

SAFE HARBOR

Each of the presentations today will contain forward looking statements about strategies, products, future results, performance or achievements, financial and otherwise, including statements regarding our business model transformation, guidance for the fourth quarter of fiscal year 2017, our long term financial goals, our M&A strategy, our capital allocation, and our stock repurchase program. These statements reflect management's current expectations, estimates and assumptions based on the information currently available to us. These forward-looking statements are not guarantees of future performance and involve significant risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from results, performance or achievements expressed or implied by the forward-looking statements contained in these presentations, such as a failure to maintain subscriptions, ARR, ARPS, billings, revenue, deferred revenue, operating margins and cash flow growth; difficulty in predicting those financial metrics from new businesses; failure to maintain spend management; failure to successfully manage transitions to new business models and markets, including the introduction of additional ratable revenue streams, our continuing efforts to attract customers to our cloud-based offerings; failure to successfully expand adoption of our products; and any worsening in the macro economy or increase in protectionism.

A discussion of factors that may affect future results is contained in our most recent SEC Form 10-K and Form 10-Q filings available at www.sec.gov, including descriptions of the risk factors that may impact us and the forward-looking statements made in these presentations. The forward-looking statements made in this presentation are being made as of the time and date of its live presentation. If these presentations are reviewed after the time and date of the live presentations, even if subsequently made available by us, on our website or otherwise, these presentations may not contain current or accurate information. We disclaim any obligation to update or revise any forward-looking statement based on new information, future events or otherwise.

Non-GAAP Financial Measures

These presentations include certain non-GAAP financial measures. Please see the section entitled "Reconciliation of GAAP Financial Measures to non-GAAP Financial Measures" in the Appendices attached to the presentations for an explanation of management's use of these measures and a reconciliation of the most directly comparable GAAP financial measures.

