



POWER
TO WIN

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GCR Marketing Boot Camp

June 2014 | Beijing

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150

Autodesk and Partners Better Together.



Q1 M&E Marketing Highlights

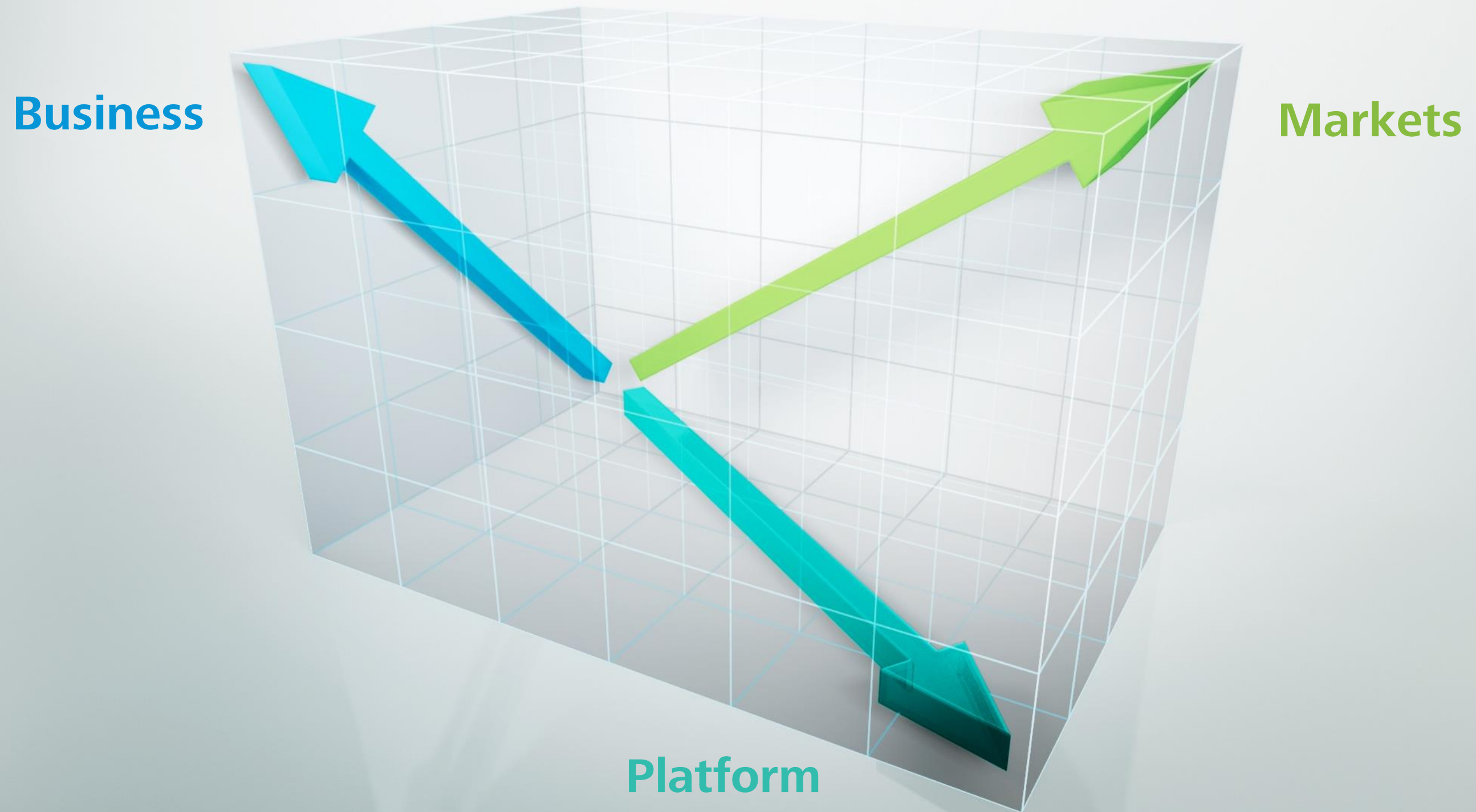
- New Flame Family Launch Solution Day, on Apr 23-24, Shanghai
- Film <Home Back> Premiere Event, May 10, Beijing, (Directed by Famous Film director Zhang Yimou)



