

An aerial, isometric view of a futuristic city. A wide river flows through the center, bordered by green parks and modern architecture. On the right, a high-speed train travels along an elevated track. The city is filled with various skyscrapers, some with unique, angular designs, and construction cranes are visible, indicating ongoing development. The overall scene is a blend of nature and advanced urban planning.

2012 Autodesk AEC Experience the reality!

Rob Malkin

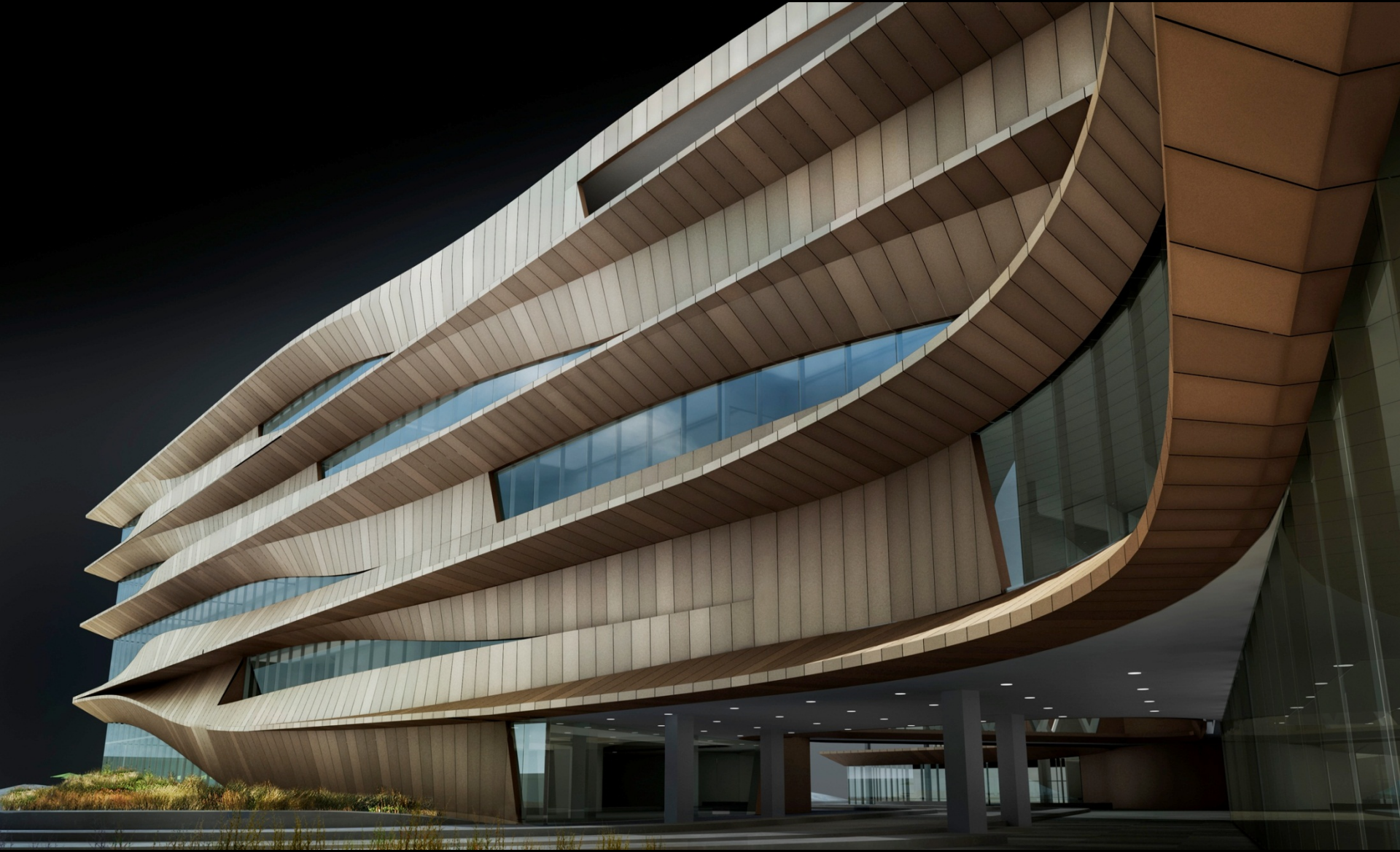
Sales Director, Asia Pacific
Architecture, Engineering and Construction

