

CLIENT Autodesk

PROJECT Web demo

OBJECTIVE

Present overview of Autodesk Subscription benefits.

BACKGROUND

Autodesk makes most of its applications available on a subscription basis. Instead of purchasing an application outright, customers license the software for a set annual fee that includes all upgrades, tutorials, support, and other benefits..

PROJECT OVERVIEW

Because some customers didn't really understand the value proposition of subscription purchasing, this video overview supports the main benefit – getting the most out of a company's technology investment.

Links at right of the window allowed viewers to select specific segments of the demo or watch the entire presentation. Segments focused on training, support, predictable budgeting and other main benefits.

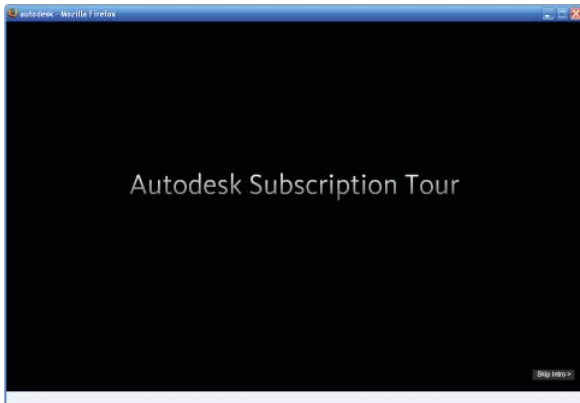


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See below to view a storyboard of this presentation.

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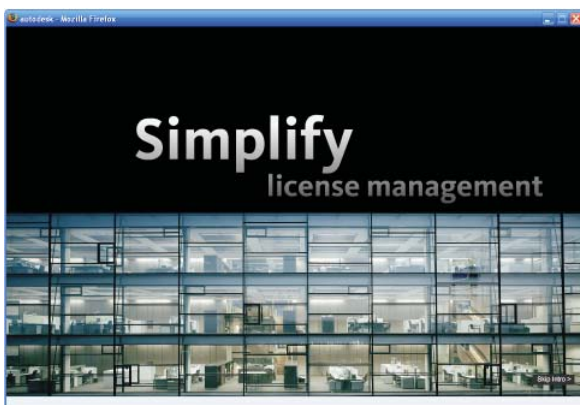
Section 1: Introduction



Introducing Autodesk Subscription...



The smartest way to optimize your investment in Autodesk software,

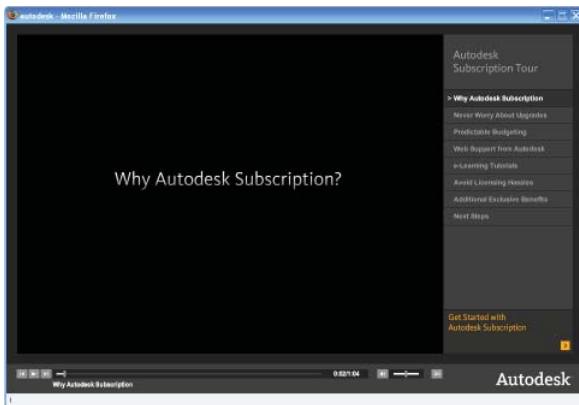


simplify your license management,

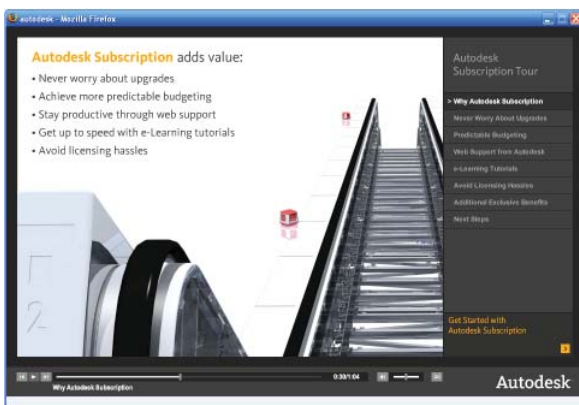


and make your entire team more productive.

