



CFTA

**Autodesk's Business Model Change
Understanding Your Options**

Lisa Brady

AEC Territory Manager – Autodesk, Inc.

Agenda

- The Future of Making Things
- Autodesk's Business Model Transition
- Audits
- Recommended Next Steps
- Questions





PRODUCTION

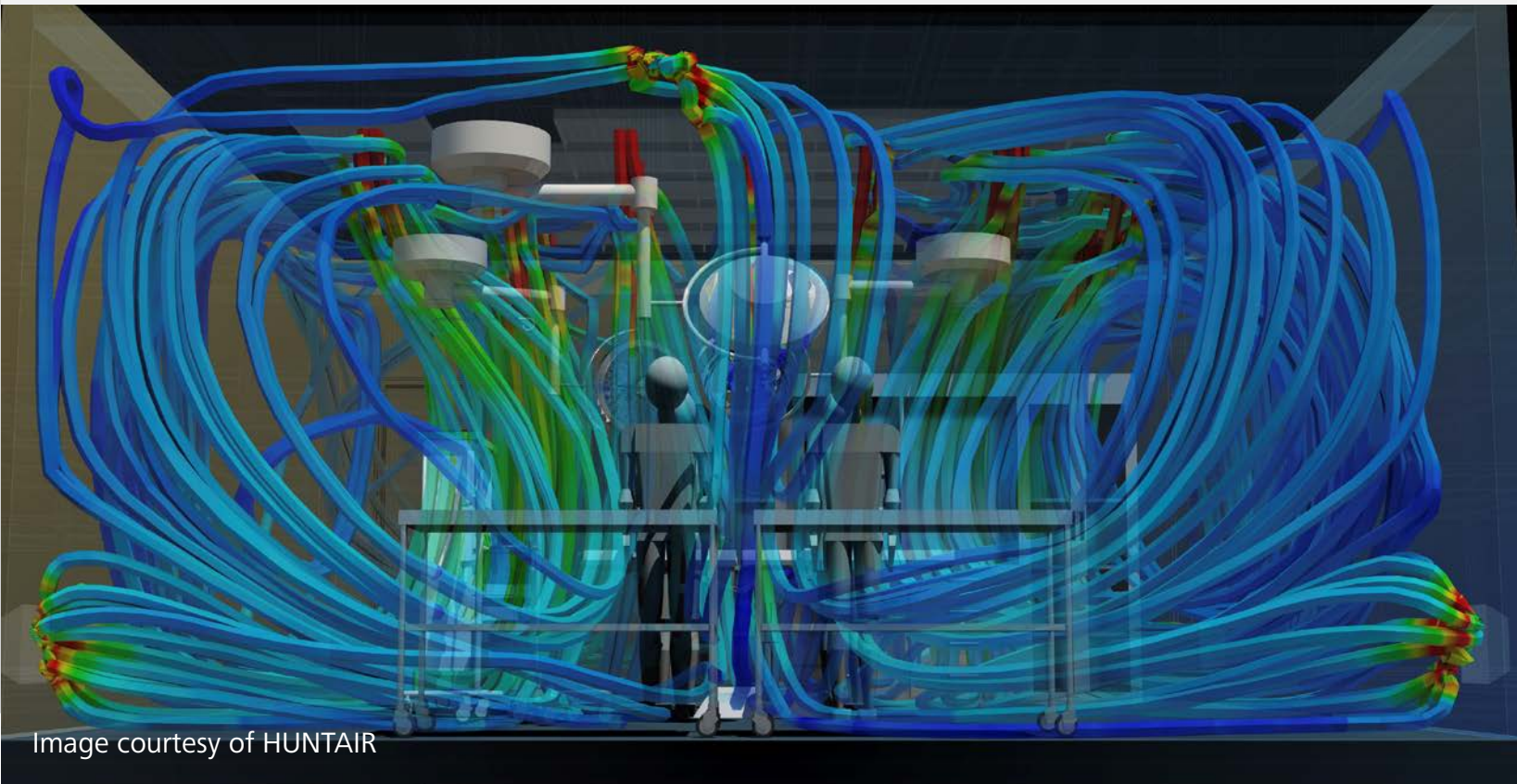
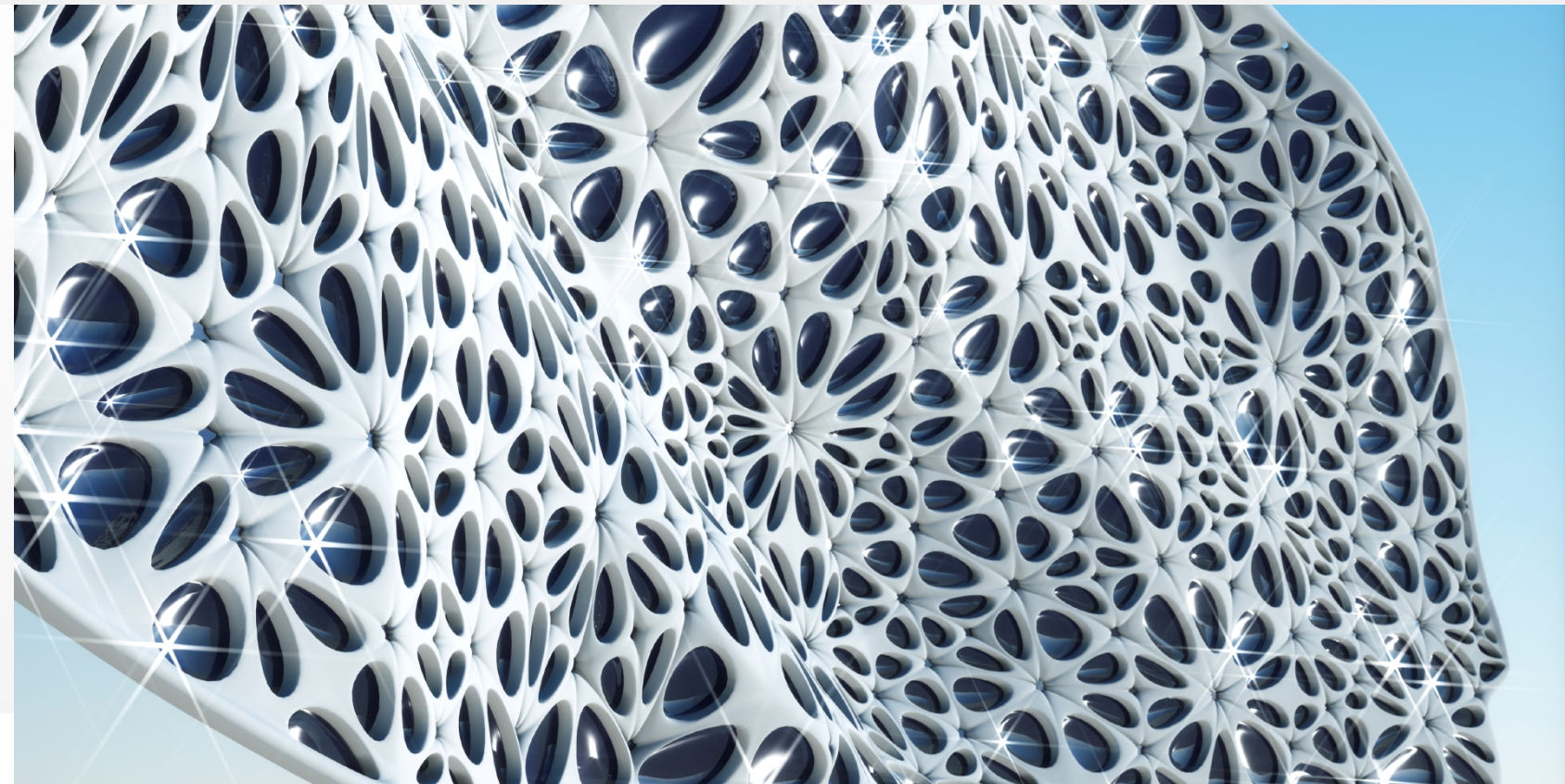
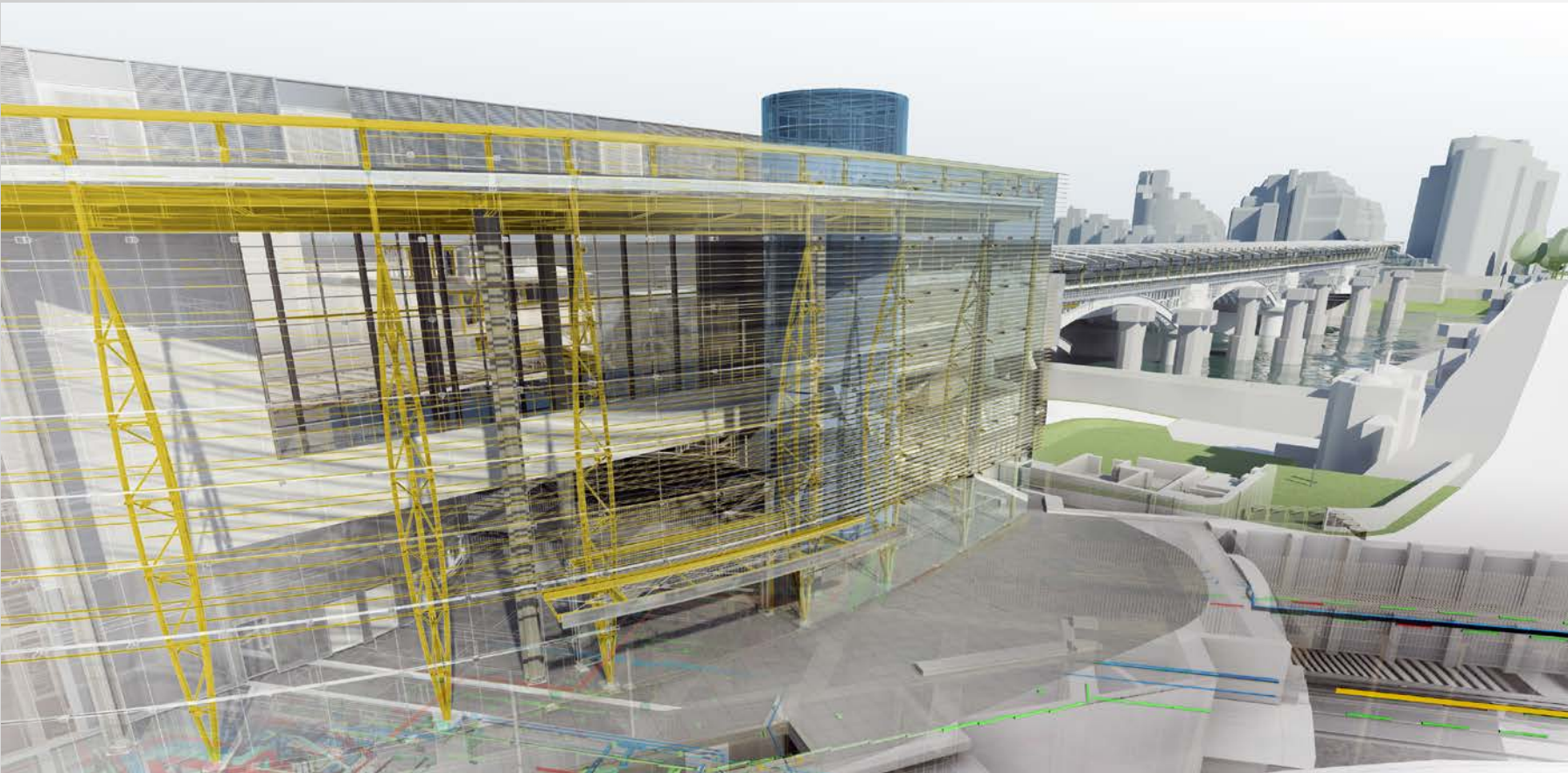