Agenda

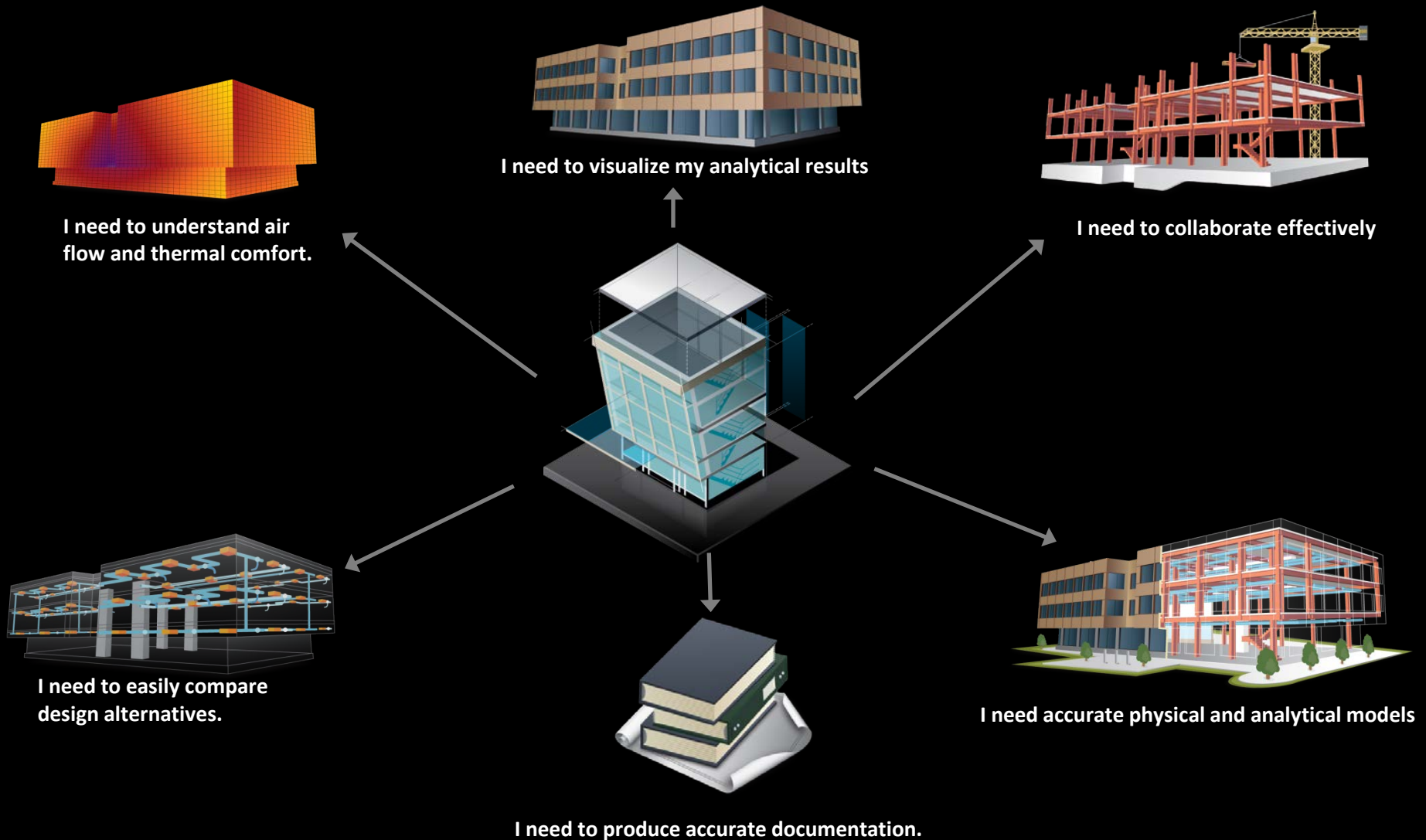
BIM and i

AEC Strategy

Cloud Strategy



Solving Business Challenges



Addressing Pain Points

“In our business it’s all about **information** transfer,
communication, coordination....”

Addressing Pain Points

“The use of the **Revit model**...allows us to have **other advantages** such as when we are doing **CFD** or **energy modeling**...”

Addressing Pain Points

“There are **very clear documents** for **contractors**
for **owners**, for **users** of this space....”

Addressing Pain Points

“We win projects because of our expertise and the use of Building Design Suite and we are the employer of choice”

Compelling Event:

- Owner and Government BIM mandates



Challenges

Lack of demand for BIM

Entrenched in the current 2D drafting practices

Steep learning curve to build up BIM expertise

Lack of ready pool of skilled BIM manpower

Public sector taking the lead

Promoting success stories

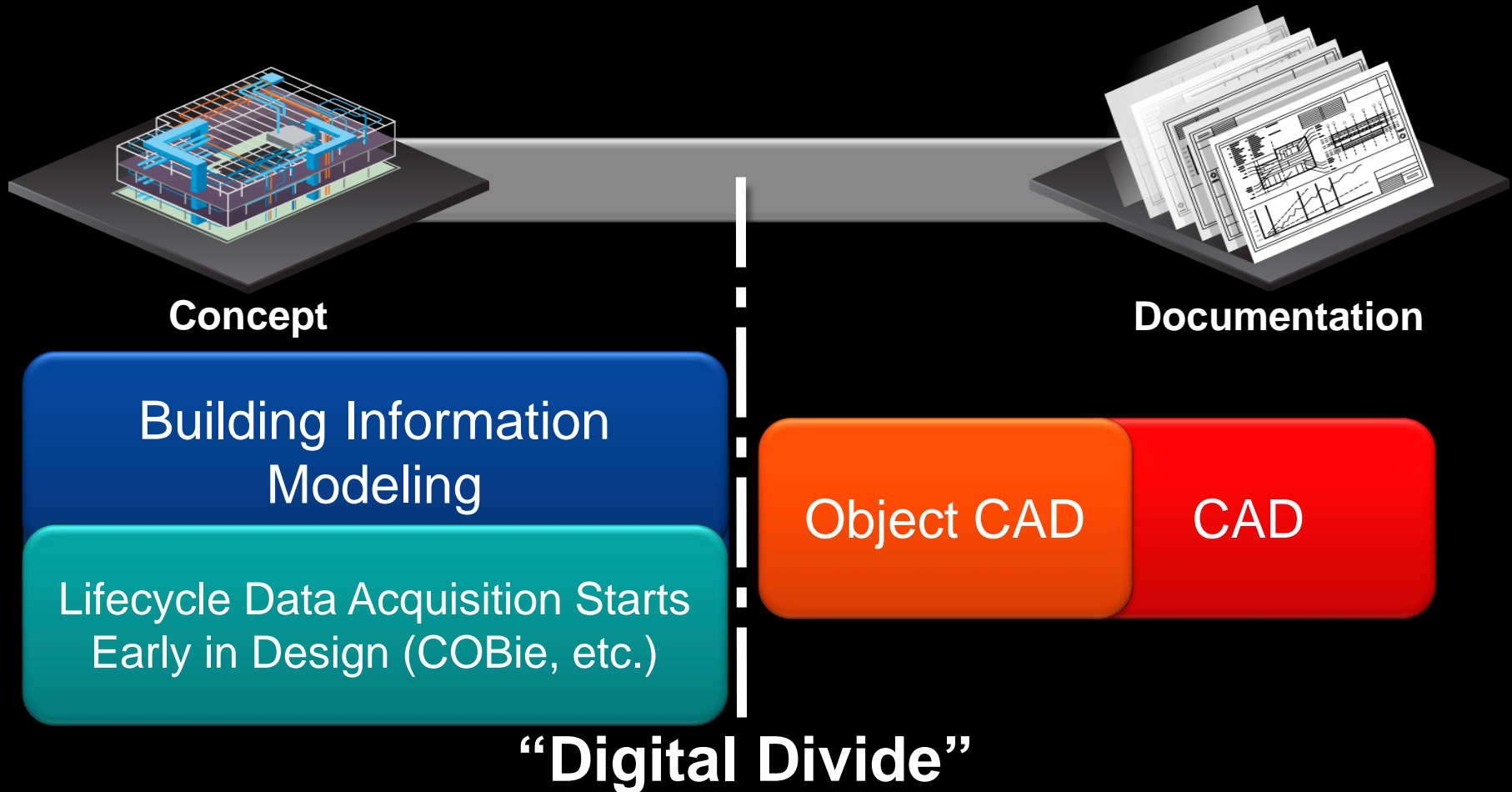
Removing impediments

Building BIM capability & capacity

Incentivising BIM adopters

Strategies

Changing Design Methodology





U.S. General Services Administration

- For all major projects (prospectus-level) receiving design funding in Fiscal Year 2007 and beyond, GSA requires spatial program BIM's be the minimum requirements for submission to the Office of the Chief Architect for Final Concept approvals by the PBS Commissioner. All GSA projects are encouraged to deploy mature 3D-4D-BIM technologies--spatial program validation and beyond--at strategic project phases in support of specific project challenges