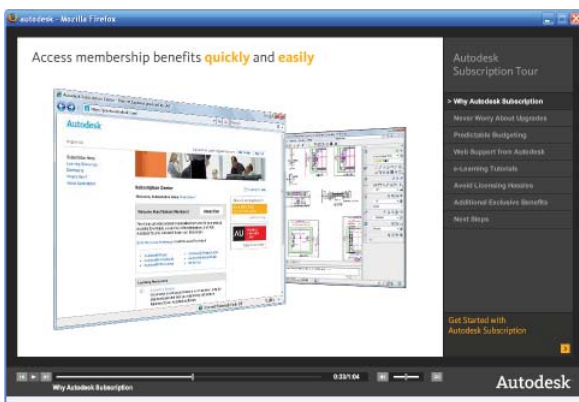
Section 2: Why Autodesk Subscription



Extend the value of your software investment through exclusive access to a wide range of resources, training, and support.

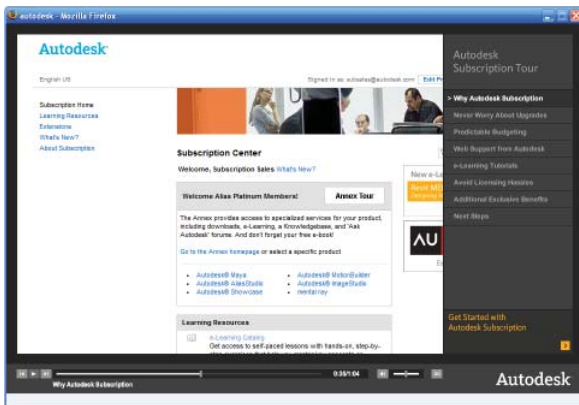


With Autodesk subscription,
... you never worry about upgrades
... take advantage of predictable budgeting
... stay productive with online web support,
... get up to speed quickly,
... avoid licensing hassles,
... and receive many more exclusive benefits

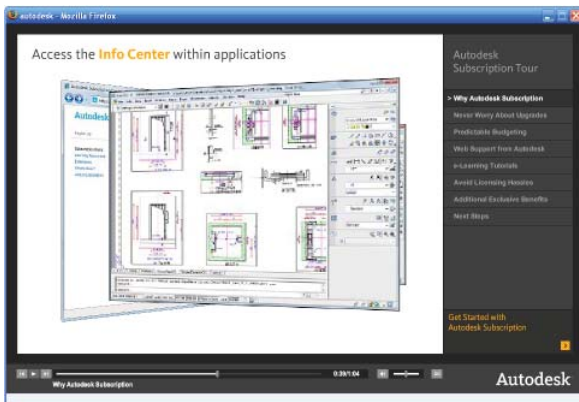


Access all of these membership benefits quickly and easily either online via Subscription Center ...

Section 2: Why Autodesk Subscription (continued)



or directly within your applications through the Info Center.

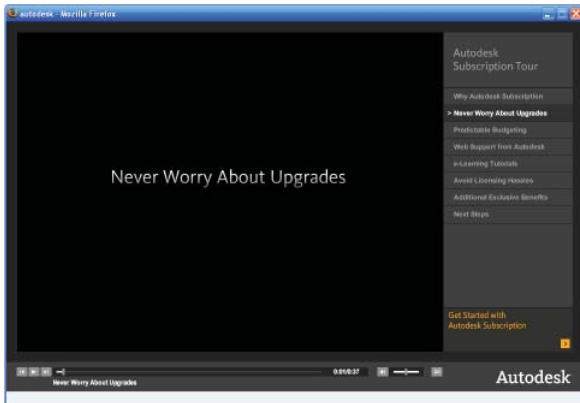


In this brief tour, you'll discover how Autodesk Subscription gives you ...

