AUTODESK® SUBSCRIPTION

FY15 | Q1 Autodesk Subscription What's New Guide
For Internal and Partner Use Only

This document provides a quick glance at the FY15 Q1 updates to the Autodesk Subscription program.

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Autodesk Subscription Brand Expansion

Over the course of Q1, we have been rolling out the new Autodesk Subscription brand expansion to internal employees and to partners at One Team Conference 2014. The name Autodesk Subscription has been elevated as a way of referring to the three key subscription offerings that make up the framework. In addition, there are changes to the names of each of the offerings. The new framework will support the goal of increasing subscribers by 50% by making it easier to describe position and differentiate the subscription offerings that Autodesk provides.
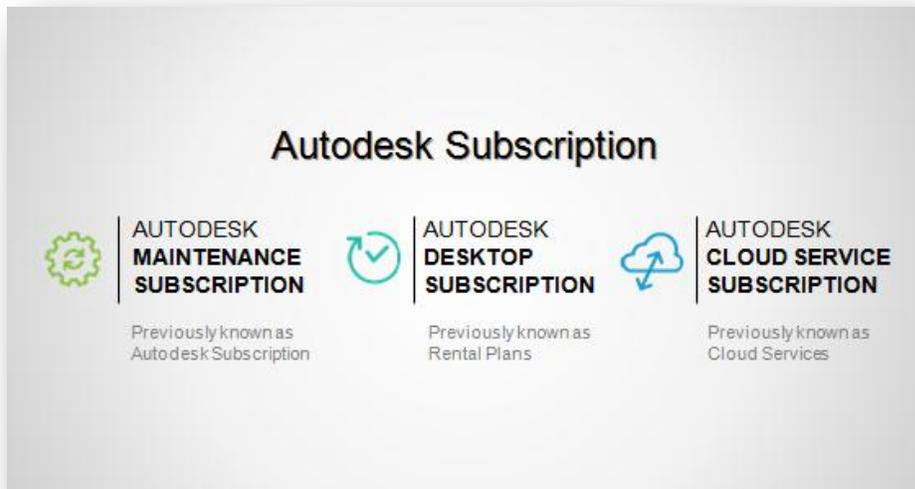
Autodesk Subscription includes:

Maintenance Subscription (formerly known as Autodesk Subscription): This the most cost effective way for customers to maintain and maximize their long-term investment in Autodesk software and services. It enables customers to stay current with the latest software releases and reap the benefits of software upgrades, flexible licensing rights, Autodesk 360 cloud services and technical support. Maintenance Subscription can be purchased with a new Autodesk software license or in certain instances can be added to an existing license.

Desktop Subscription (formerly known as Rental Plans): Desktop Subscription offers pay-as-you-go plans. Customers can choose from monthly, quarterly, and annual options for using Autodesk Design and Creation Suites software and select software products.
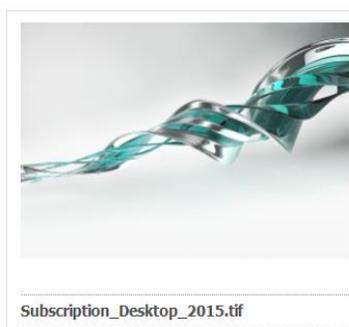
Cloud Service Subscription (formerly known as cloud): With this offering, customers can extend workflows from the desktop into the cloud, and simplify collaboration and streamline workflows through a broad selection of cloud services.

The new Subscription brand framework will go into effect at FY15 Global Launch, March 27, 2014. At the initial launch the new framework will be made visible to customers in all new and updated FY15 sales and marketing materials as well as on Autodesk.com and the Autodesk e-store. We are currently working with extended teams to assess and determine a plan for the completion of the remaining work – this includes (but is not limited to) supporting systems, automated communications, reporting, and price lists.

On One Team Source, you will find the new marketing assets that have been created to communicate this change:
- Positioning Document
- Messaging Document
- 25-50-100 Word Copy Blocks
- Single PPT Slide (2 sizes)
- Overview PPT (3 versions for Internal, Partner, and Customer audiences)
- Internal Brainshark
- Partner Brainshark
- FAQ (3 versions for Internal, Partner, and Customer audiences)
- 1 Page/2 Sided Brochure
- Terminology Guidelines

In addition, new hero imagery for Autodesk Subscription and for each of the three offerings can be found on DAM (search Subscription hero).

Subscription_2015.tif

Subscription_Maintenance_2015.tif

Subscription_Desktop_2015.tif

Subscription_Cloud_Service_2015.tif

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Finally, the following Maintenance Subscription assets have been updated for FY15:

- Terminology Guidelines
- PPTs (2 versions: single slide + comprehensive deck)
- FAQs (2 versions: short + comprehensive)
- Boilerplate
- Positioning
- Messaging
- Descriptions
- Brochure
- Selling Guide
- Top Reasons Documents (3 versions: Sell, Buy, Use)
- Business Valuation Tool + Brainshark

Desktop Subscription News

Expansion for 2015

Autodesk Desktop Subscription has expanded for the Autodesk 2015 releases. Desktop Subscription offerings for AutoCAD and AutoCAD LT are now available in mature regions, plus Brazil and India (LT only). Additionally, Autodesk Inventor HSM as a Desktop Subscription will be available worldwide.