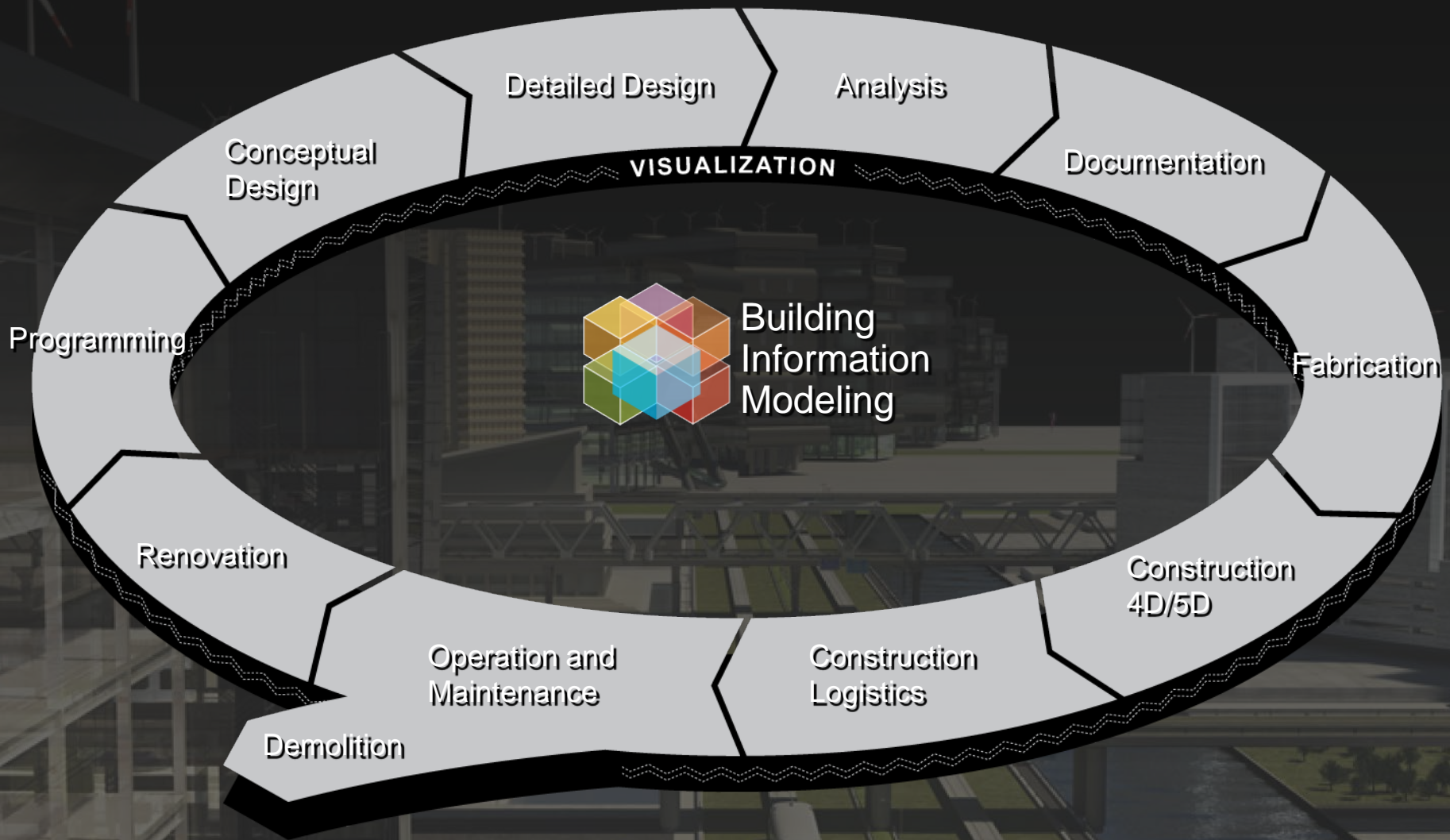


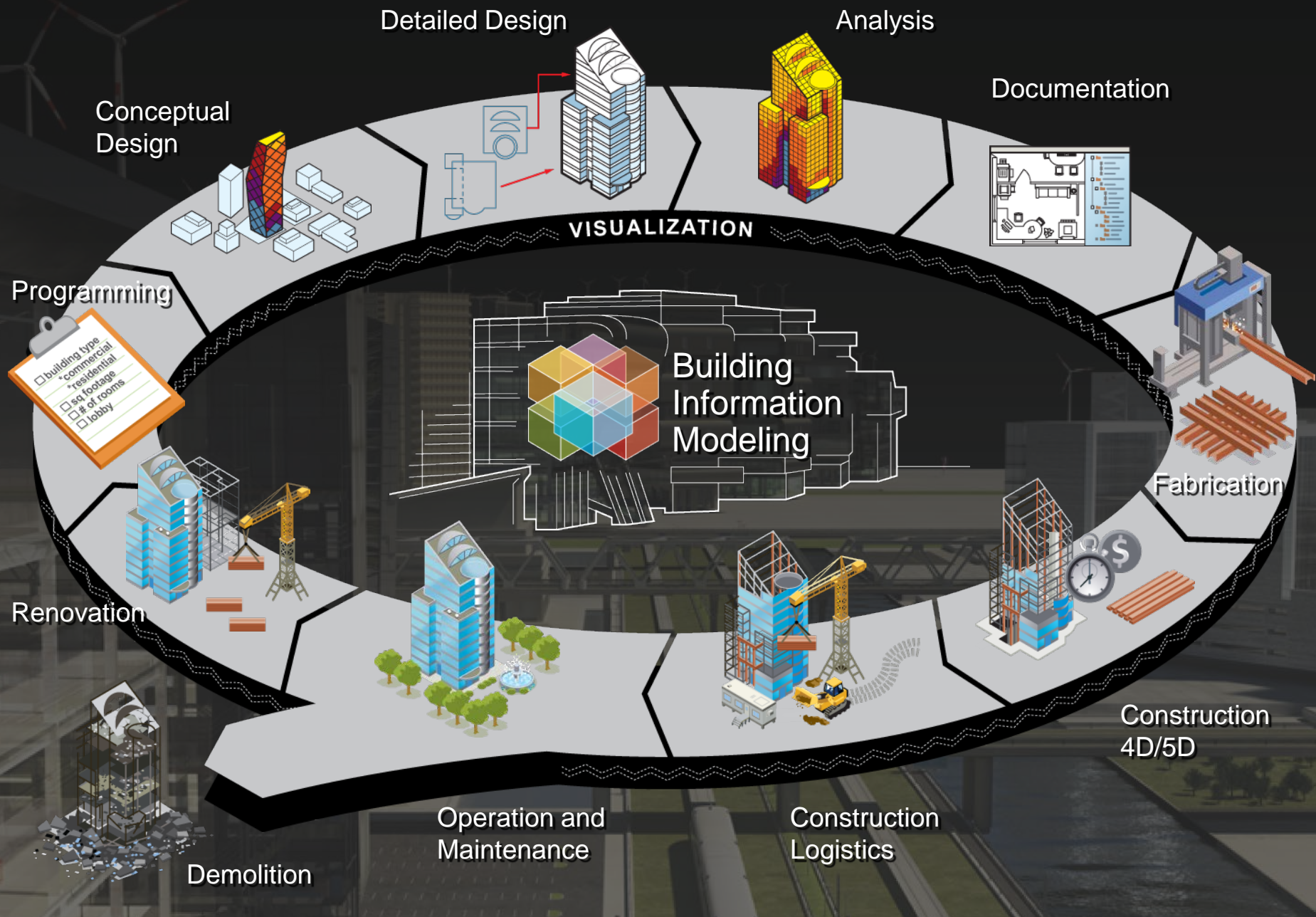
<http://www.gsa.gov/bim>

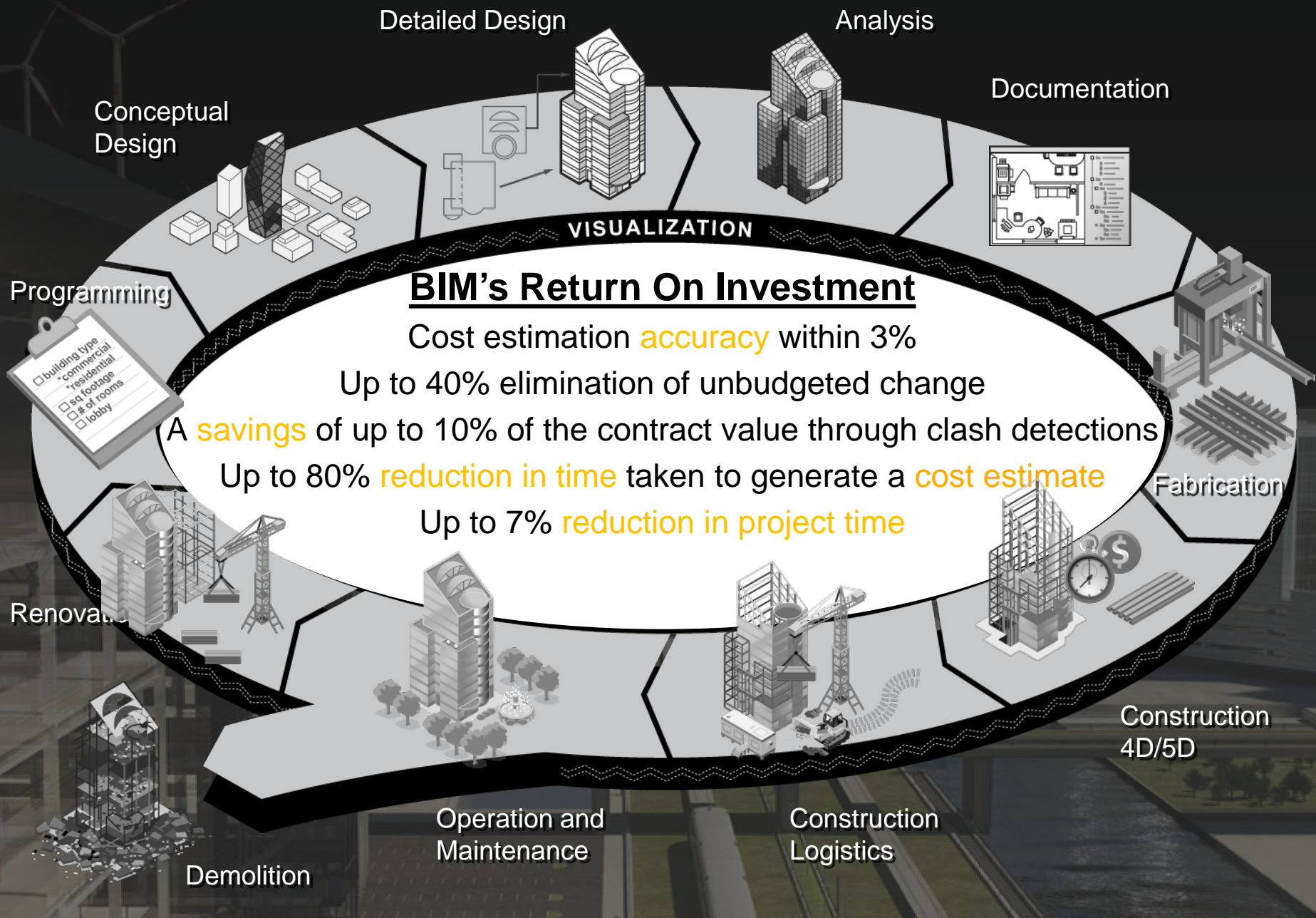
National BIM Scope



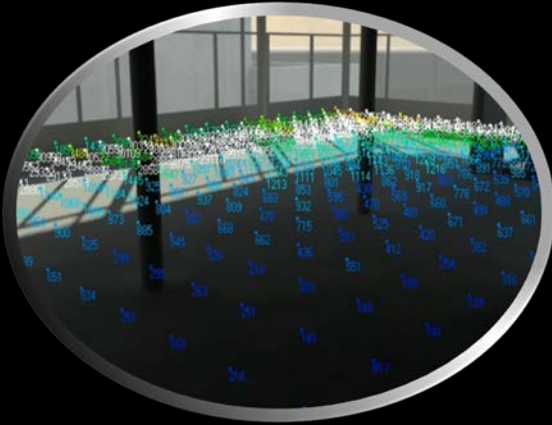
- Transform 2D drawings into BIM's
- BIM-based model checking
- Visualization
- Spatial Program Validation
- 4D Modeling
- Schedule communication
- Constructability Analysis
- Traffic Studies
- Building Performance Analysis
- Energy Analysis
- Day-lighting Analysis