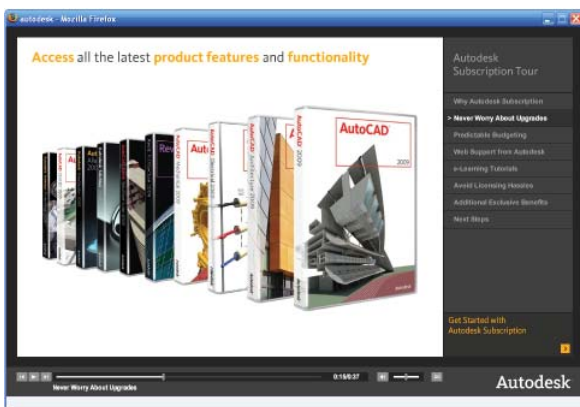


more choices, more resources, and more power to use your design tools to the fullest and make the most of your technology investment.

Section 3: Never Worry About Upgrades



Stay up to date with the latest software releases so you can stay competitive.

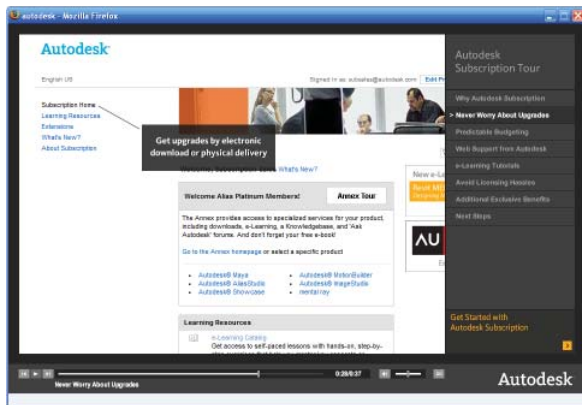


Through Subscription, you never worry about upgrades because your team always has access to all the latest product features and functionality.



You're automatically notified when new versions and updates become available ...

Section 3: Never Worry About Upgrades (continued)

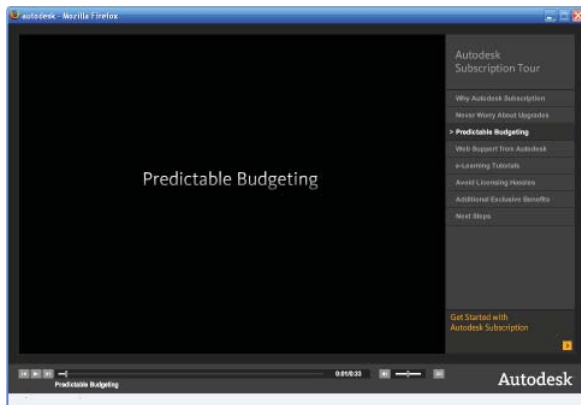


so you can visit Subscription Center to download them or arrange for physical delivery.

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Section 4: Predictable Budgeting



Prevent budget surprises through Autodesk Subscription.

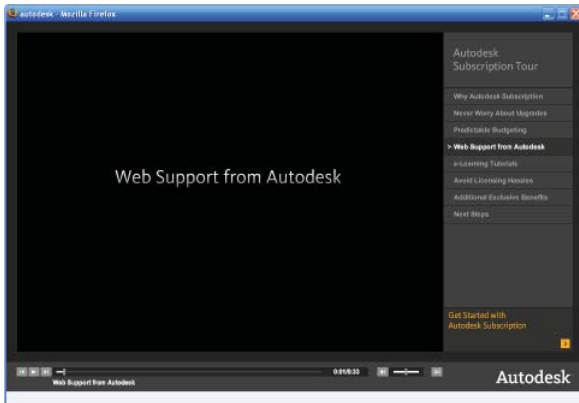
With more predictable budgeting, you can avoid the uncertainty of purchasing cycle delays or unexpected training and support expenses.

All upgrades, tutorials, web-based support, and more are included.

So whether you choose a one-year or multi-year plan — for one license or thousands —

Subscription is the smartest choice for keeping your expenses under control.