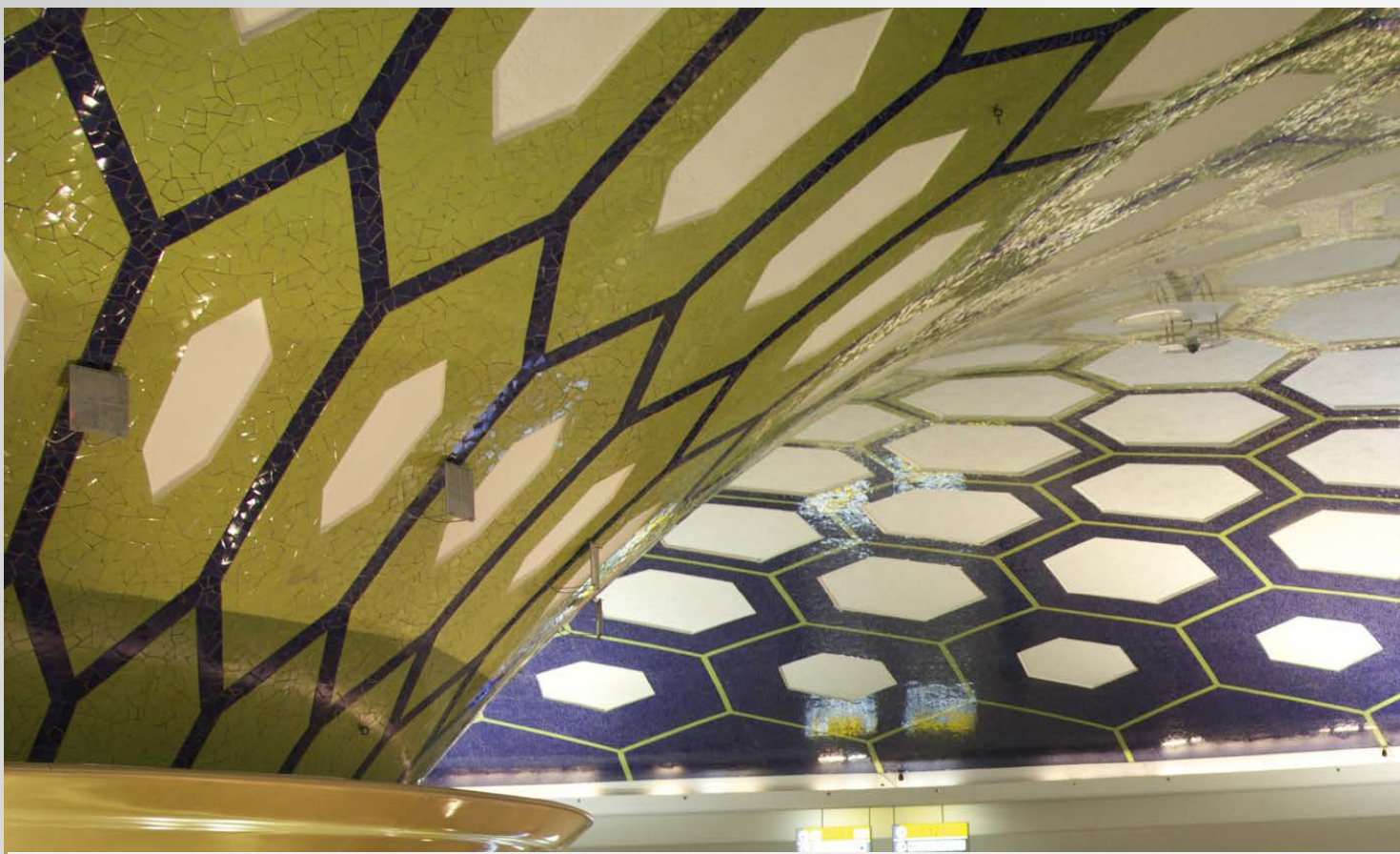
Image courtesy of HUNTAIR





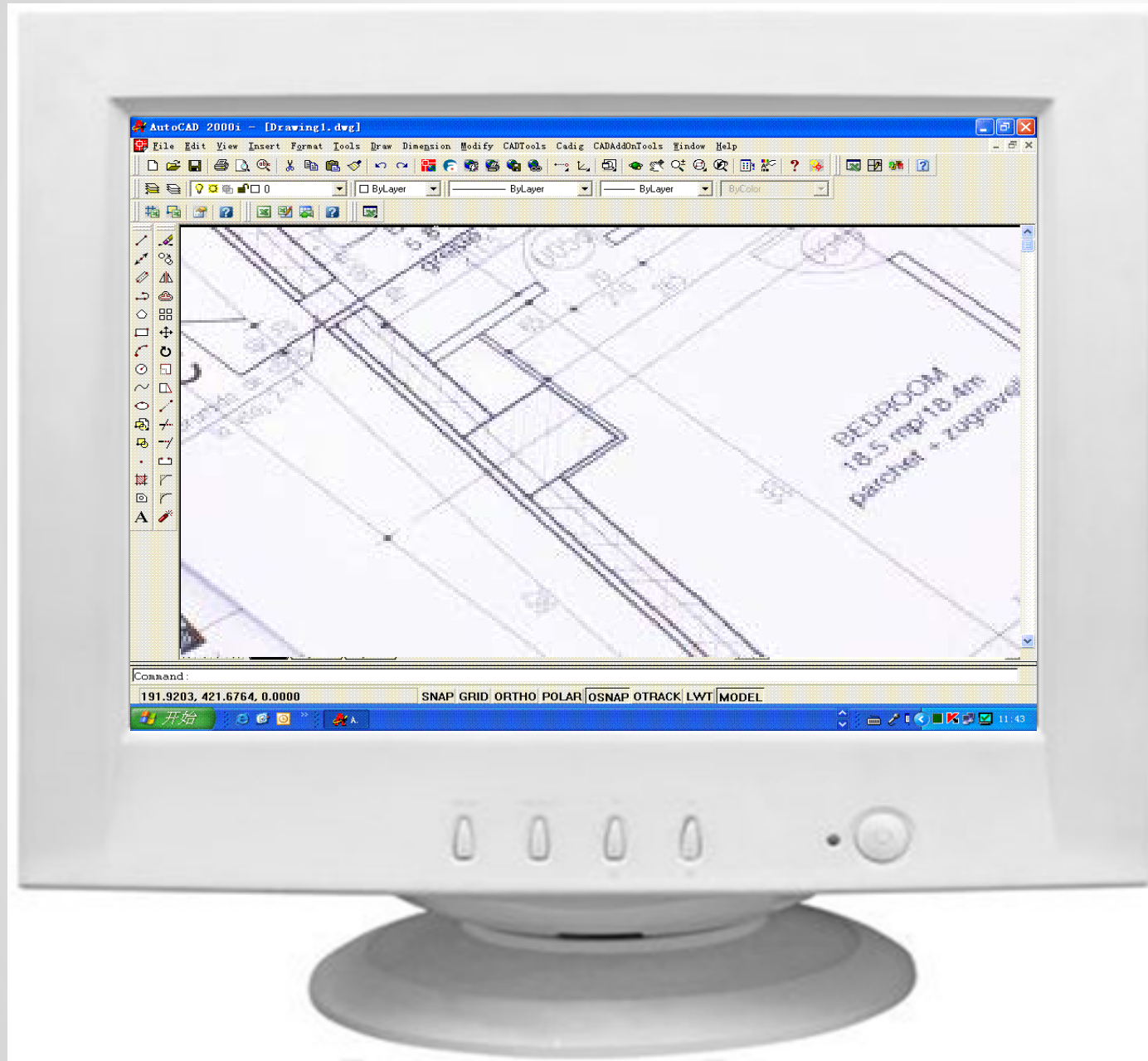
DEMAND





PRODUCTS

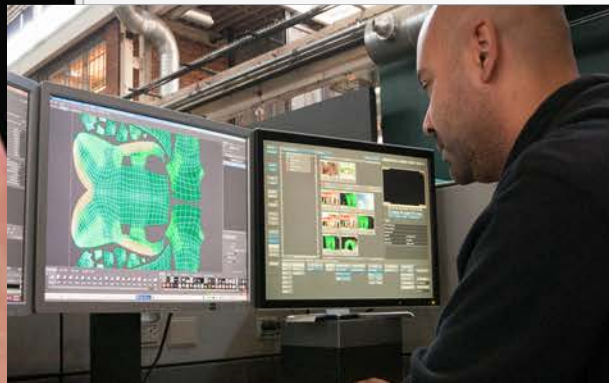
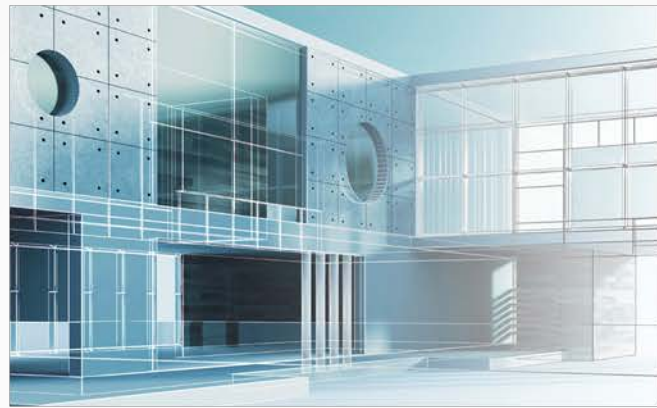
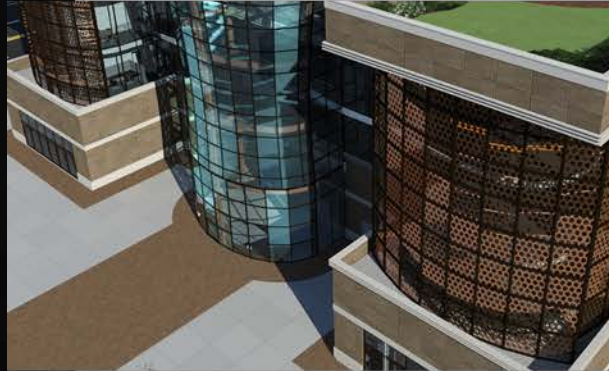




DOCUMENTATION

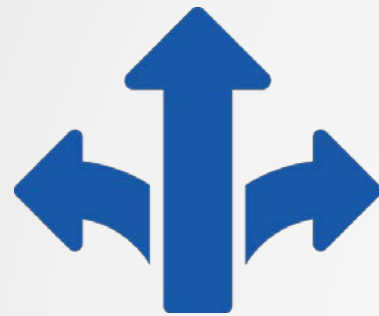


OPTIMIZATION



CONNECTION

New and Greater Expectations



Flexible Subscription
Options



Personal



Real-Time



Immediate Fulfillment

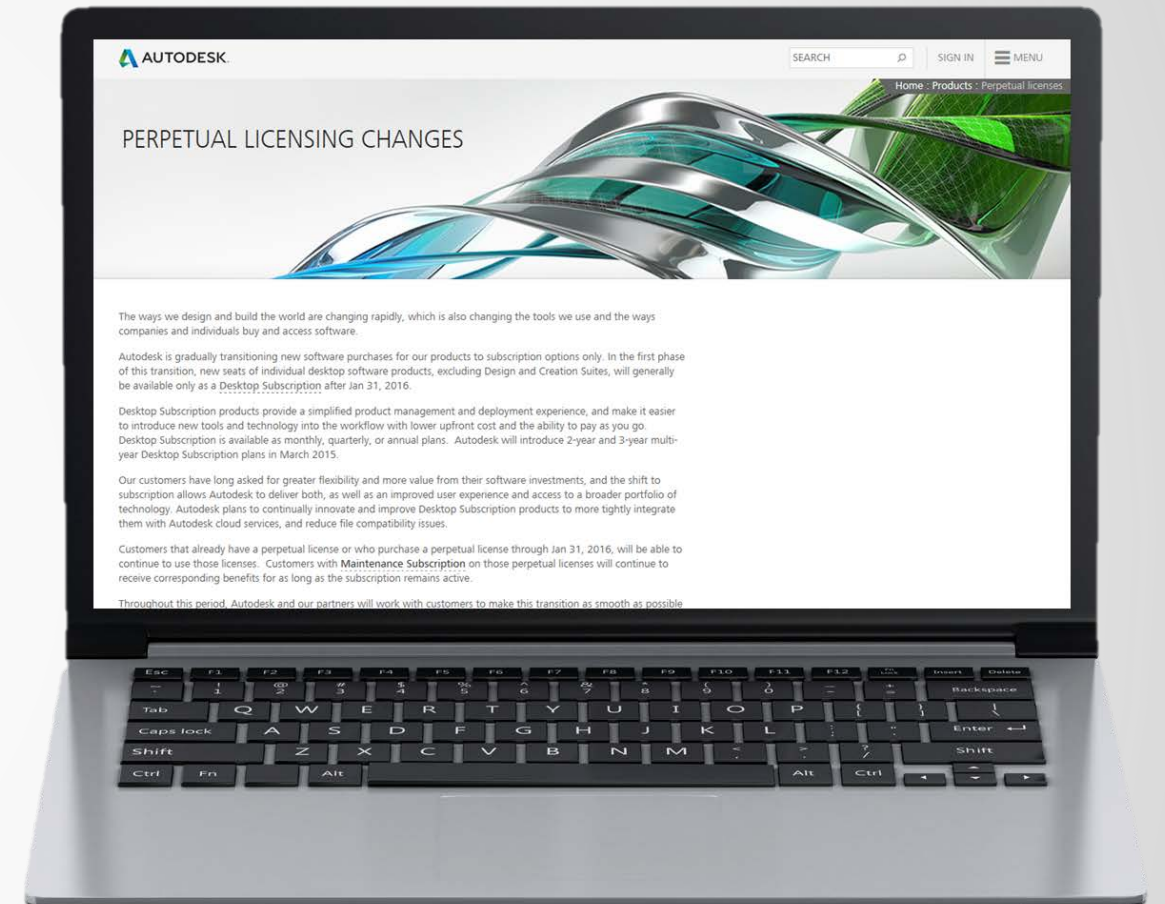


Ongoing Value

The way you buy and access your Autodesk software is changing

Autodesk is gradually transitioning to a subscription only model to provide you:

- Greater flexibility
- More value from your software investments
- An improved user experience
- Access to a broader portfolio of technology



Important thing to note:

Autodesk HAS ANNOUNCED THAT IT will no longer offer new perpetual licenses of individual products after January 31, 2016 and suites after July 31, 2016

Autodesk Subscription

Subscribe to your software

Desktop software
with a *termed* license

Available
through



**DESKTOP
SUBSCRIPTION**

Cloud software
with a *termed* license

Available
through



**CLOUD SERVICE
SUBSCRIPTION**

Key Advantages

- ✓ Lower cost of entry
- ✓ Pay for what they need when they need it
- ✓ Ease of scalability
- ✓ Access from any computer

Buy your software

Desktop software
with a *perpetual* license

Available with
option to add



**MAINTENANCE
SUBSCRIPTION**

- ✓ Protects large upfront investment of perpetual software licenses

