



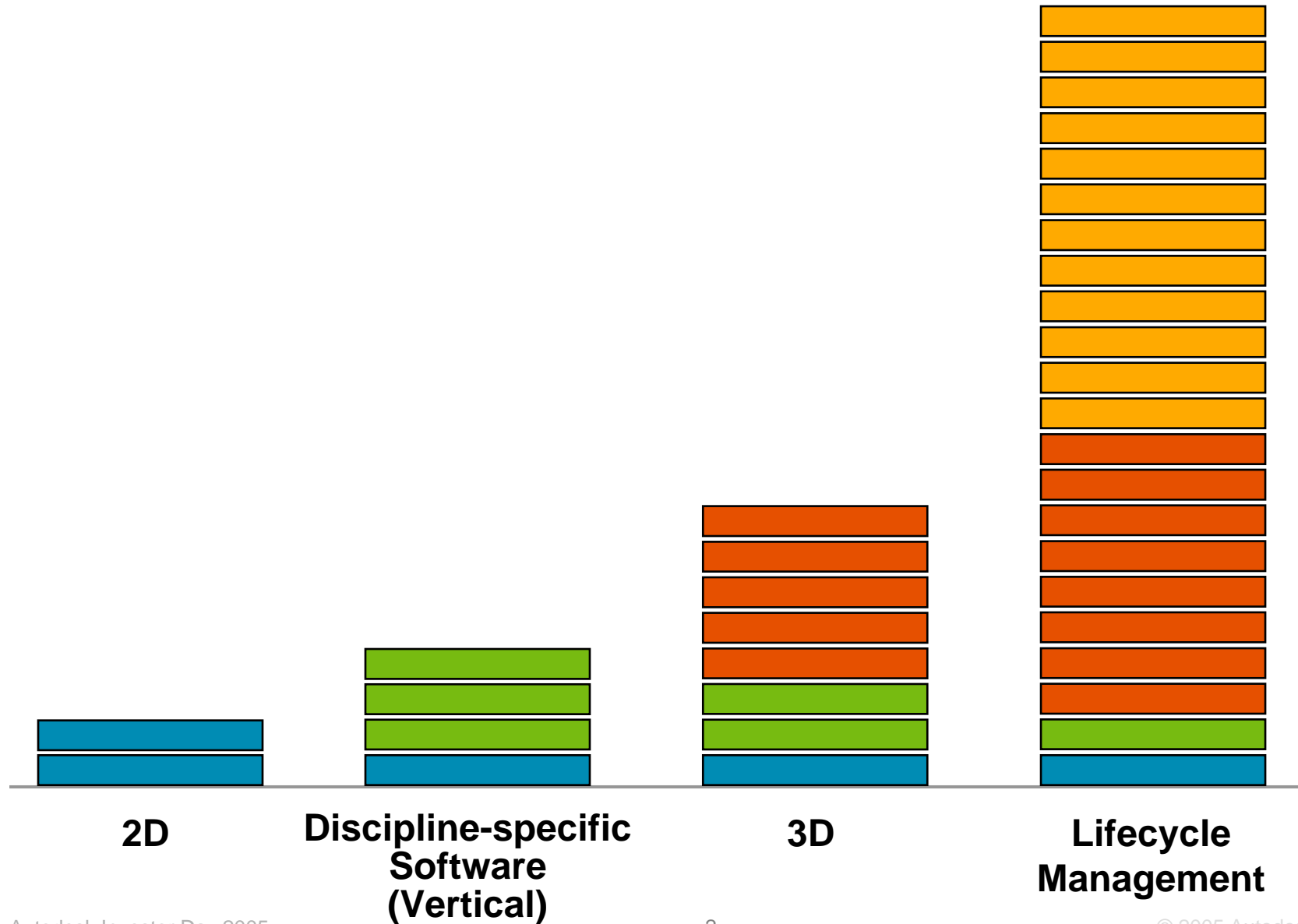
# Sales Update

## *Why We Win*

**Ken Bado**  
Senior Vice President  
Worldwide Sales

Autodesk®

# The Sales Organization of the Future



# Foundation For Success

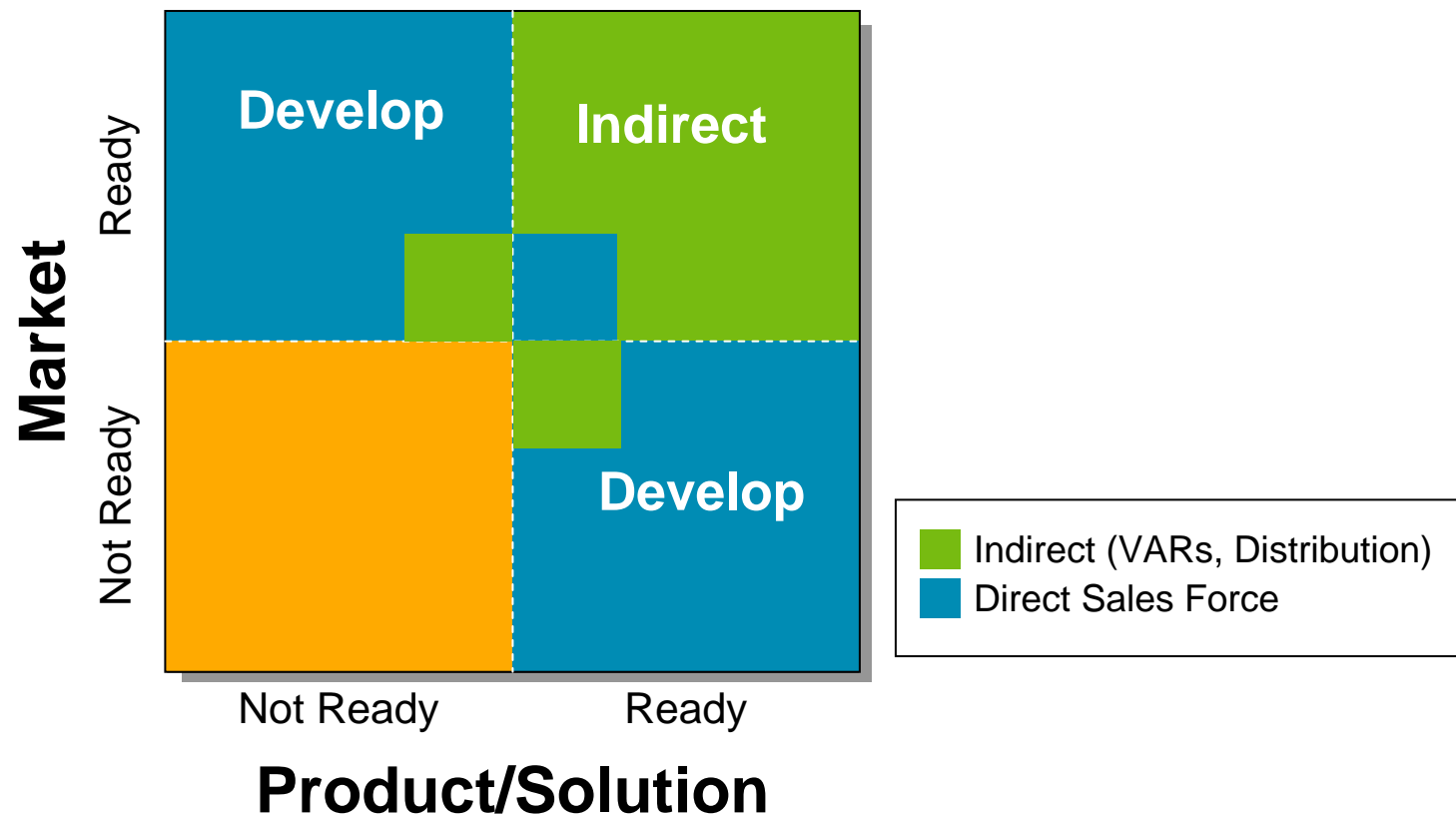
- Sales model
- Solution selling
- Sales productivity
- Channel development
- Sales capacity
- Geographic opportunity
  - Emerging markets

“Autodesk’s trusted advice was pivotal in making our solution a complete success.”