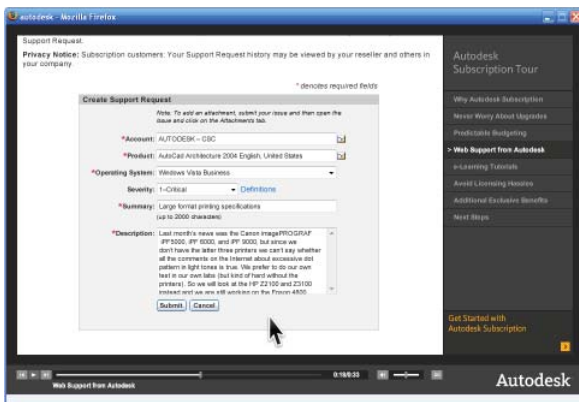
Section 5: Web Support



Keep project downtime to a minimum through online web support.



Whether you need help with installation, configuration or troubleshooting,

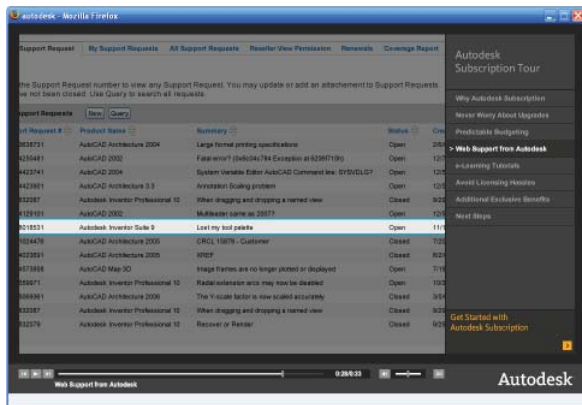


web support provides quick complete answers and solutions straight to your desktop.

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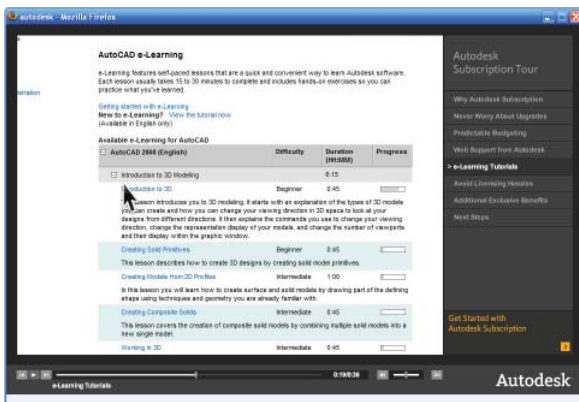
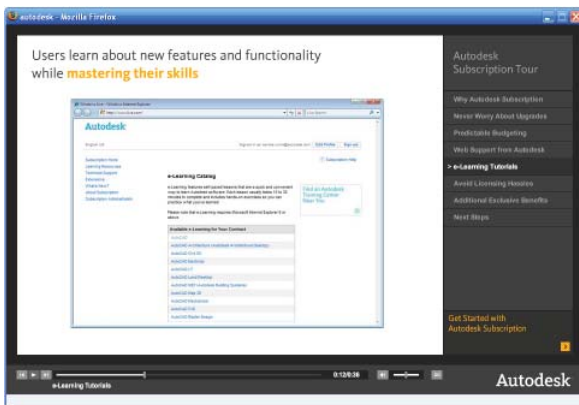
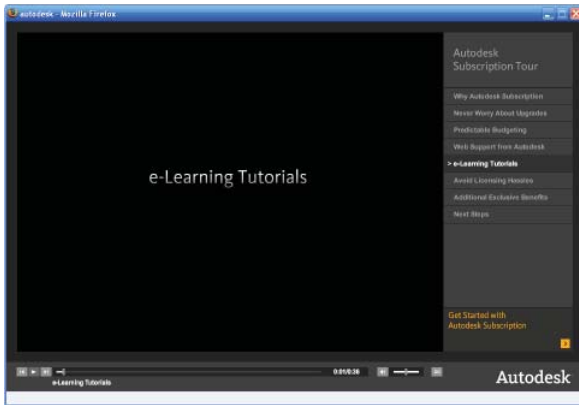
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Section 5: Web Support (continued)



And through Subscription Center, you can track and manage all incidents and responses quickly and easily.