- Computational Fluid Dynamics
- Circulation and Security Analysis
- Quantity Take-Offs
- Cost Estimating
- Clash Detection
- Commissioning
- Structural Analysis/Blast Analysis
- Fabrication
- Integration of multiple BIMs
- BIM implementation plans
- Review of BIM models
- Best Practice Guidance
- Benchmarking standards and programs
- BIM Training
- **Project Design is not included under this procurement.**







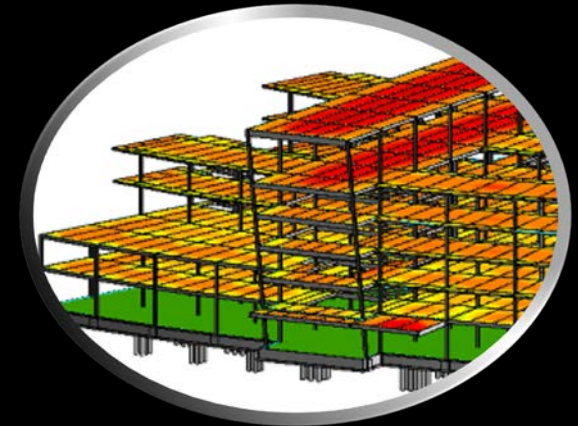
Autodesk 360 Energy
Analysis for Autodesk Revit