Transforming Autodesk to Fuel Growth



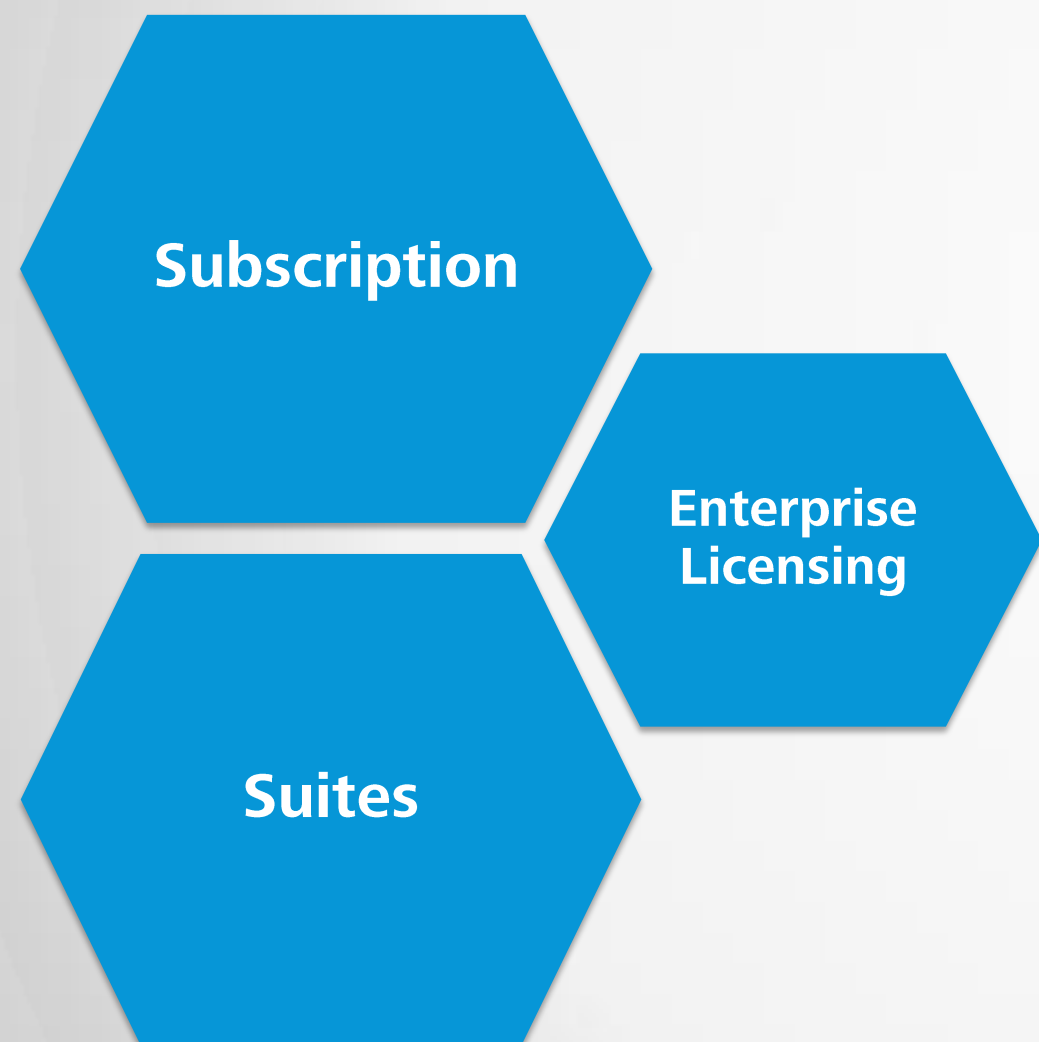
Transformation in Three Dimensions



Transformation | Business Model

More billings per user, new subscribers, more user retention

Historical



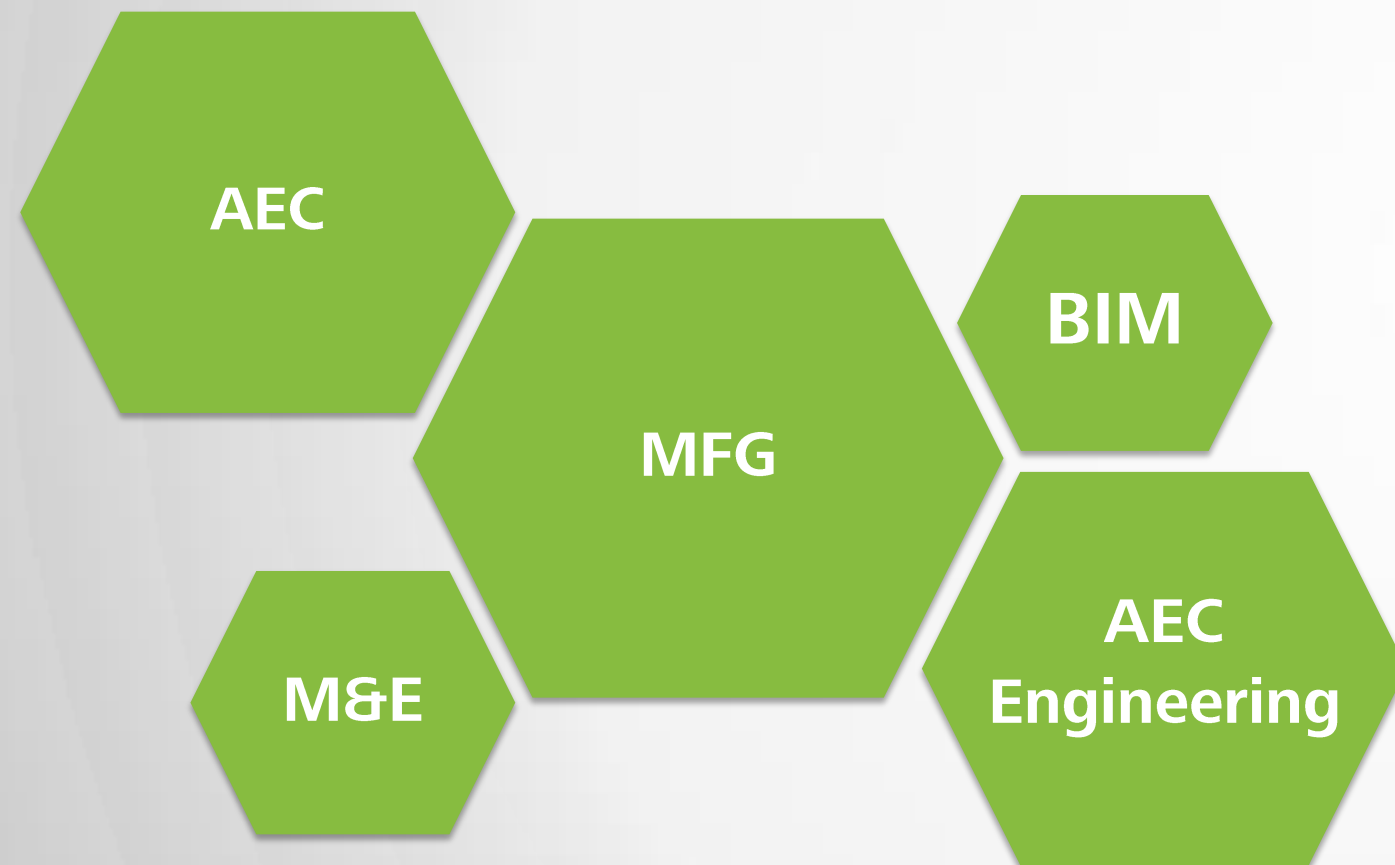
New



Transformation | Market

New segments, new customers per account, new businesses, new potential users

Historical



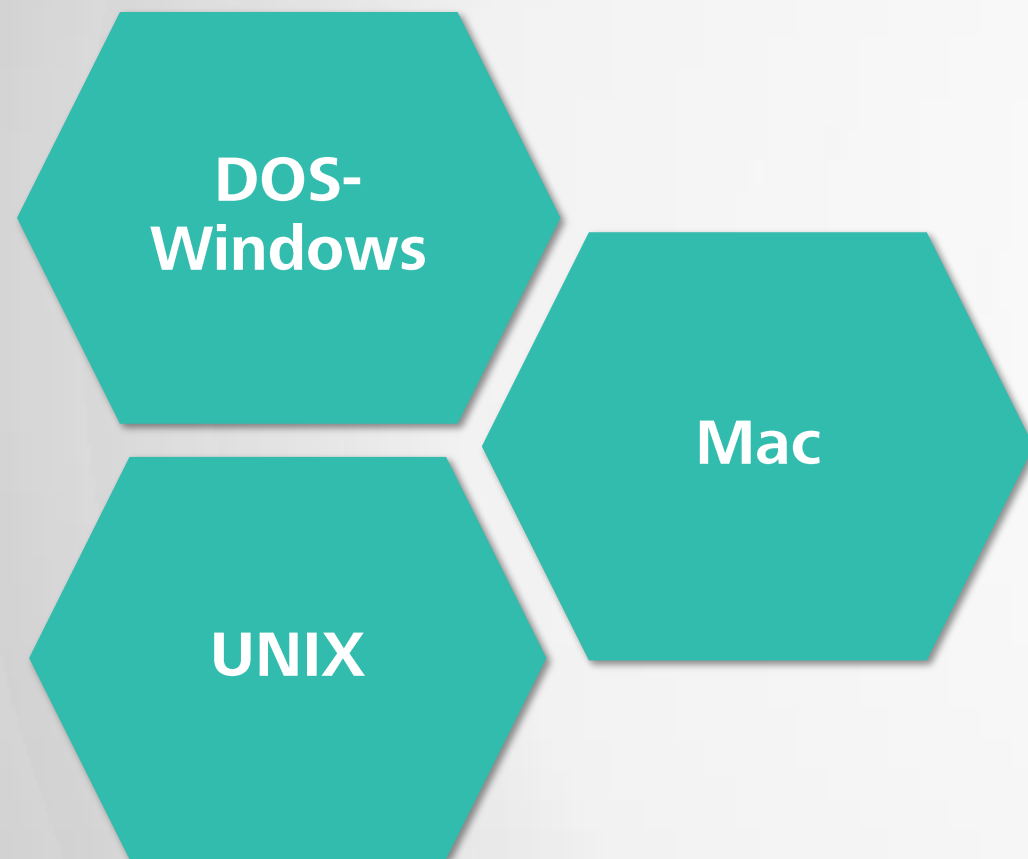
New



Transformation | Platform