Section 6: e-Learning Tutorials



Give your team instant access to an extensive library of high-quality self-paced interactive tutorials.

Prepared by subject matter experts,

these 15- to 30-minute e-learning tutorials help new and veteran users alike learn about new features,

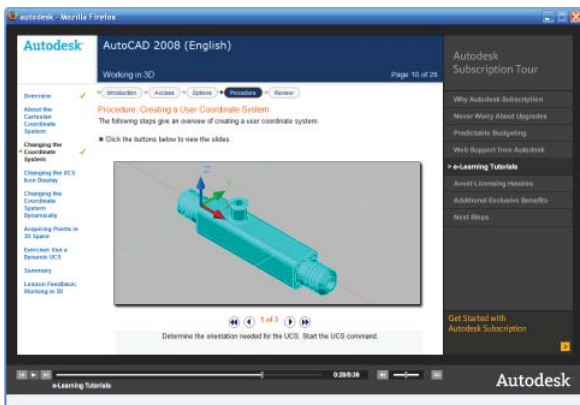
Section 6: e-Learning Tutorials (continued)



explore expanded functionality,

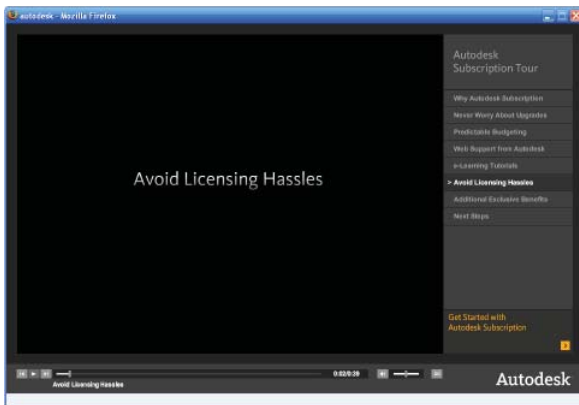


and master their skill set.



With online access to e-learning, everyone stays up to speed – and up to date.

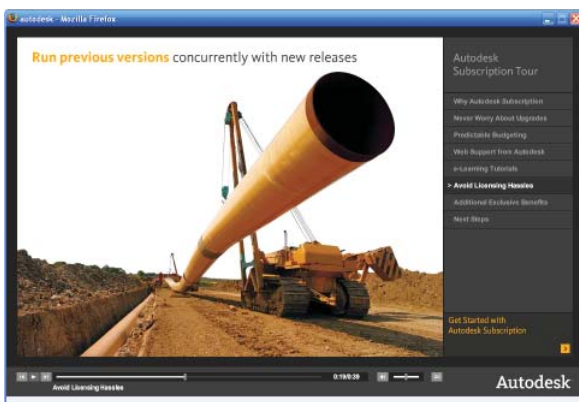
Section 7: Avoid Licensing Hassles



Managing software gets easier with Autodesk Subscription.

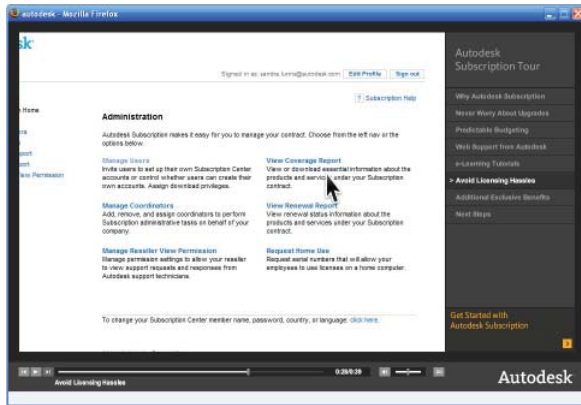


With more flexible licensing options, you can allow employees you use their applications at both home and office.