INVESTOR DAY 2016

Go-to-Market Update

STEVE BLUM

Senior Vice President, Worldwide Sales & Services

Playing To Our Strengths



Named Accounts
Digital Direct
Channel Strategy



Named Accounts

Digital Direct

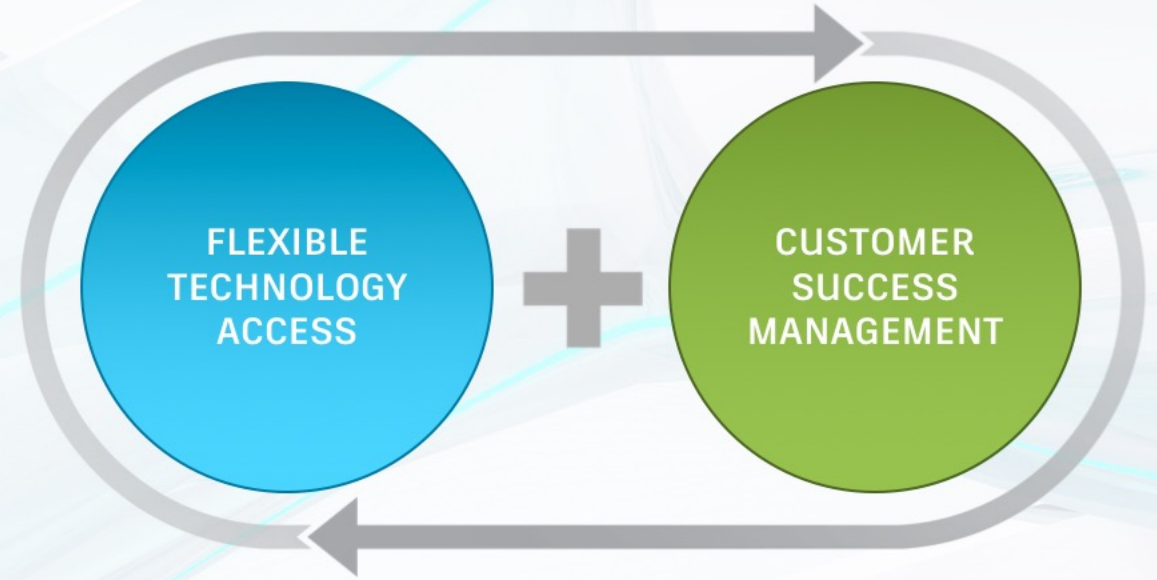
Channel Strategy



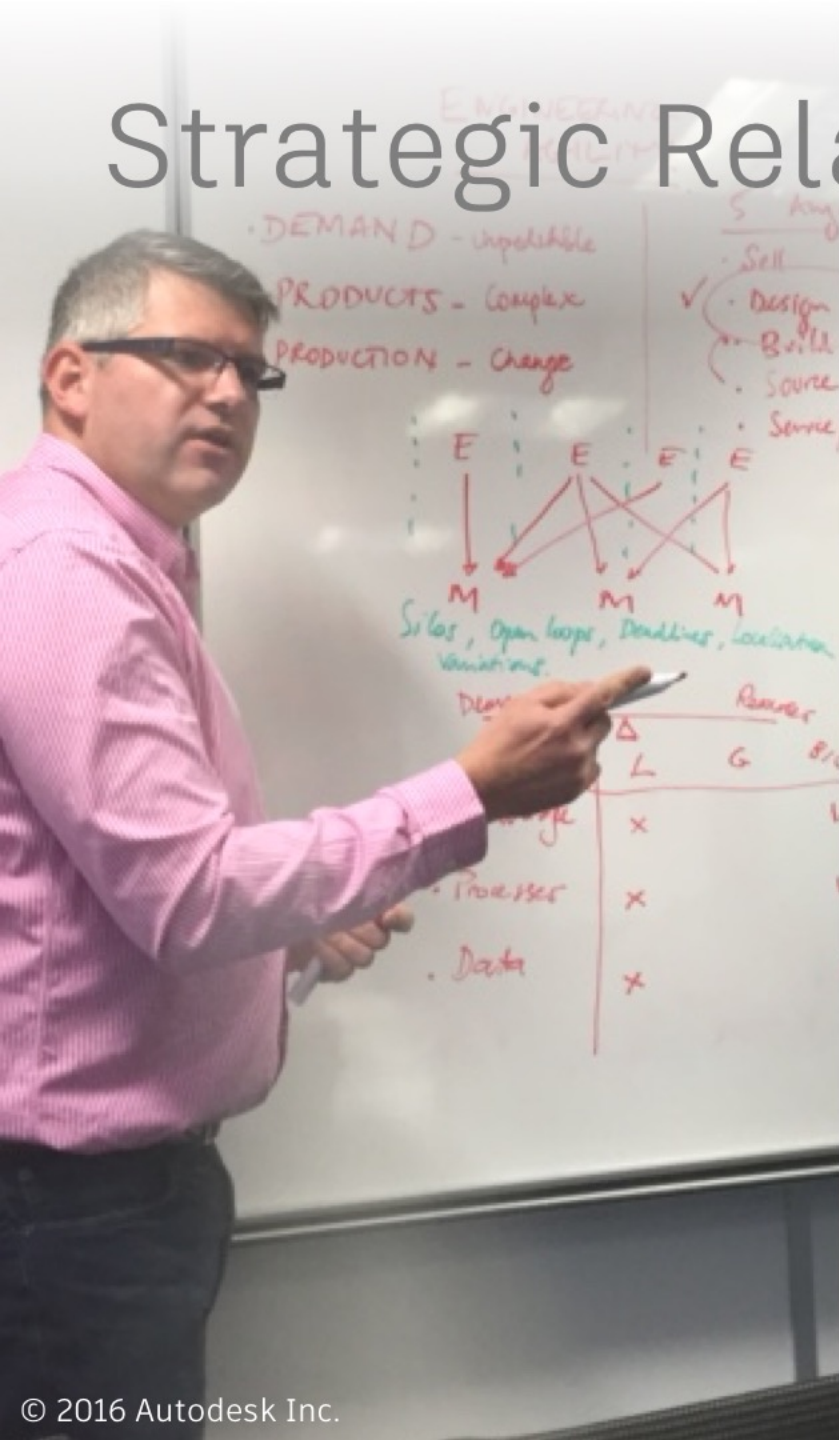
Enterprise Business Agreements

Consumption models and dedicated Autodesk support

- Enterprise-wide access to entire Autodesk portfolio
- Joint customer success planning
- Dedicated consulting and support resources