When **Desktop Subscription** or **Cloud Service Subscription** is right for you

When You Need:

- More software to support additional/new projects
- To have lower upfront cost and commitment
- To scale up or down quickly

Recommendation:

A quarterly, annual or multi-year plan of:



Desktop
Subscription



Cloud Service
Subscription

When Perpetual Licenses with Maintenance Subscription are right for you

When You Need:

- To protect the significant investment you made in perpetual licenses
- To have networked licenses

Recommendation:

- Purchase any additional individual perpetual licenses you need before Feb 1, 2016
- Make sure all products are on Maintenance Subscription
Multi-year plans are available



Network activations of individual products will not be available after Feb 1, 2016

When a mixture of **Perpetual and Subscription Licenses** is right for you

When You Need:

- To have some licenses on subscription and some not
- Some licenses networked, but not all

Recommendation:

- Network term license after Feb 1 2016 (Desktop Sub with Network)
- Invest in perpetual suites
- Remember to keep your perpetual licenses on Maintenance Subscription

Network activations of individual products will not be available after Feb 1, 2016

Cost Comparison

- Standalone v Network

10 users 10 slm seats
68,250

10 users 7 nlm seats
59,710

- Perpetual v DTS

1 seat + 5 years
maintenance subscription
11,950

1 seat, 5 years desktop
subscription
13,650

Will I be Audited?