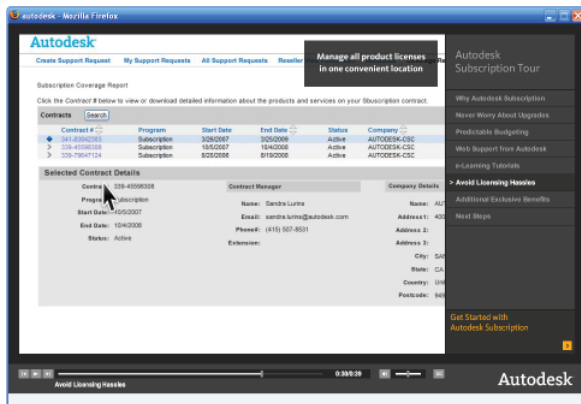


And to keep projects on track, designers can run previous versions of software concurrently with new releases under certain conditions.

Section 7: Avoid Licensing Hassles (continued)

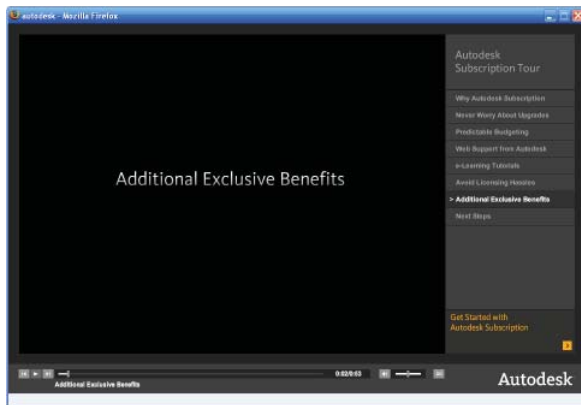


In addition, Subscription offers one convenient location to manage all of your active product licenses ...

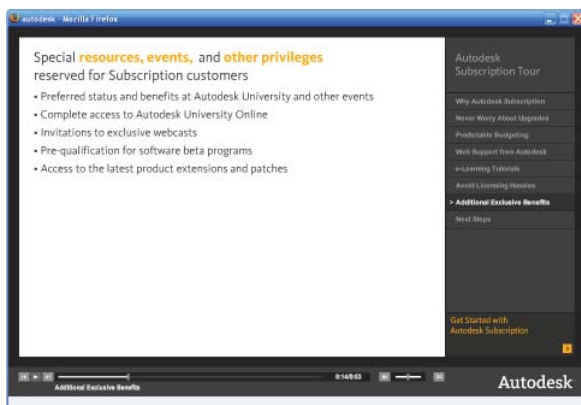


and view detailed coverage and renewal reports.

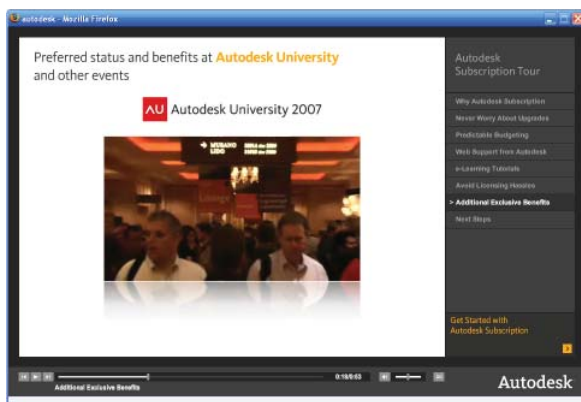
Section 8: Additional Exclusive Benefits



Autodesk continues to develop new ways to add even more value to your Subscription program.



Special resources, events, and other privileges reserved exclusively for Subscription customers include...



preferred status and benefits at Autodesk University and other events,

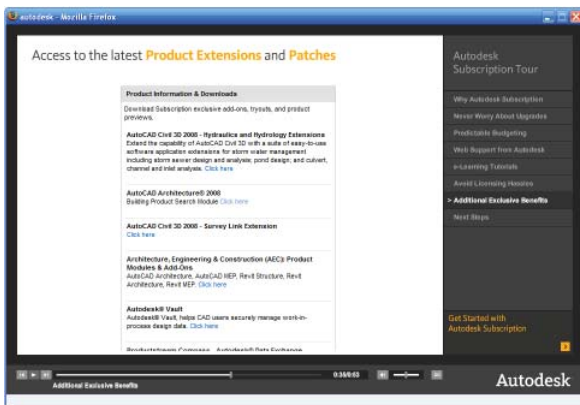
Section 8: Additional Exclusive Benefits (continued)