Strategic Relationships



Enterprise Business Agreements

Moving to Token Flex grows subscriptions



2.8x

multiplier on subscriptions
after moving to Token Flex

Customer Success Management

Targeted initiatives drive adoption and use

IMPACT OF ADOPTION SPECIALIST
ON BIM360 ACTIVE USERS



Feb 2015

June 2016

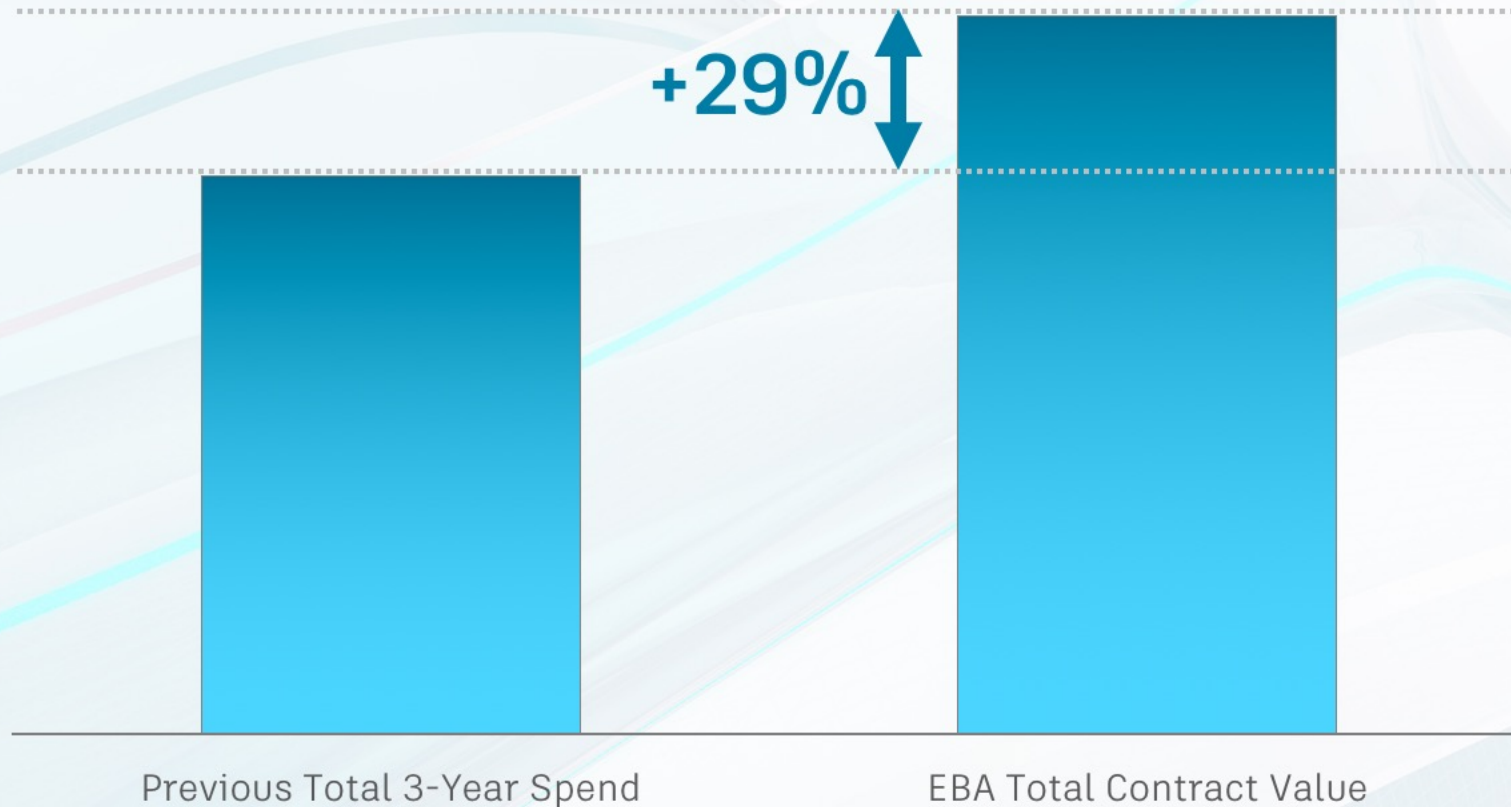
3.7x
usage multiplier over
17 month period