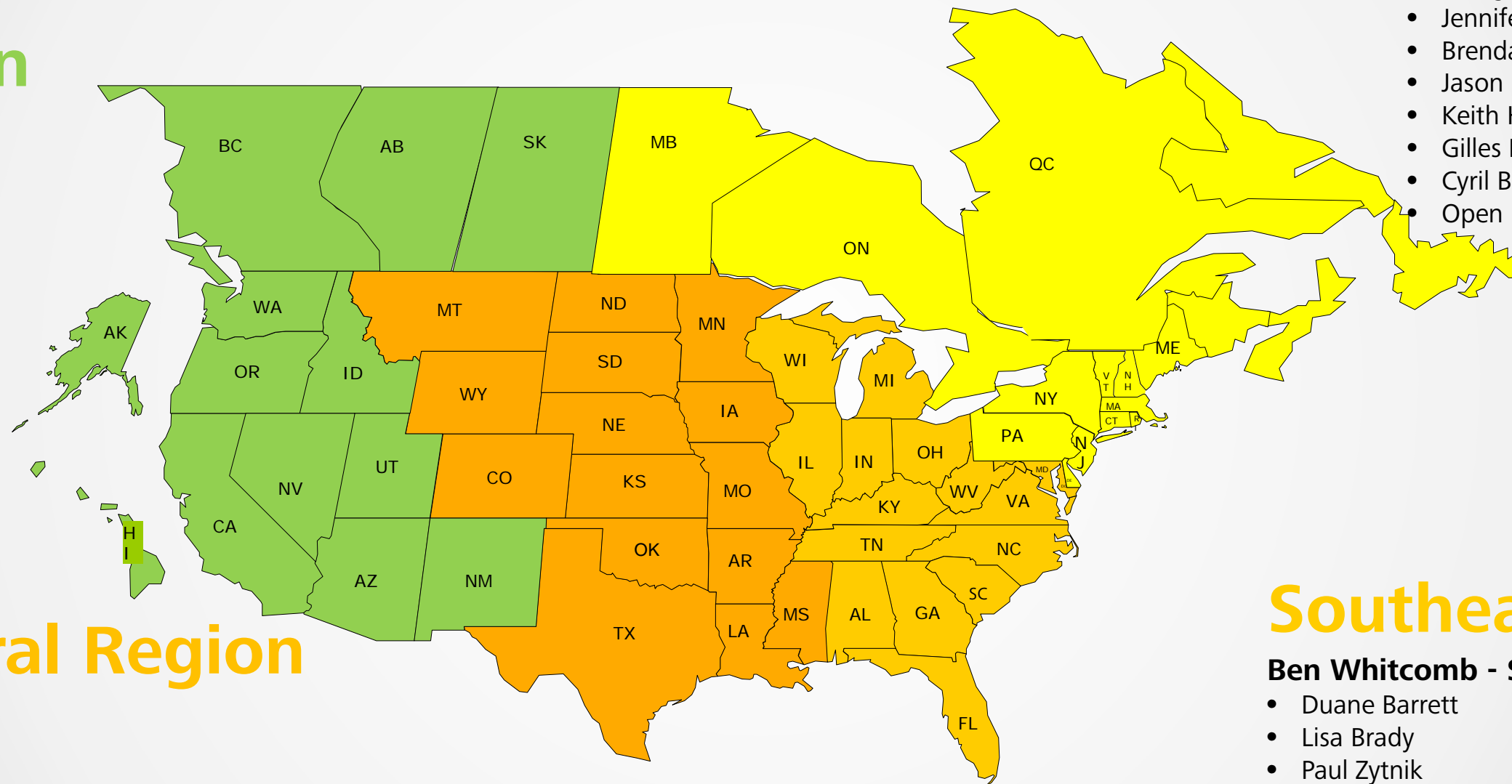
- The Education Grant – 450M in software
- Broad reaching program
- Any commercial customer may be audited
- No mass audits
- No fines or penalties
- True-up resolution
- Work with your Autodesk Territory Executive
 - Contact information to be provided

FY16 AEC Territory Team North America

West Region

Mike Faust - Sales Mgr

- Chris Talbot
- Chuck Keeley
- Kent Jaeger
- Julia Skvaril
- David Newman
- Michael Counte
- Jeff Tenace



South Central Region

Danny Doyle - Sales Mgr

- Brian Haley
- Jeff Frank
- Tom Hart
- Amy Jarvis
- Justin Dittmar
- John Zore
- Pat Gill
- Bill Campbell

Northeast Region

Tammy DesRosiers- Sales Mgr

- Jennifer Argiro
- Brendan Ahearn
- Jason Dougherty
- Keith Hughes
- Gilles Demers
- Cyril Baidak
- Open

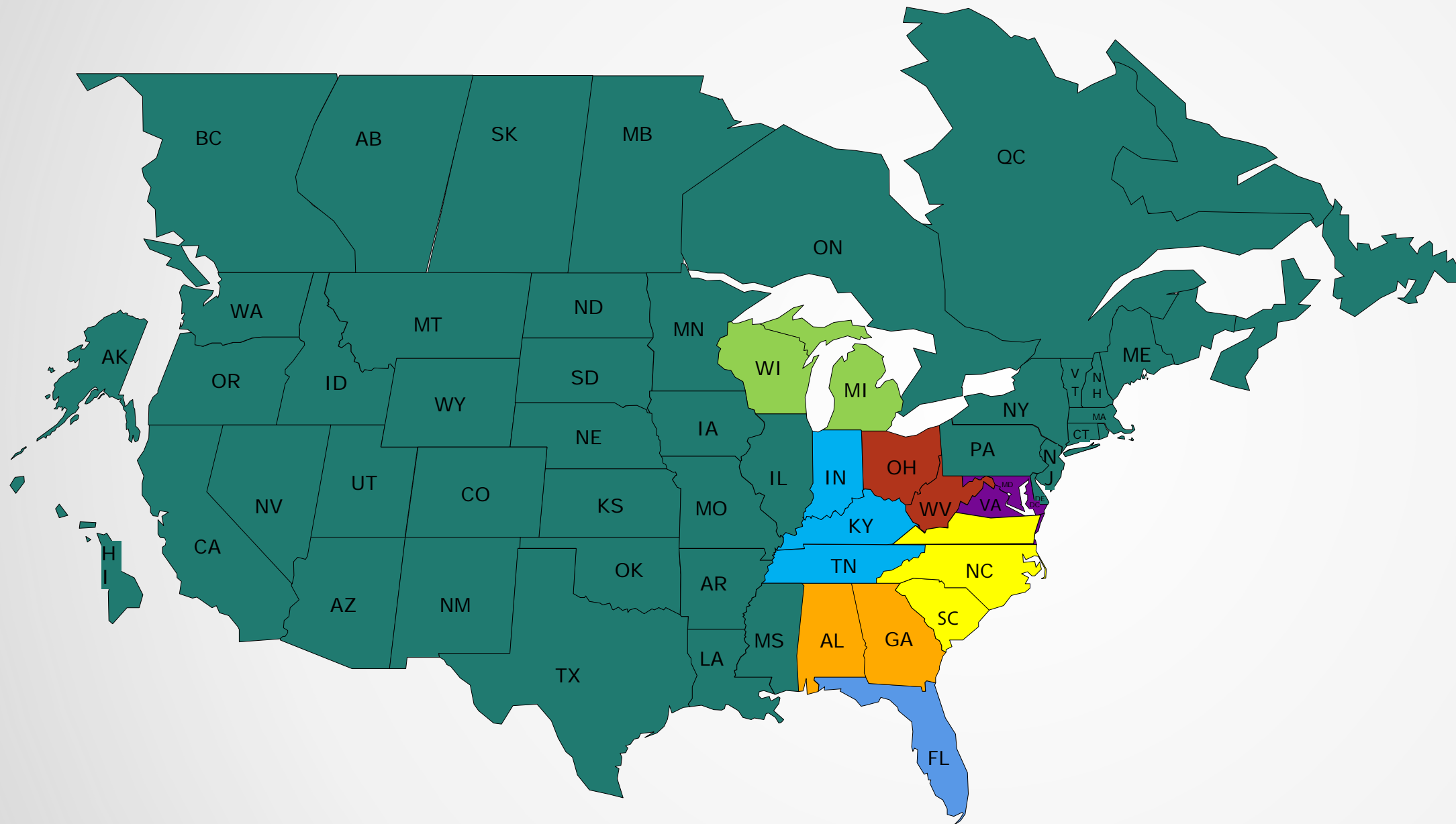
Southeast Region

Ben Whitcomb - Sales Mgr

- Duane Barrett
- Lisa Brady
- Paul Zytnik
- Rudy de Block
- Joe Guzman
- Steve Kappen
- John Buehrle

