

# Autodesk®

## Autodesk Simplified Upgrade Pricing Frequently Asked Questions for Customers

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#### **1. What is Autodesk simplified upgrade pricing?**

After March 16, 2010, Autodesk will introduce a new, streamlined upgrade pricing model that changes how Autodesk prices upgrades, cross-grades, and retroactive Subscription fees.

#### **2. How is Autodesk simplified upgrade pricing different from the way Autodesk sells upgrades and cross-grades today?**

Today, upgrade and cross-grade prices and retroactive Subscription fees vary depending on which software release you are upgrading from. After March 16, 2010, upgrade and cross-grade prices and retroactive Subscription fees from the three previous software releases will be priced at 50 percent of a full license, no matter which release you are using today.

**3. When will simplified upgrade pricing take effect?**

The last day to upgrade from Autodesk® 2007, 2008, and 2009 products with the current pricing model is March 15, 2010. The new simplified upgrade pricing model will go into effect after March 16, 2010.

**4. Why is Autodesk making this change?**

We are streamlining our upgrade pricing based on feedback from customers and resellers that the current pricing model is too complex and no longer meets the needs of most of our customers.

More and more of our customers are choosing Autodesk Subscription as the most convenient and cost-effective way to keep their Autodesk software up-to-date. Customers tell us they prefer the budget and upgrade predictability of Autodesk Subscription. They also cite other advantages over traditional upgrades:

- The option to continue running previous versions of your software so there’s no interruption to your project flow
- Hassle-free and flexible licensing so you can use your Autodesk software in the office or at home (on selected products)
- Web support from Autodesk technical experts
- Self-paced training to help extend your Autodesk software skills
- Incremental product enhancements (on selected products) to increase your functionality between upgrades

For customers without Autodesk Subscription, simple, streamlined upgrade pricing should help make it easier for you to plan and budget your software upgrades. You will pay the same price—50 percent of a full license—to upgrade to the current release from any of the three previous versions, which means you can move when you’re ready.

**5. Will there be any sales promotions if I upgrade before the Autodesk simplified pricing and retirement changes go into effect?**

Yes. For a limited time Autodesk will provide discounted pricing on eligible\* upgrades, cross-grades, and retroactive Subscription fees from 2007, 2008, and 2009 products.

The Autodesk Upgrade and Retirement Program promotion is a multiphase program for customers using Autodesk 2007, 2008, and 2009 product releases who want to move to the latest Autodesk software release.

The following is an outline of the promotional offer:

<b>Phase</b>	<b>Promo Dates</b>	<b>With Autodesk Subscription</b>	<b>Without Autodesk Subscription (Upgradeable Products Only)</b>
<i>Phase 1</i>	<i>Offer expired July 17, 2009</i>	<i>30% off SRP</i>	<i>20% off SRP</i>
Phase 2	July 18–October 16, 2009	20% off SRP	15% off SRP
Phase 3	October 17–January 15, 2010	10% off SRP	N/A

\* Upgrades and cross-grades from AutoCAD LT 2007, 2008, 2009 software are not eligible for this sales promotion

Only the product price is discounted; the Subscription price is not discounted. Customers holding licenses of upgradeable products are eligible to purchase upgrades and cross-grades without Autodesk Subscription; however, discount pricing may not be available. Customers purchasing retroactive Subscription for Subscription-only products are required to purchase Autodesk Subscription. The list of participating products and promotional terms and conditions may vary by location. Please contact your Autodesk Authorized Reseller to discuss your options or to request a quote.

**6. Who is affected by simplified upgrade pricing?**

This change affects customers, who purchase Autodesk software without Autodesk® Subscription, including:

- Customers holding upgradeable and Subscription-only 2007, 2008, and 2009 product licenses without Autodesk Subscription
- Customers who purchase new Autodesk software without Autodesk Subscription

**7. Does the new simplified upgrade pricing affect Autodesk Subscription customers?**

No, this pricing change does not affect customers holding software licenses with Autodesk Subscription. Autodesk Subscription customers will continue to receive software upgrades as long as they continue to renew their Subscription.

**8. What Autodesk products are affected by simplified upgrade pricing?**

Autodesk simplified upgrade pricing affects all Autodesk products.

**9. I have an Autodesk 2007, 2008, and/or 2009 product license. Do I have to upgrade now?**

You do not have to upgrade right now. However, for the best pricing, Autodesk is encouraging all customers currently holding eligible upgradeable and Subscription-only licenses of Autodesk 2007, 2008, and 2009 software to move to the latest release and add Autodesk Subscription by March 15, 2010.

Customers holding Autodesk® 2008 and Autodesk® 2009 software licenses who do not upgrade, or who upgrade without adding Autodesk Subscription, will still be able to purchase upgrades or cross-grades to the latest release after March 16, 2010, via the new simplified upgrade pricing model.

Customers holding Autodesk 2007 software licenses have until March 15, 2010, to upgrade to the current release. Autodesk will no longer sell upgrades from Autodesk 2007 software after March 16, 2010.

**10. Why should I purchase Autodesk Subscription?**

Autodesk Subscription is the most convenient and cost-effective way for you to keep your Autodesk software up-to-date. For more information about Autodesk Subscription, contact your Autodesk Authorized Reseller or visit [www.autodesk.com/subscription](http://www.autodesk.com/subscription).

**11. Will there be any price exceptions made after simplified upgrade pricing goes into effect?**

No. Customers who do not upgrade by March 15, 2010, will only be able to upgrade or cross-grade to the latest release via simplified upgrade pricing.

**12. How does the introduction of simplified upgrade pricing affect the Autodesk Retirement Program and Autodesk Legacy Program?**

Autodesk simplified upgrade pricing will not affect the retirement or legacy program. Autodesk will continue to retire upgrades from older product releases as new products are introduced.

**13. Does Autodesk plan on completely eliminating upgrades and cross-grades in the future?**

No, Autodesk does not currently have any plans to eliminate upgrades or cross-grades or make Autodesk Subscription mandatory. While most of our customers prefer the budget and upgrade predictability of Autodesk Subscription, we understand that this may not be the right choice for everyone. Autodesk will continue to offer a variety of pricing options to help customers move to the latest release when they are ready.

**14. Do I have to upgrade to the same product, or can I upgrade to another Autodesk product?**

You can upgrade to the latest release of the same product or cross-grade to the latest release of an Autodesk industry-specific software product. For example, you may cross-grade from AutoCAD® software to Autodesk® Revit® Architecture software.

**15. Whom do I contact if I have a question about Autodesk Simplified Pricing?**

If you have any questions or need more information, please contact your Autodesk Authorized Reseller.

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