New technologies, new customers, new capabilities, more revenue per user

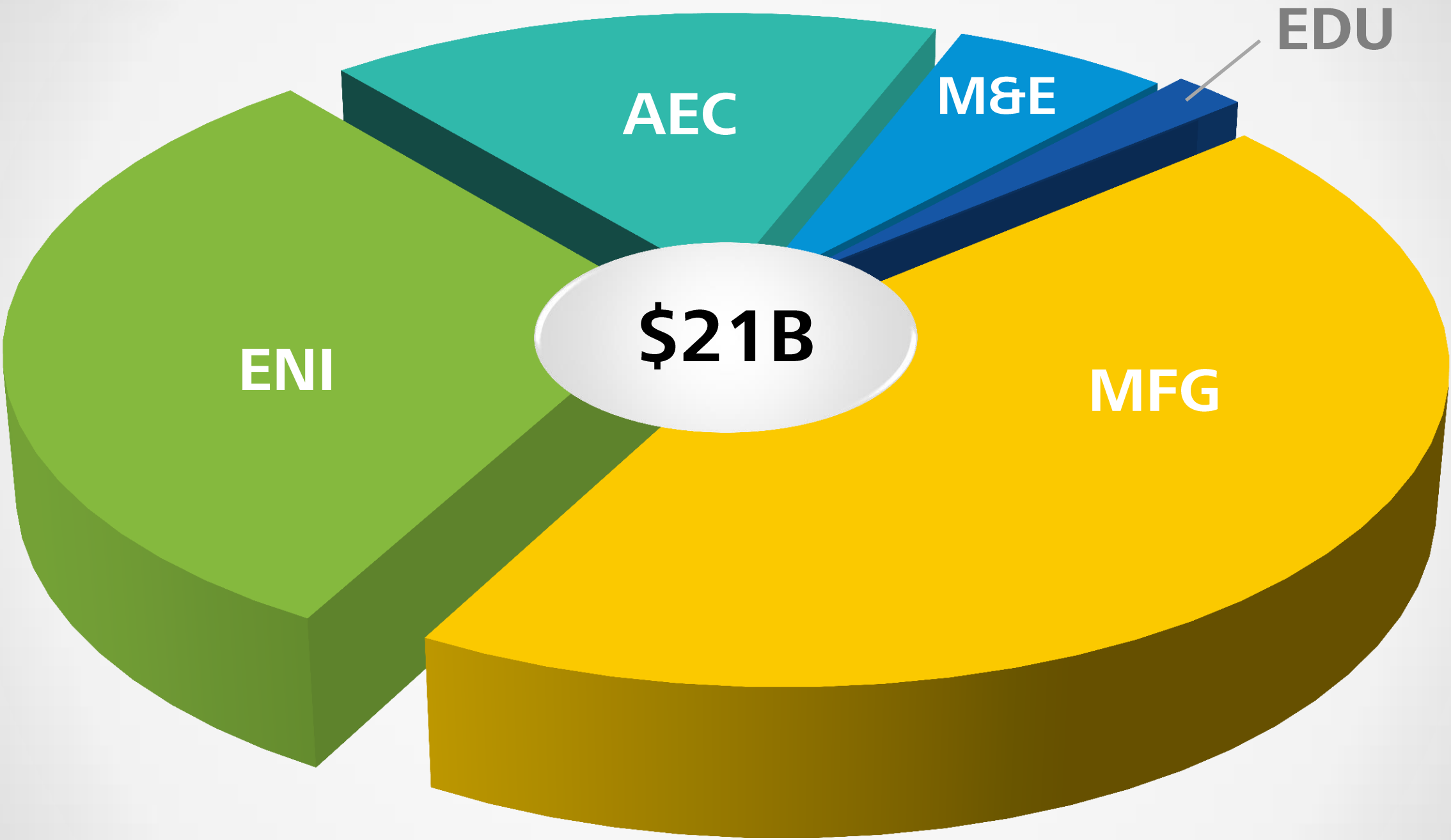
Historical



New



Autodesk's Opportunity



Source: Cambashi, July 2013 release

NOTE: The TAM numbers presented are conservative estimates because they do not, for example, include the impact of un-surveyed competitors, internally developed software, free software, alternatively monetized software, and piracy.

Fueling Growth in FY 15



Autodesk Goals

12%

20%

50%



=



+



More Growth

New offerings deliver new value, new subscribers, and 12% billings CAGR by FY18

More Value

New offerings fuel 20% more value from new and existing subscribers

More Subscribers

New business models provide access to more subscribers; growing base 50% by FY18

Subscribers **and** Billings



Retain Existing Subscribers

20,000
Subscribers

Acquire Net New Subscribers with Desktop and Cloud



Powerful Products



Creative Consumer Today, Pro Subscriber Tomorrow

150 MILLION
POTENTIAL SUBSCRIBERS



Your Role this FY 15





Make every customer
a Subscriber



Use new offerings to
create new Subscribers



Make renewals a
priority every day



Leave no customer behind

Key Take-Away

- Quickly adapt to the Transformation
 - New business models attract More Subscribers
 - New offerings add More Value
 - More opportunities to increase revenue
- Subscriber first
 - Nurture your customers
 - Be Authentic. Win Trust. Help Solve
- Invest in yourself