FY16 AEC Territory Coverage Map

Southeast



Ben Whitcomb
Sales Manager

- Duane Barrett
- Lisa Brady
- Joe Guzman
- Rudy de Block
- Paul Zytnik
- John Buehrle
- Steve Kappen

Virginia – Metro Areas and Zip Codes

Paul – Beltway-Alexandria, Arlington (201xx-228xx)

Rudy – Southern - Richmond, Norfolk, Va. Bch., Charlottesville (229xx- 246xx)

FY16 AEC Territory Coverage Map

West

Mike Faust
Sales Manager

David Newman

Jeff Tenace

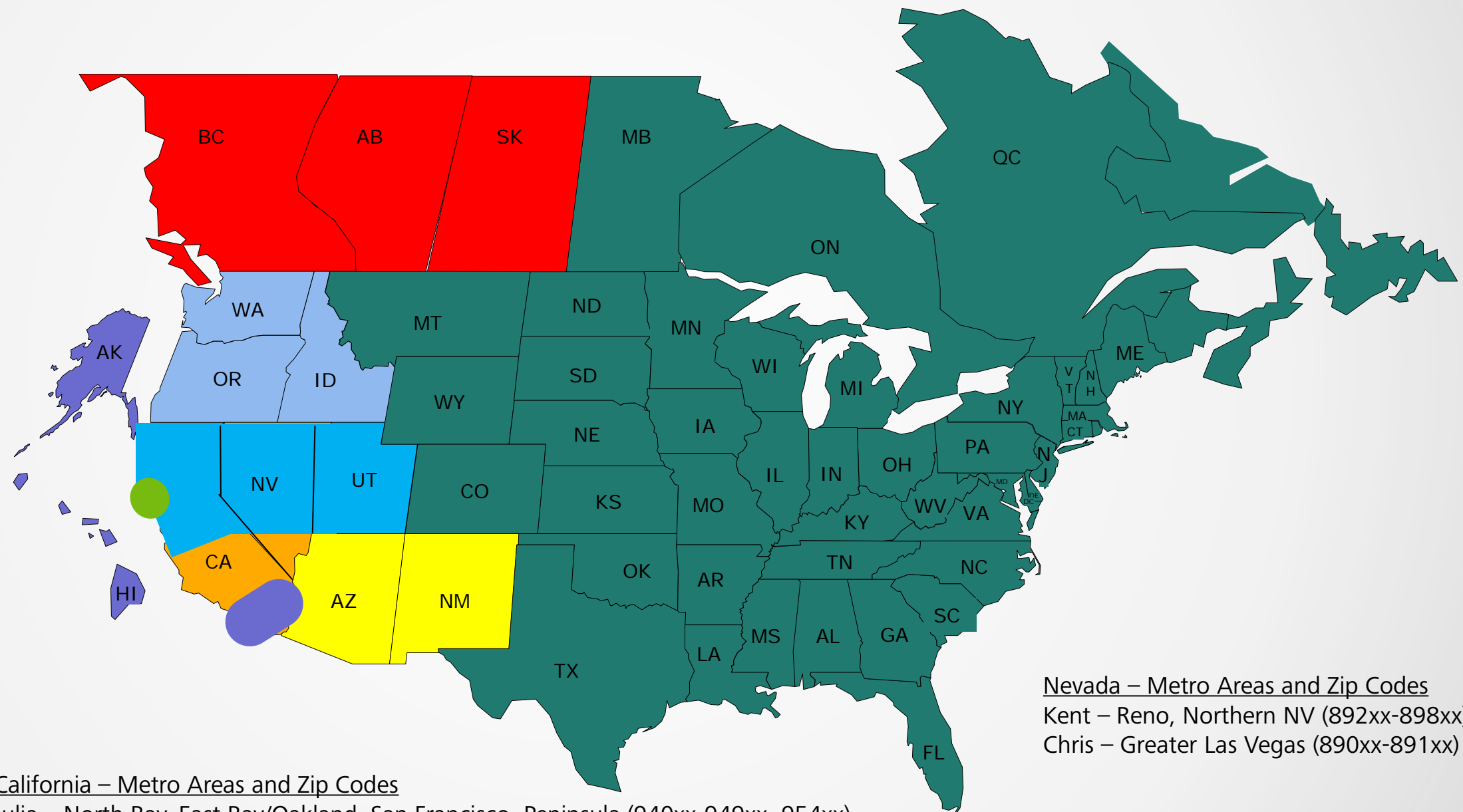
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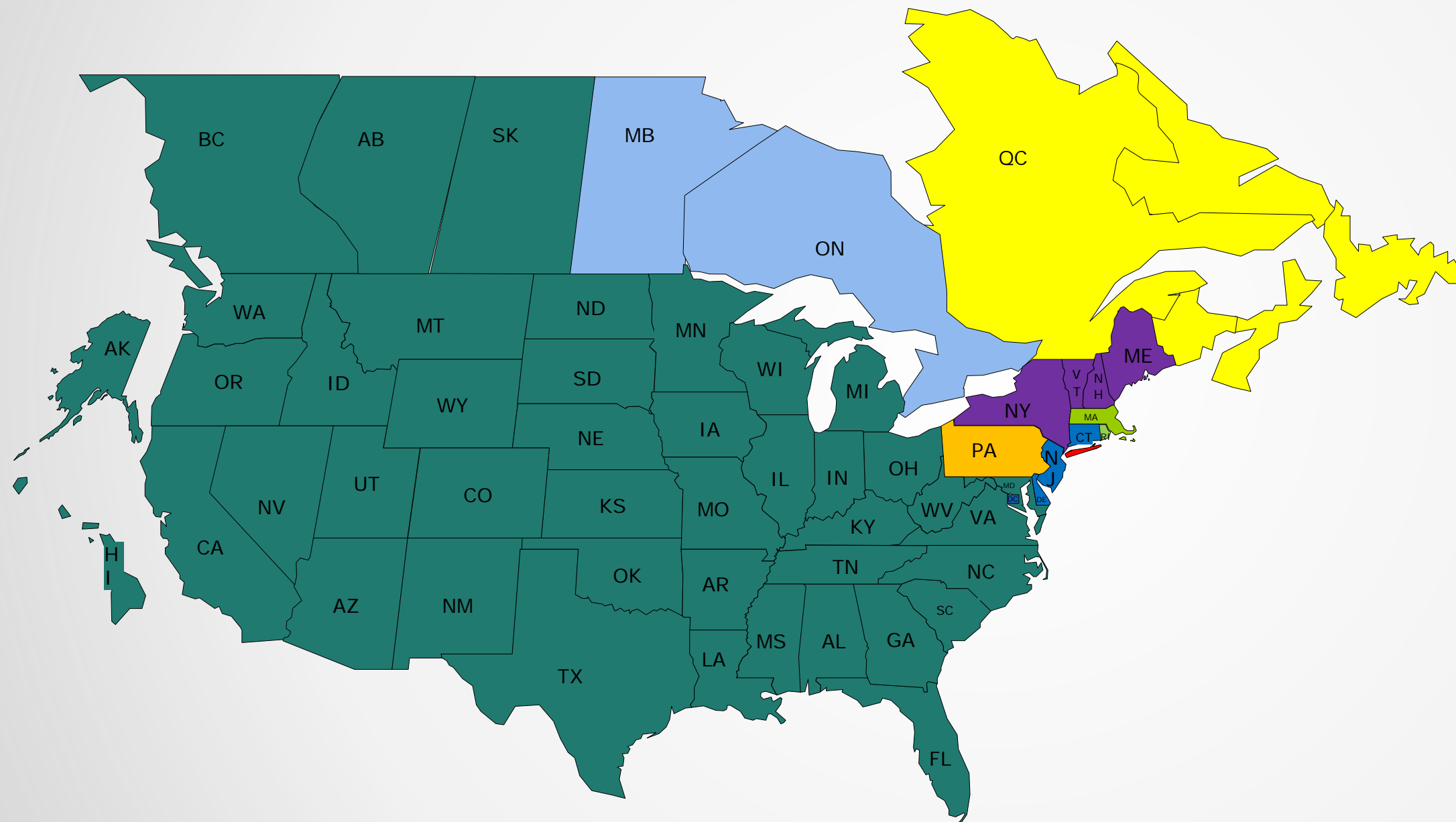


Nevada – Metro Areas and Zip Codes
 Kent – Reno, Northern NV (892xx-898xx)
 Chris – Greater Las Vegas (890xx-891xx)