Autodesk 360 Rendering



Autodesk 360 Structural
Analysis for Autodesk Revit



Autodesk® 360



Solving MEP Engineering Challenges

- Deliver Projects in BIM
- Meet Client Expectations
- Extend BIM from Design to Analysis

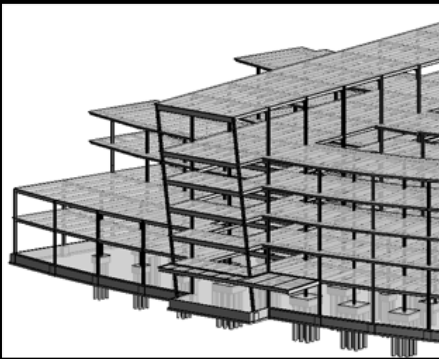


Solving Structural Engineering Challenges

- Deliver Projects in BIM
- Meet Client Expectations
- Extend BIM from Design to Analysis

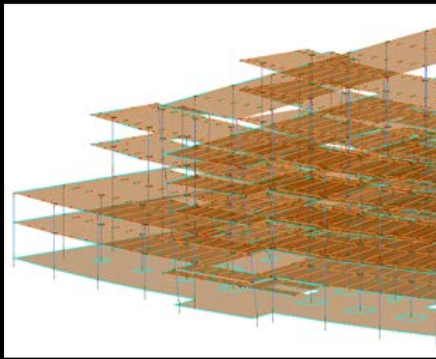


Physical Model



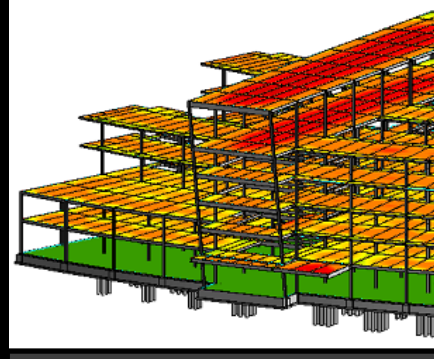
Autodesk Revit

Analytical Model



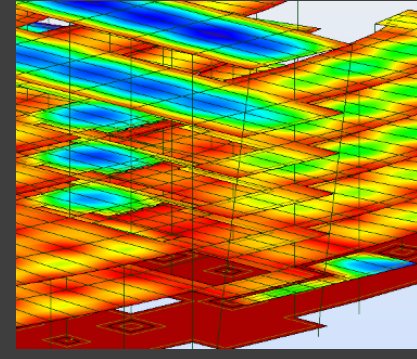
Autodesk Revit

Early Stage

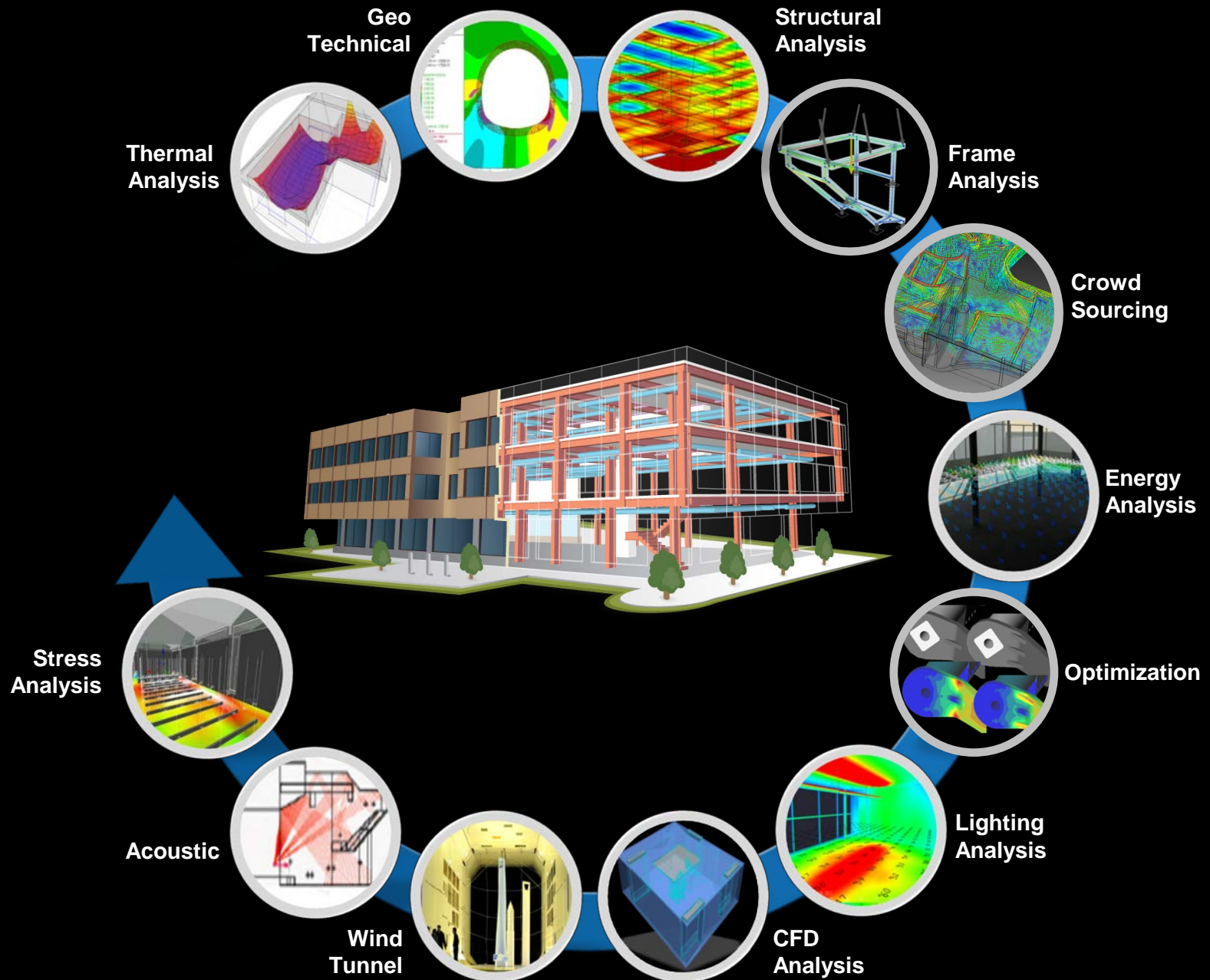


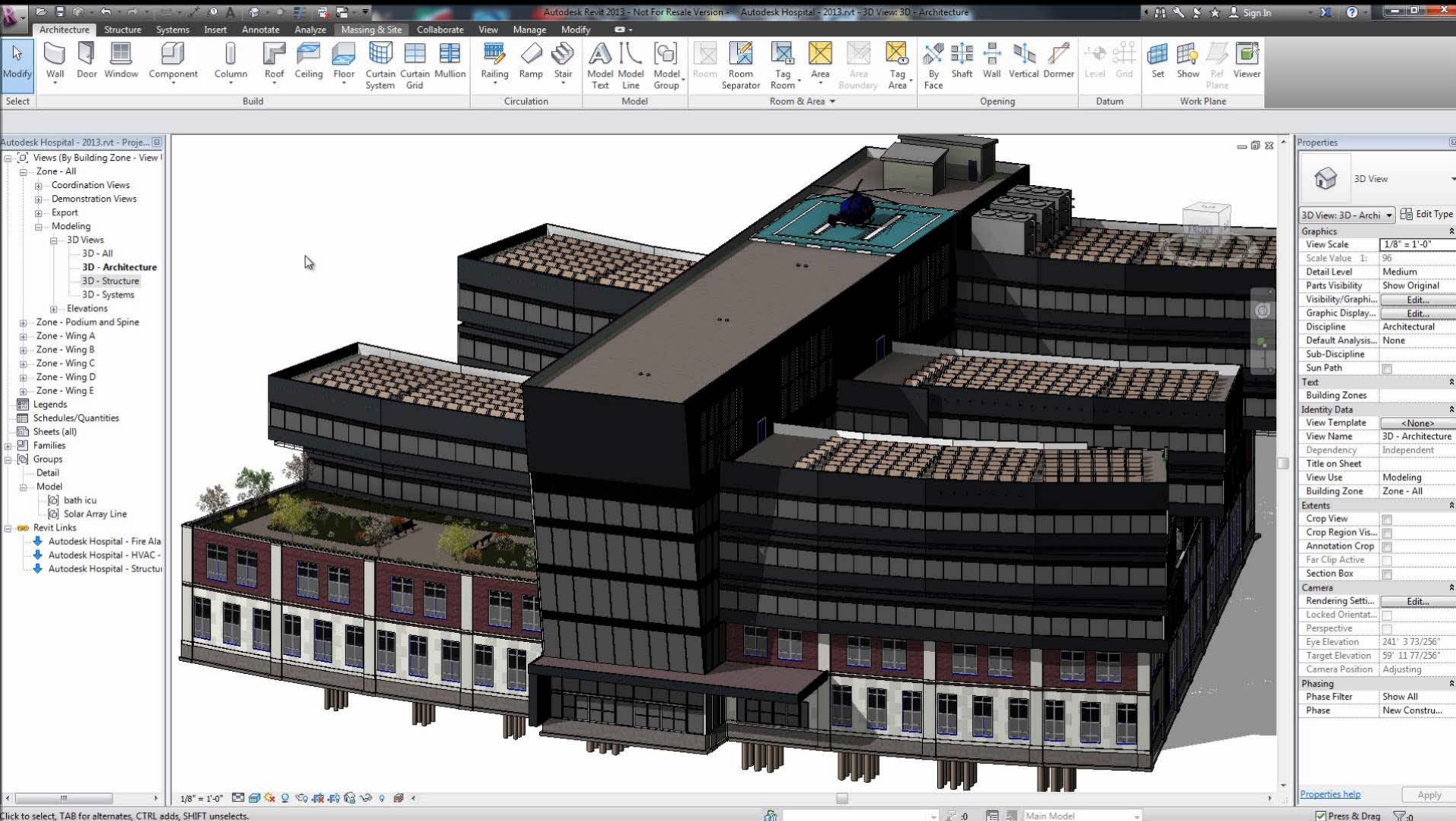
Autodesk 360 Structural
Analysis for Autodesk Revit