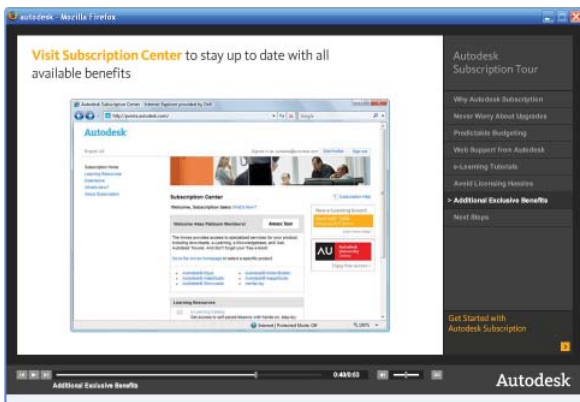
invitations to exclusive webcasts,



pre-qualification for software beta programs,

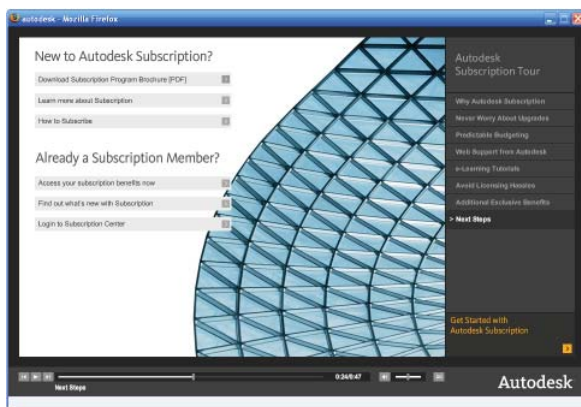
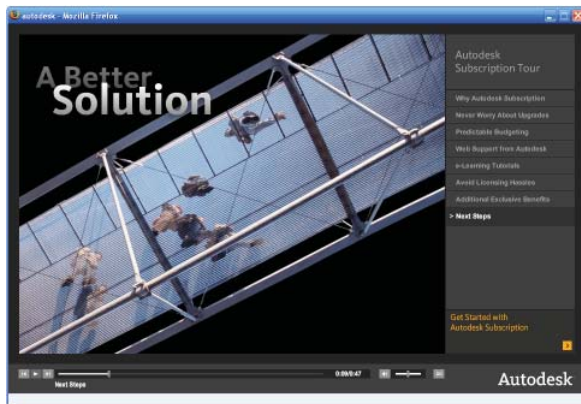
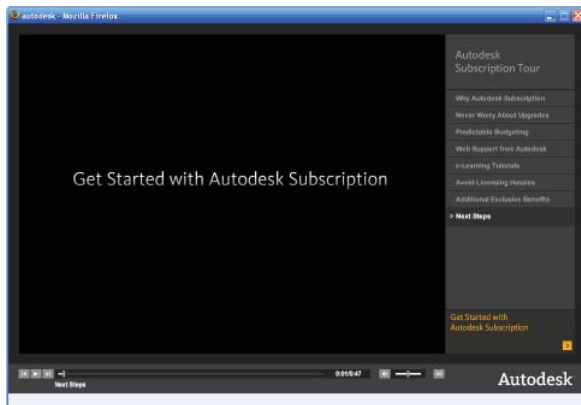


and access to the latest product extensions and patches.



Visit Subscription Center to learn about all your benefits and get the most out of all your design tools.

Section 9: Next Steps



Managing your software through Autodesk Subscription is the smartest way to optimize your technology investment and enhance team productivity.

Discover why more design professionals choose Autodesk Subscription. To learn more, follow the links on the screen or contact your Authorized Autodesk Reseller.

Get full value from your technology.
Get started with Autodesk Subscription today.