California – Metro Areas and Zip Codes
 Julia – North Bay, East Bay/Oakland, San Francisco, Peninsula (940xx-949xx, 954xx)
 Kent – South Bay, Sacramento, North Coast, Fresno (936xx-939xx, 950xx-953xx, 955xx-961xx)
 Chris – LA Metro, Inland Empire, Central Valley (900xx-918xx, 930xx-935xx)
 Chuck – San Diego, Riverside, San Bernardino, Santa Ana (919xx-928xx)

FY16 AEC Territory Coverage Map

Northeast



Tammy DesRosiers
Sales Manager

- Cyril Baidak**
- Keith Hughes**
- Jay Dougherty**
- Jennifer Argiro**
- Brendan Ahearn**
- Open**
- Gilles Demers**

New York – Metro Areas and Zip Codes

Cy – NY State & Long Island (107xx, 115xx, 117xx, 118xx, 119xx, 120xx - 149xx)

Keith – Manhattan (100xx-104xx , 110xx-114xx, 116xx)

Be Proactive

- Work with your Autodesk Territory Executive
- Run a SAM Engagement
- Multi-year maintenance
- Know your options
 - Individual perpetual license sales end January 31, 2016
 - Suite perpetual license sales end July 31, 2016





Software Asset Management (SAM)

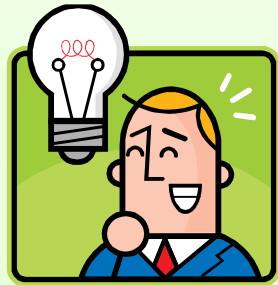
Chris Munson

What is Software Asset Management ?

Software Asset Management (SAM) is a business practice that involves managing and optimizing the purchase, deployment, maintenance, utilization, and disposal of software applications within an organization.



SAM Client Benefits



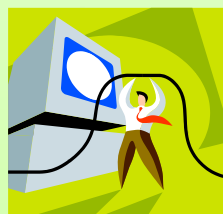
Clients will **increase their knowledge** of asset installations, registrations and spend through out their organization.



Clients will **reduce their overall long term software costs** by optimizing and centralizing their licenses and subscriptions



Significantly **reduce risk of license compliance issues** and ease response to potential audit

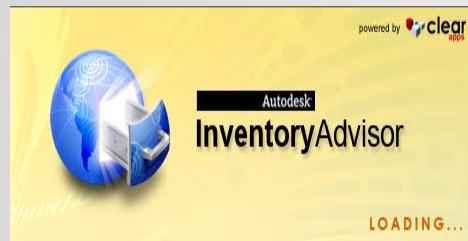


Grow revenue and improve profits by ensuring end users have best licensing models and latest technology from Autodesk

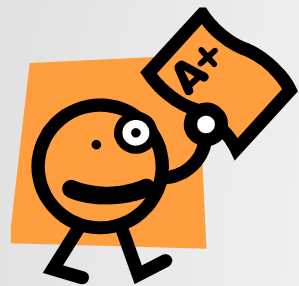


Valuable data to identify **Crossgrades, DeskTop subscriptions and Cloud** based offerings from Autodesk

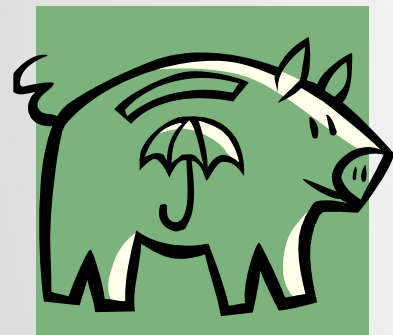
Tools for SAM



Access to **Autodesk Inventory Advisor** to identify your **real time** installations of Autodesk software



Access to 20+ years of Autodesk **licensing analysis expertise** and **global asset reporting**



Expert analysis of **license optimization, identification of compliance risks** and **areas to reduce spend**

SAM Process – Autodesk Installation Data Collection

Clients to gather and provide the following installation information from **PCs and Servers** and provides to Autodesk

PC/Workstation scanning information to include:

- Autodesk software license Serial Number (serial number format ###-#####)
- Autodesk Product Title (i.e. AutoCAD, Inventor, Revit, etc.)
- Product Version (i.e. R14, 2005, 2012, etc.)
- Deployment Type (standalone license or network license)
- Country of software installation (Location of PC)
- SAM client PC Name/Identifier (include all operating divisions and subsidiaries)

The AIA install and quick start guide download here:

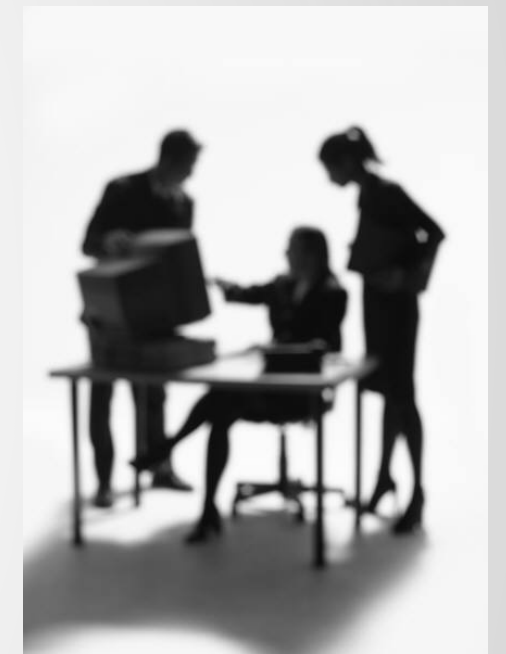
<https://360.autodesk.com/Public/Details?hash=xdDsR3y>

If **Network Versions** of Autodesk licenses, following network licensing server information needed:

- The network license file (.LIC file) to be provided in .txt format.
- Report Logs (.RL files reflecting 14 days of activity) for any network license servers running network versions of Autodesk software.

Download instructions on .LIC files and .RL files | Network License Server Whitepaper:

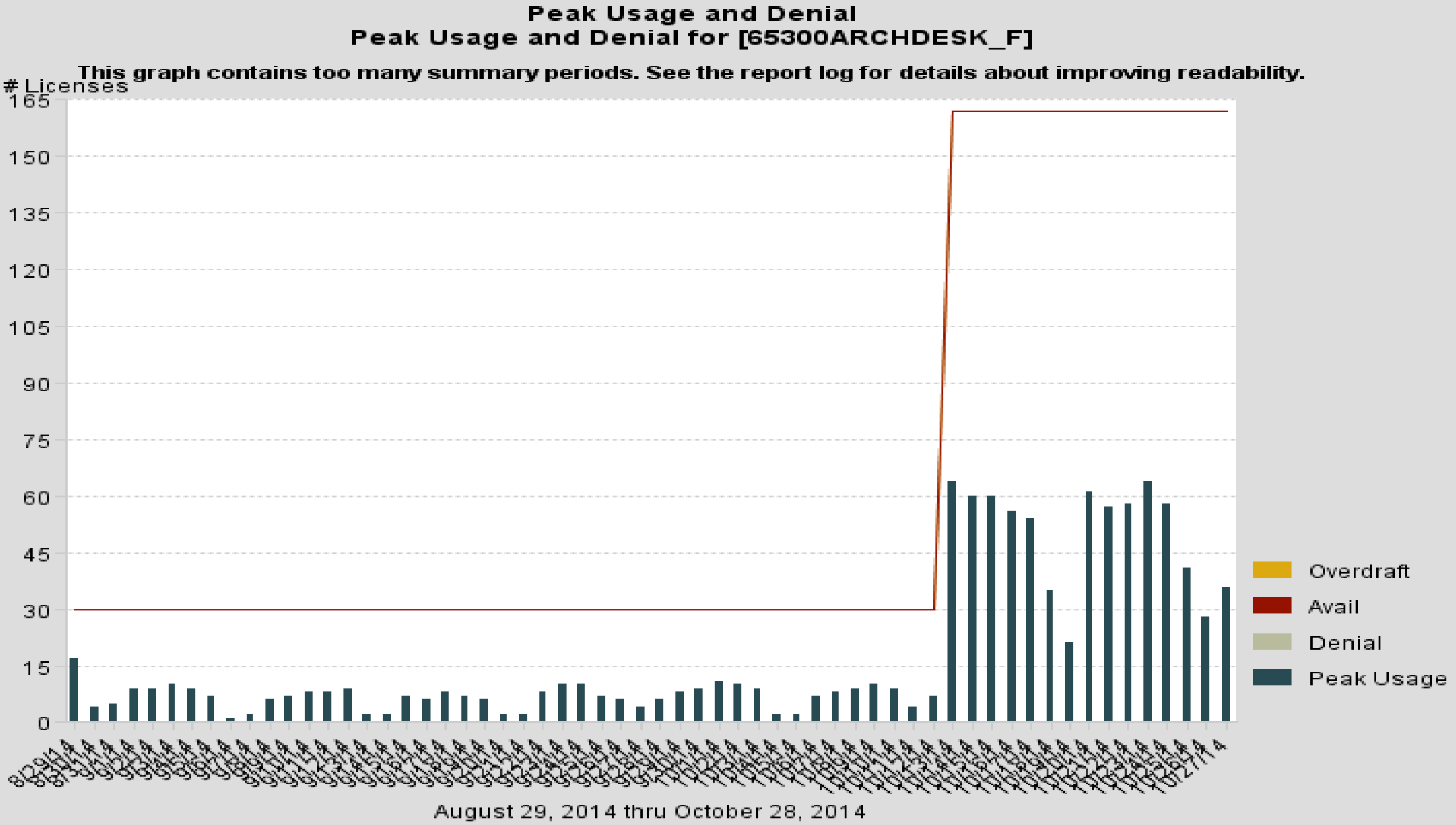
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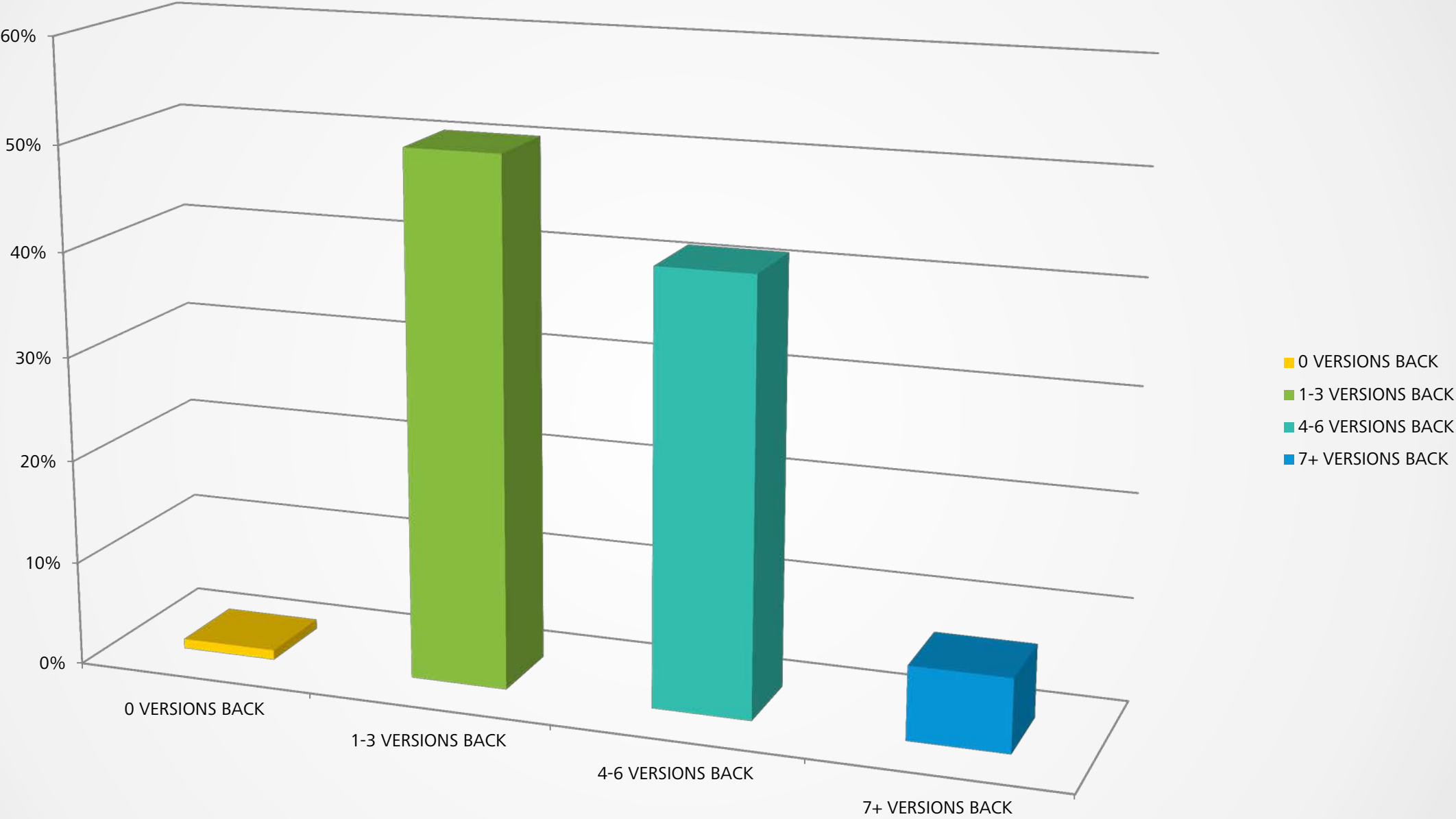
SAM Analysis Report - Samples



SAM Report Analysis Sample – Network Usage Data



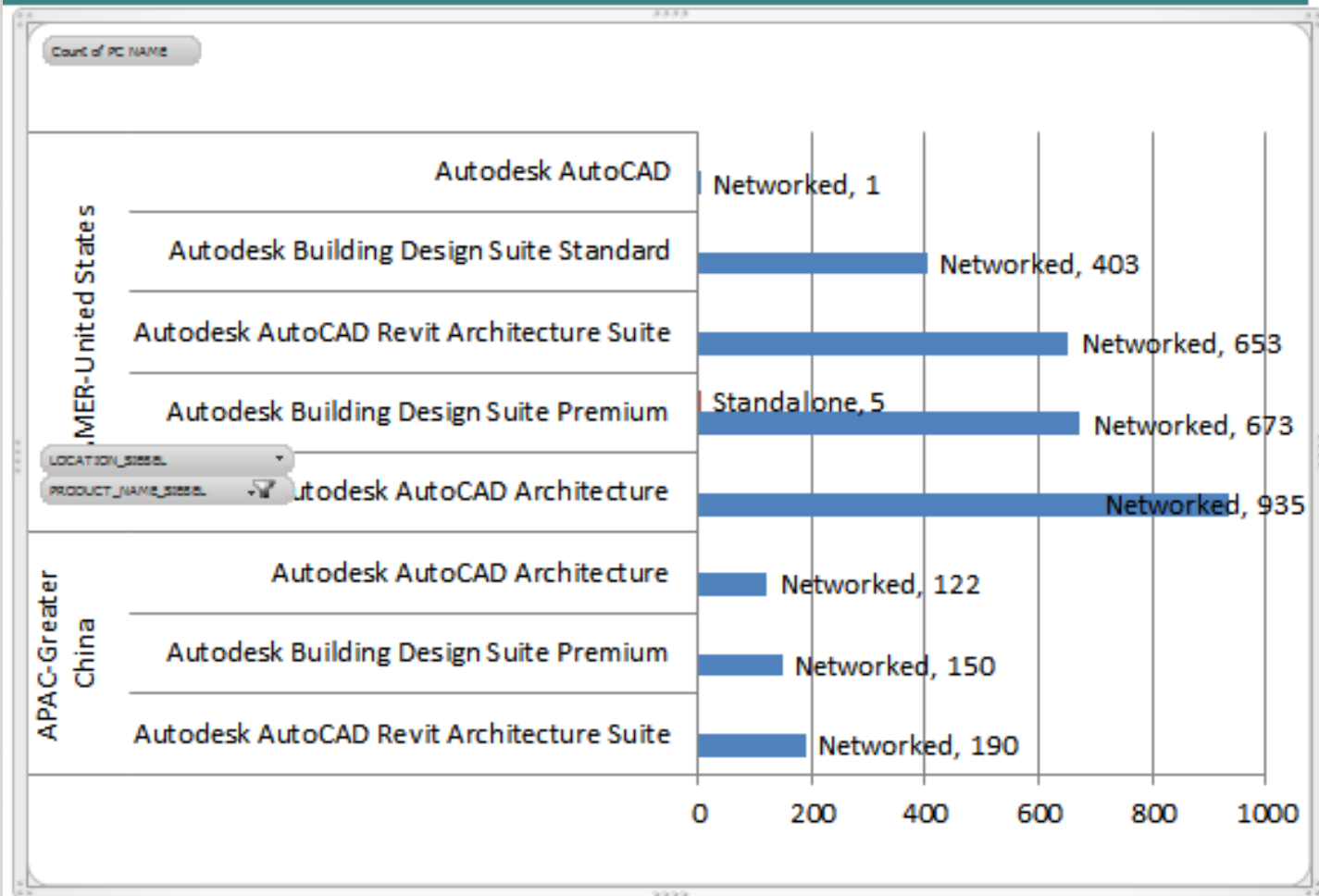
SAM Analysis Sample – Install Data based on Version



