growth numbers are for Q2 FY15
“Cloud Only” Companies
Quirky and PLM 360

- Drive new product launch cycles to 30 days
- Move from 20 to 45 new products per quarter

“We need PLM 360 and process so we can move faster.”

Mark Principe,
Sr. Project Manager, Quirky
“SolidWorks Enterprise PDM is the last application I have on premise. Do you have anything to replace it in the cloud?”

Martin Hambalek, VP, IT Services
New Customers for Autodesk with PLM

- Zep Solar
- Quirky
- memjet
- Inphi
- Electrical Components International
- Porex
- Sportstoyz

Non-Autodesk CAD
New Customers for Autodesk with PLM

- An average of 130 net new users per account
- An average of 2X subscription billings per account

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Fusion 360

- First ever CAD in the cloud
- A new, fast, easy paradigm
- Users
  - Brand new to CAD
  - Replacing multiple, old CAD products
21st Century Product Development

Access anywhere

Extended teams

Rapid iteration
Modbot

- Completely configurable robotic arms
- Two friends, one electronics expert, one CAD guru.
- “…use Fusion 360 for 95% of my design work so far…”
Creative Things

“Fusion helps me be a better designer… Fusion is the Ferrari I’ve been looking for.”
- Simeon
Fusion 360
Not Just CAD, Full Product Development

Model

Machine

Document

Render

Test

Collaborate
Fusion
• Cloud based
• Easy
• Highly dynamic & fun
- 30,000 new accounts in the first 10 days
- Ranked #1 in Graphics & Design in the US, Canada, Germany & China App Stores
Summary

Driving value through product differentiation

Adding users via new engineering disciplines

Real business, today
First ever CAD in the Cloud
First ever PLM in the Cloud