baseline of active
users prior to
adoption specialist

Enterprise Business Agreements

Token Flex increases lifetime customer value

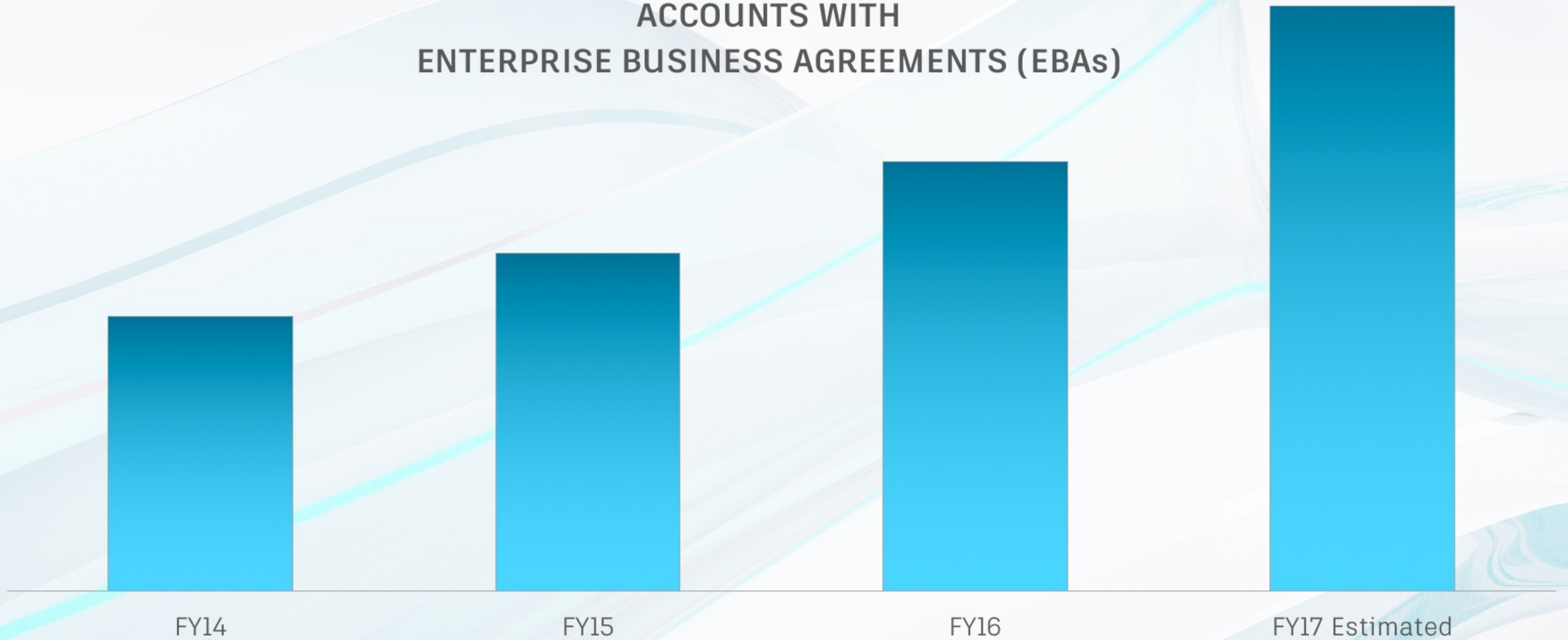
3-YEAR HISTORIC ACCOUNT BILLINGS VS. EBA TOTAL CONTRACT VALUE
(New EBA Deals FY16 – FY17 YTD)