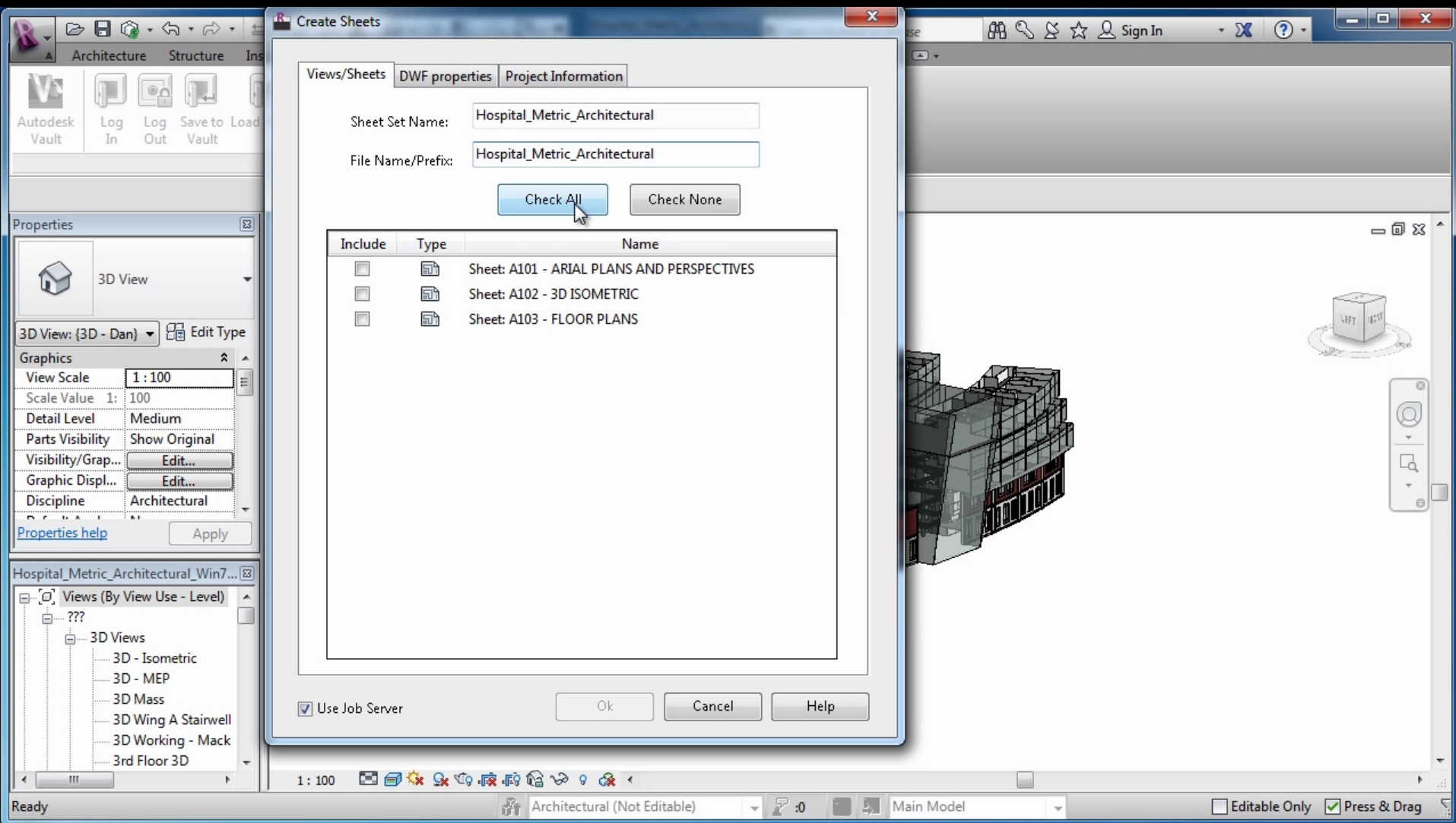
Detailed Analysis



Robot Structural Analysis