New Tools

There are some great new tools and assets to help you more effectively share the benefits of Desktop Subscription with your customers:

- The License Comparison Calculator allows you to easily compare the cost of different products and suites, across different contract term lengths, to guide your customers to the software solution that best fits their budget.
- The Desktop Subscription One Team Source page has been updated with new assets to help answer your questions and aid your sales efforts.
- The external facing landing page for Desktop Subscription has moved, make sure to bookmark www.autodesk.com/subscription/desktop for easy sharing with leads and customers.

Previous Version Eligibility

In support of 2015 product launch, the Previous Version Eligibility List has been updated. New to the list is Desktop Subscription. Along with their 2015 upgrade, Desktop Subscription customers will have access to eligible 2014 versions. Over time, access to eligible prior versions will increase. Desktop Subscription customers can download the previous version software from Autodesk Account and use the software for the length of their term.

To support this change, the eligibility list has a new look and feel. For more information refer to the Previous Version FAQ and the Subscription Terms and Conditions.

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If you have additional questions, please reach out to Anita Franks.

New Autodesk 360 Cloud Services
Two new cloud services have been added as entitlements for subscribers:

Autodesk® MockUp 360 is a real-time collaboration and digital design mockup tool for **Product Design Suite** (Standard, Premium, and Ultimate) customers. This service enables users to work more efficiently with their suppliers and customers in a simple, cloud-based environment.

Autodesk® Process Analysis 360 helps **Factory Design Suite** (Standard, Premium, and Ultimate) customers' model, study, and optimize their manufacturing processes.   They can identify bottlenecks from planning through layout, and increase efficiency.

"Early Access" to Autodesk 360 Cloud Services
While not considered a standard entitlement, Maintenance Subscription and Desktop Subscription customers will receive "early access" to the following cloud services which require the use of cloud credits:

Autodesk® Character Generator is a new, easy-to-use, web-based service that allows the user to have control over a character's body, face, clothes and hair, and can use colors; textures and artistic styles to further customize a character's look.
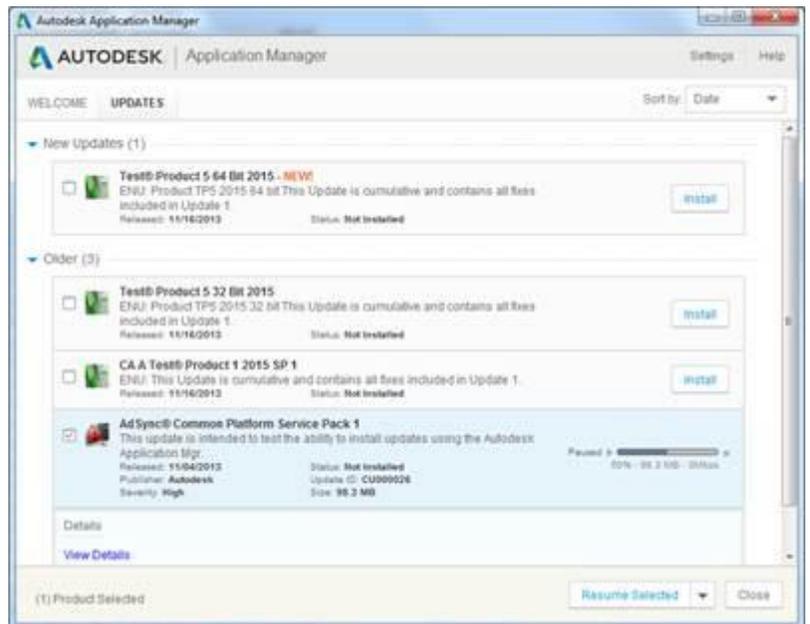
Autodesk® ReCap™ 360 provides a web-based collaboration and creation environment for several different Autodesk Reality Capture technologies.

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Introducing the Application Manager

Autodesk Application Manager is a cloud-centric software delivery solution, which includes a desktop software component that self-installs with all Microsoft Windows®-based Autodesk 2015 products and suites. This solution replaces previous product update components, specifically LiveUpdate, portions of InfoCenter / Communication Center, and CAD Manager Control Utility (note that these components will remain in production to support previous product versions).

Application Manager actively keeps Subscription customers informed of product updates that are important to them, by sending alerts about new Service Packs and other assets (such as Product Extensions or Enhancements for

Application Manager Main View – "Updates" Tab

Maintenance Subscription and Desktop Subscription Customers) as they become available—eliminating the need to independently search for updates from other sources.

Learn more at www.autodesk.com/applicationmanager.

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FY15 Q1 Global Field Promotion

As of February 1st 2015, upgrades from previous releases will only be available on Maintenance Subscription.

The FY15 Q1 GFP objective is to drive customers to upgrade now to the latest Autodesk software. With the special promotion offer they can save up to 30% on the upgrade price with Maintenance Subscription or 20% without Maintenance Subscription.

The campaign leads with the offer and highlights the value of the Maintenance Subscription.

For details, a comprehensive playbook is available on One Team Source (search FY15 Q1 GFP Playbook). This Playbook gives an overview of the campaign and outlines the assets that have been created to support it.

FY15 Q1 Global Field Promotion

Transformation is coming

Playbook

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Subscription benefits are subject to Autodesk Subscription terms and conditions. All Autodesk Subscription benefits and offerings may not be available for all products and/or in all languages. Access to cloud services requires an internet connection and is subject to any geographical restrictions set forth in the Terms of Service.