Enterprise Business Agreements Drive Growth

~25% of Named Accounts will have EBAs by end of FY17

ACCOUNTS WITH ENTERPRISE BUSINESS AGREEMENTS (EBAs)





Named Accounts

Digital Direct

Channel Strategy



Digital Connections



Hub Model

A great “digital direct” experience for customers



Hub Model

“Digital direct” pilot shows accelerated sales results

CUSTOMER ROUTING



LIKELIHOOD TO BUY



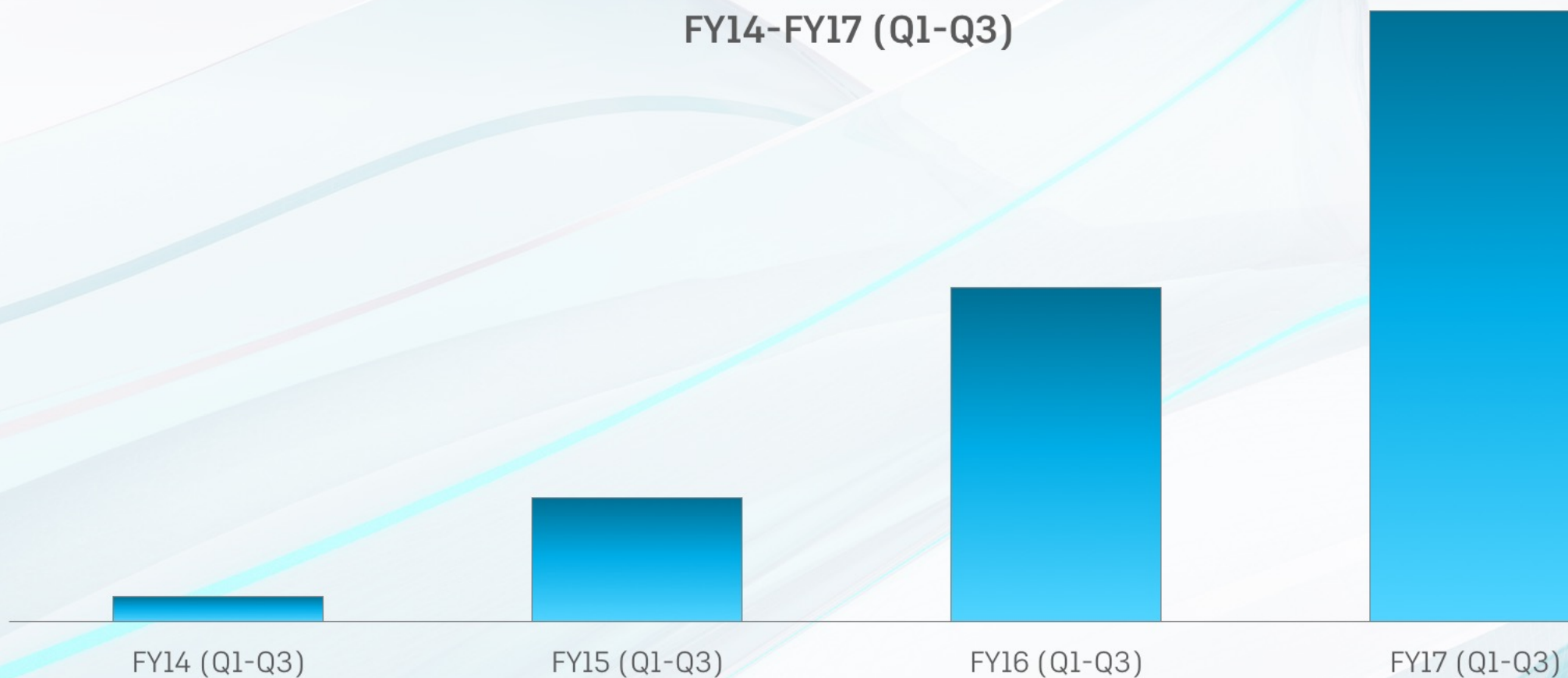
SALES



Digital Direct Transactions

eStore growth continues to accelerate

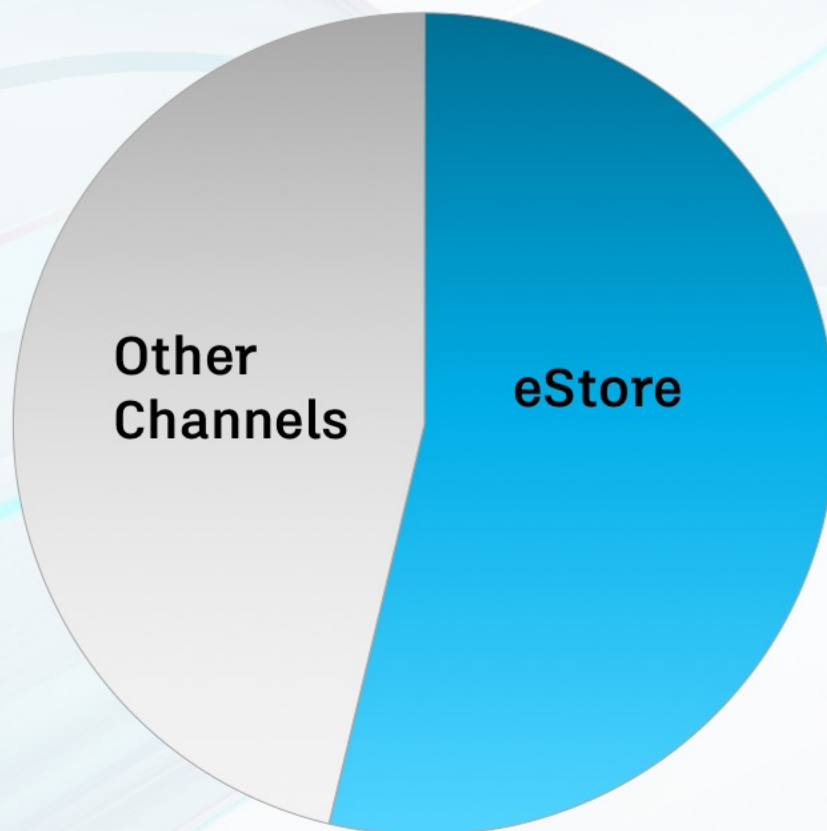
**NEW SEATS FROM eSTORE
FY14-FY17 (Q1-Q3)**



Digital Direct New Customer Acquisition

eStore attracts over half of new customers

APPROXIMATE NEW CUSTOMER ACQUISITION MIX
IN MATURE MARKETS (Q3FY17)



Named Accounts
Digital Direct
Channel Strategy



Scale and Coverage

Partners provide global scale and local expertise around the world

SALES CAPACITY



11,500 feet on the street

GLOBAL SCALE



1,600 reseller businesses

LOCAL EXPERTISE



170 countries

Added Value

Partners generate demand and support Autodesk customers

DEMAND GENERATION



~10K partner-hosted events

ADOPTION AND SUCCESS



~2M customer and tech support calls

APPLICATION DEVELOPMENT



20K+ ADN members

3.8K cloud developers

Partner Incentives

Aligned to drive subscription and ARR growth

SUBSCRIPTION INCENTIVES

- New subscriptions vs. renewals
- Net-new subscriptions
- Deal registration for large deals

INVESTMENT INCENTIVES

- Platinum and Gold tier partners
- Specialized partners
- Increased VAR program requirements

Partner Services

More opportunities for partners to deliver high value services

- Services and consulting for SMBs delivered by partners
- Programs to enable partners to deliver cloud solutions and adoption services
- Early adopters of Forge and custom-application development
- Services delivered by partners in Named Accounts where appropriate