Professional







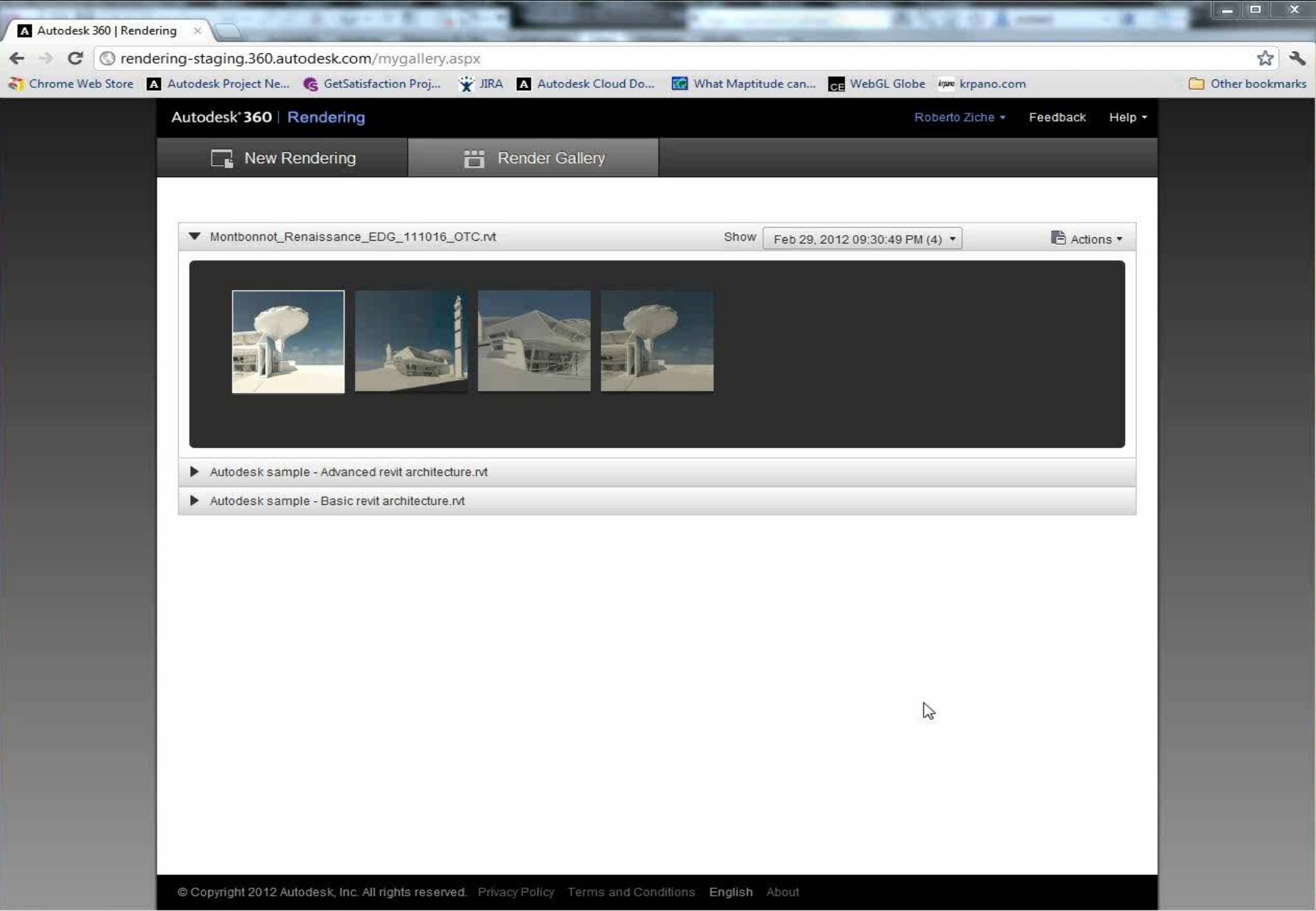
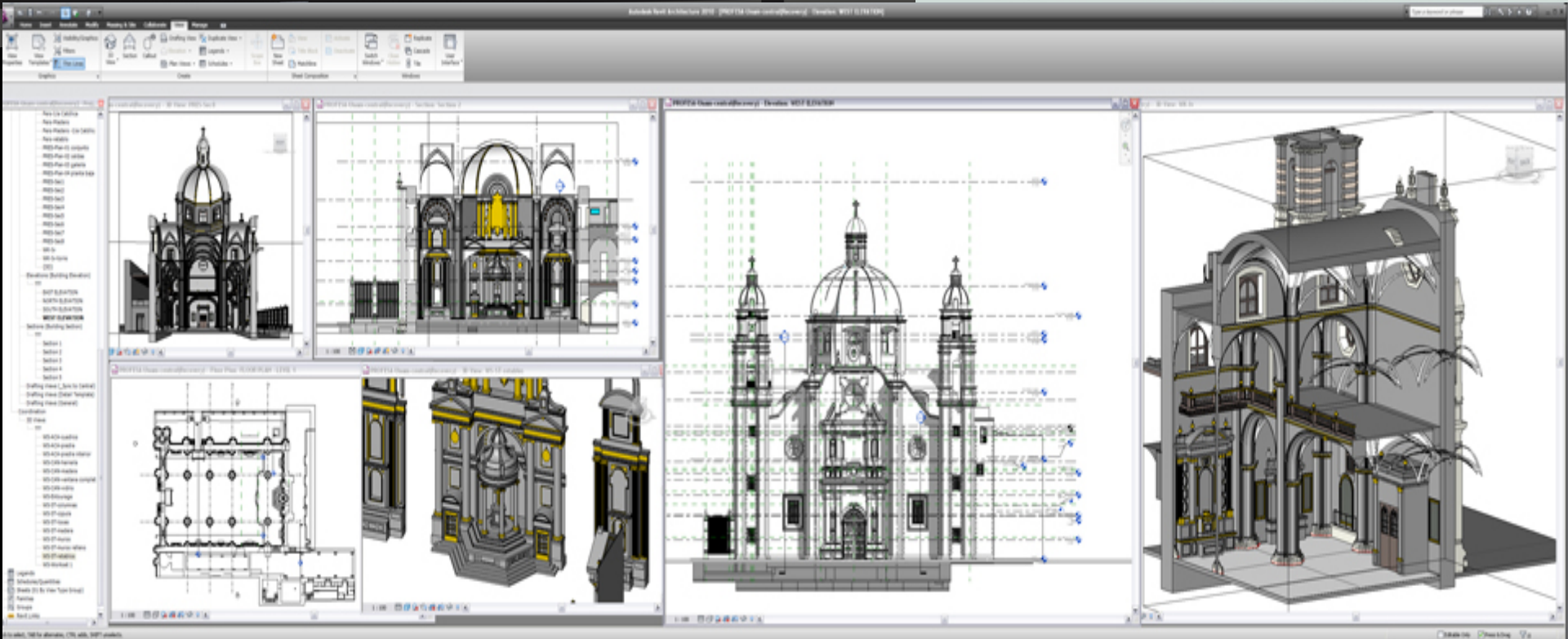