SAM Report Analysis Sample – Install vs Registration

INSTALLED LICENSES

INSTALLED LICENSES by COUNTRY OF REGISTRATION; PRODUCT and DEPLOYMENT TYPE

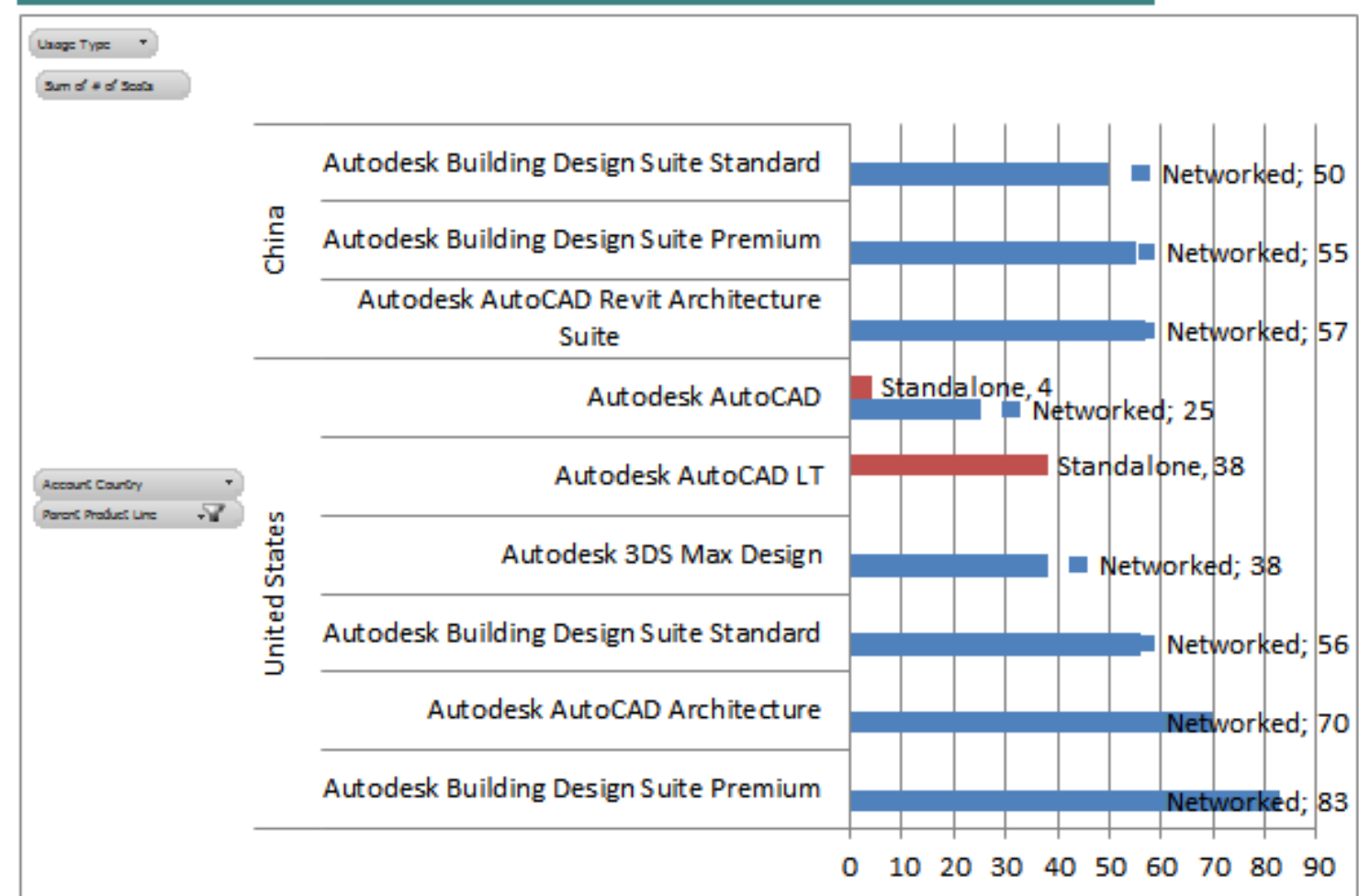


For more information on Autodesk Products:

For more information on Autodesk Licensing Options:

REGISTERED LICENSES

REGISTERED LICENSES by COUNTRY OF REGISTRATION; PARENT PRODUCT LINE and DEPLOYMENT TYPE



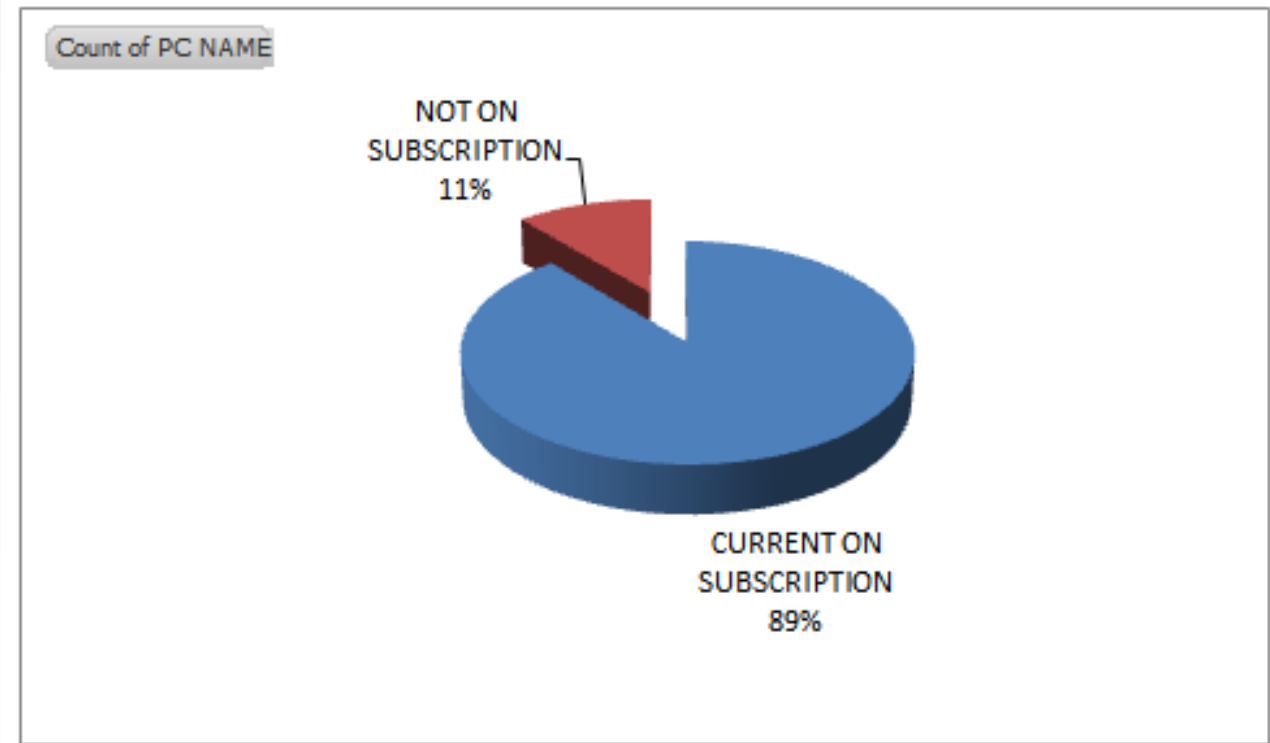
[Autodesk Design & Creation Suites](#)



SAM Report Sample – Registration and Subscriptions

Registrations, by ACTIVE SUBSCRIPTION, TYPE, STATUS, PRODUCT, VERSION, per Autodesk records							
Status	Registered						
Usage Type	Commercial Product						
Subscription Flag	Y						
Sum of # of Seats					Deployn		
Account Country	Parent Product Line	Release	Agreement Number	End Date	Standalone	Networked	Grand Total
China	Autodesk Building Design Suite P	2015	1.10001E+11	3/21/2015		20	20
			1.10001E+11	3/21/2015		35	35
United States	Autodesk Flow Design	2014	1.10001E+11	12/31/3333	1		1
			1.10001E+11	12/31/3333	1		1
Grand Total					2	55	57

INSTALLED LICENSES



Registrations, ACTIVE LICENSES by PRODUCT, VERSION, per Autodesk records						
Account Country	(All)					
Status	(All)					
Usage Type	Commerci	Product				
Sum of # of Seats				Behavior		
Parent Product Line	Release	Subscriptic	Permanent	Term Extendable	Grand Total	
Autodesk 3ds Max				9	9	
Autodesk 3DS Max Design	2009	N		1	1	
	2015	N		14	14	
	2013	N		23	23	
Autodesk AutoCAD	14	N		4	4	
	2008	N		25	25	
Autodesk AutoCAD Architecture	2009	N		8	8	
	2015	N		62	62	
Autodesk AutoCAD LT	2000	N		37	37	
	1998	N		1	1	
Autodesk AutoCAD Revit Architecture Suite	2012	N		57	57	
Autodesk Building Design Suite Premium	2015	Y		55	55	
		N		83	83	

AUTODESK SUBSCRIPTION



SAM Report Sample – Identify non-compliant installations

LICENSE COMPLIANCE CATEGORY	INSTALLATIONS
INSTALLATION DOES NOT MATCH	10
INVALID LICENSE INSTALLED	6
LICENSE INSTALLED OUTSIDE TERRITORY OF PURCHASE	6
LICENSE INSTALLED PAST TERMS OF LSA	50
NON-COMMERCIAL LICENSE INSTALLED (NFR)	1
OVER-DEPLOYED NETWORK	82
Grand Total	155

Autodesk can suggest licensing configurations to remedy non-compliance and provide optimal licensing models for business needs;

- **Network Licenses**
- **Autodesk Suites**
- **DeskTop Subscription and Cloud Based Solutions**
- **Global Extra Territory Rights**
- **Centralized purchase and licensing models**

Questions?



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