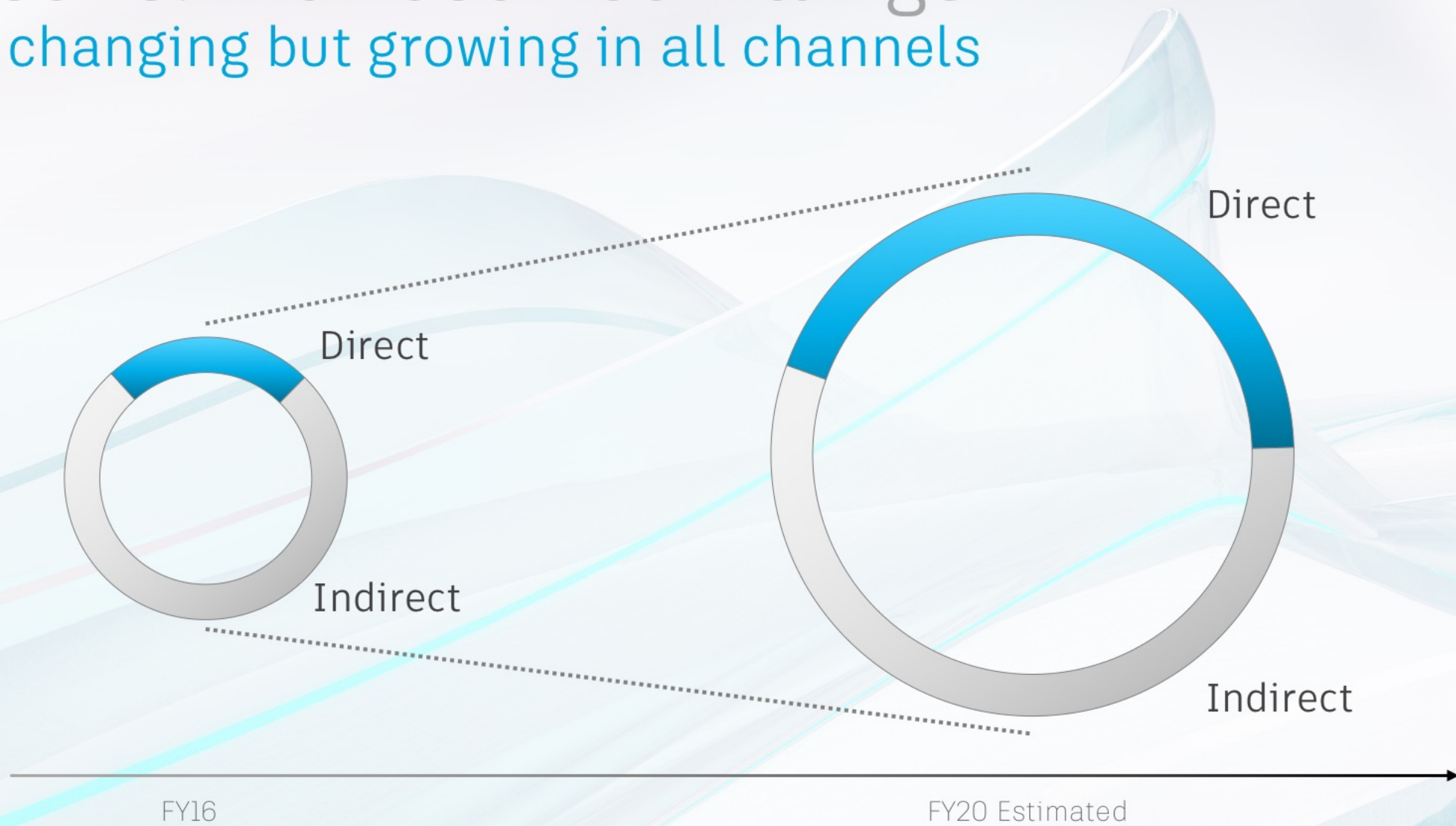
Customer Engagement

Aligning engagement models to customer preferences



Direct vs. Indirect Net Billings

Mix is changing but growing in all channels



Conceptual representation

Positioned to Achieve FY20 Goals

- Strategic, direct relationships with Named Accounts
- New digital-direct capabilities and opportunities
- Strong partner network with local relationships
- An integrated, customer-friendly, go-to-market experience



AUTODESK®