Image courtesy of Shanghai Tower Co

- At 632 meters, 2nd largest building in China and 4th largest building in the world
- Targeting LEED Gold and China 3 Star sustainability certifications
- Unique design features for sustainability
- Owner-driven BIM process through construction and into building operations



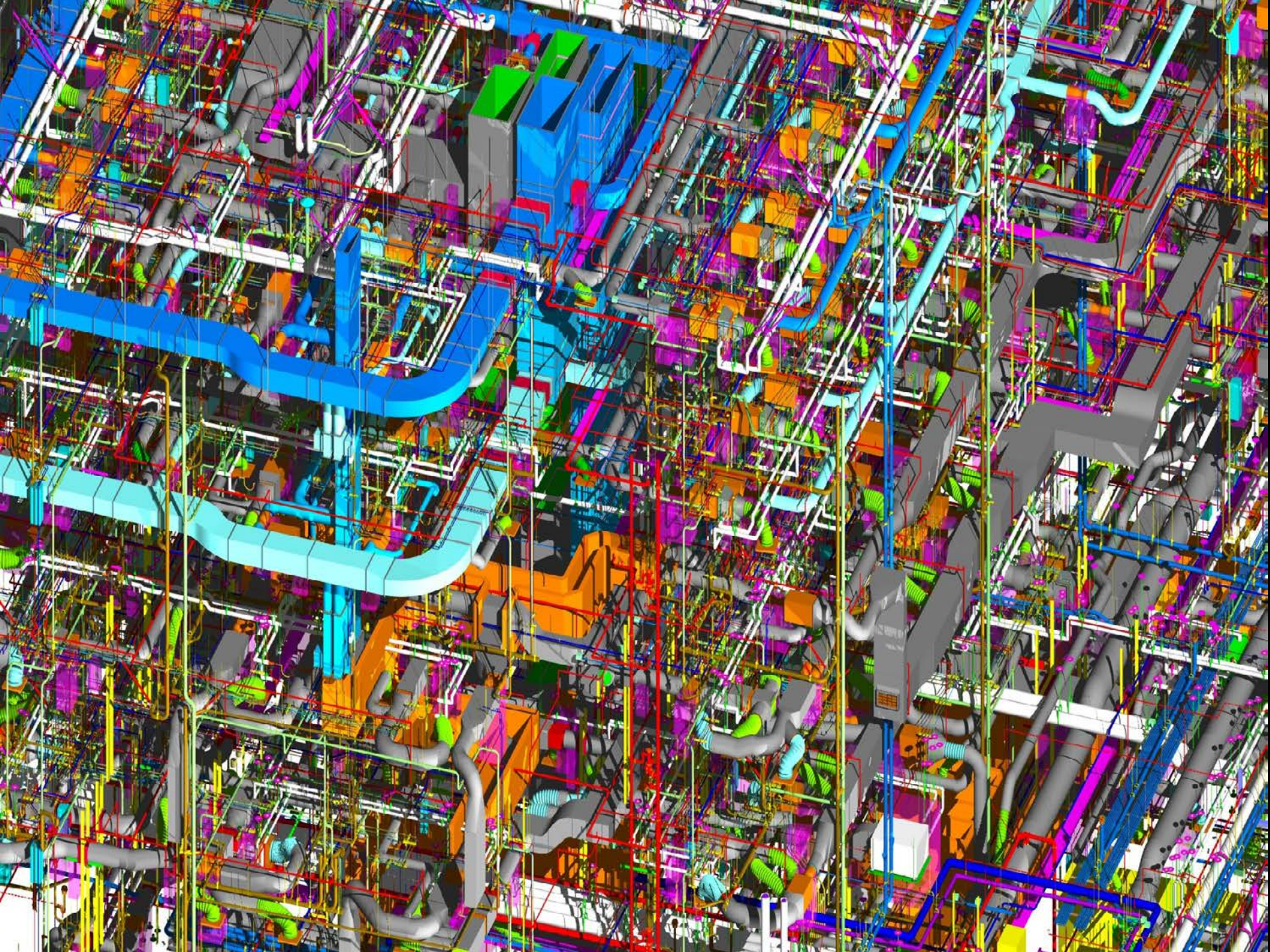


Image courtesy of CICP Consultores Internacionales LLC.



Leverage the entire
Autodesk Portfolio

**Influence and develop
the BIM ecosystem**

Lead the Industry move
to the cloud

Fill solution gaps



Designed In - Value for owners



BIM Mandates



Business Transformation



Autodesk Building Design Suite 2013



Standard

Foundational Design and Documentation

- AutoCAD® 2013
- AutoCAD® Architecture 2013
- AutoCAD® MEP 2013
- AutoCAD® Structural Detailing 2013
- Autodesk® Showcase® 2013
- Autodesk® SketchBook® Designer 2013



Premium

Optimized BIM for Building

- Autodesk® Revit® 2013*
- Autodesk® Navisworks® Simulate 2013
- Autodesk® 3ds Max® Design 2013
- Autodesk Building Design Suite Standard 2013



Ultimate

Advanced Design and Construction

- Autodesk® Robot® Structural Analysis Professional 2013
- Autodesk® Infrastructure Modeler 2013
- Autodesk® Navisworks® Manage 2013
- Autodesk® Quantity Takeoff 2013
- Autodesk® Inventor® 2013
- Autodesk® Building Design Suite Premium 2013

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