J.P. Jones, CIO  
Macerich Company

# Sales Model

*Right Products, Right Customers, Right Time*



# Selling Products to Solving Customer Problems

- Standard methodology and terminology
  - (1,600 direct & channel reps trained)
- Sales productivity increases
- Deal size increases



# Solution Selling

## *Benefits of Target Account Selling*

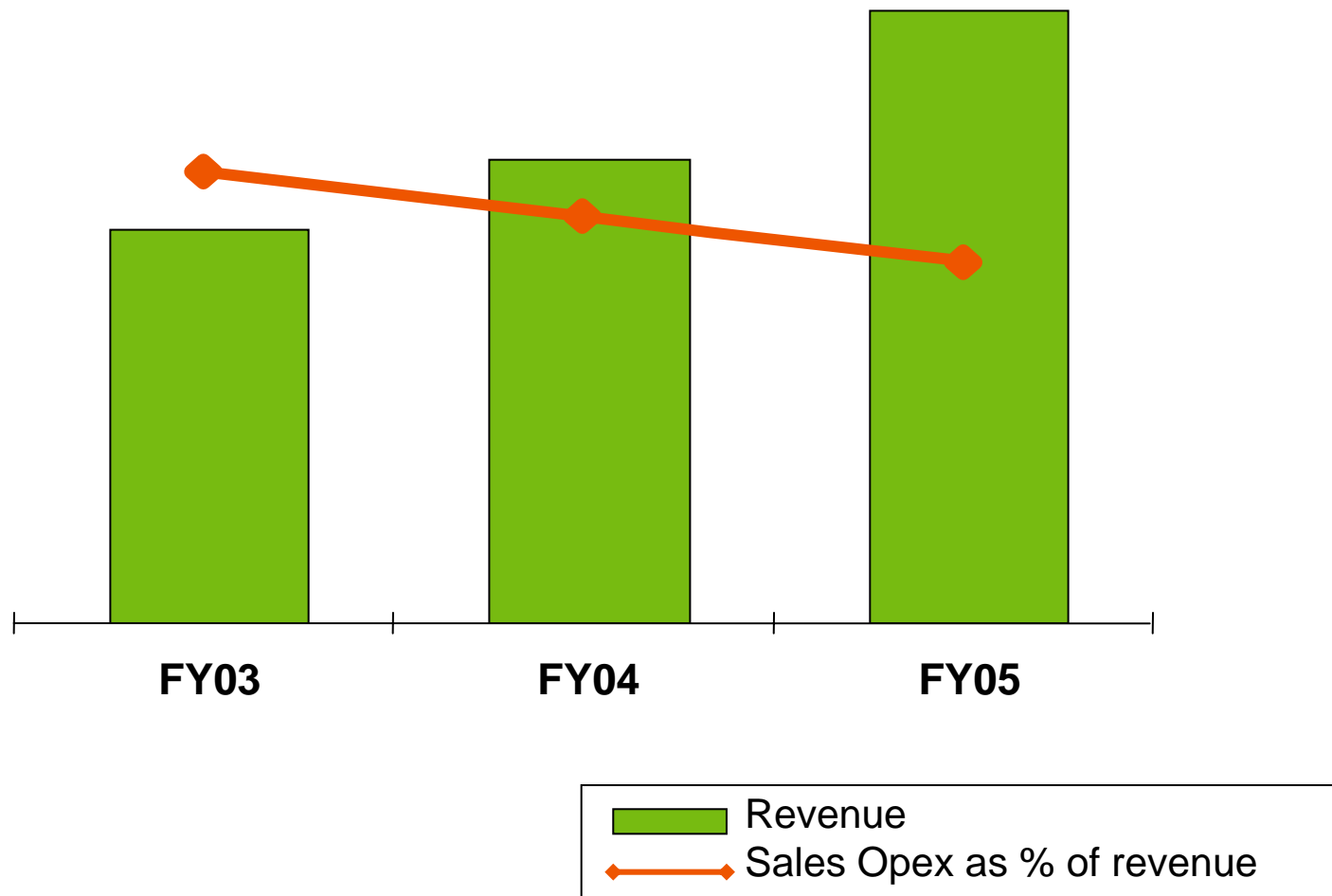
- Standard methodology and terminology
  - (1,600 reps trained)
- Technical solutions to solve customer business problems
- Based on compelling event and unique business value
- Sales productivity increases
- Deal size increases

**“Any software solution we chose had to enhance our productivity and make us competitive with larger firms. That was first on my mind.”**

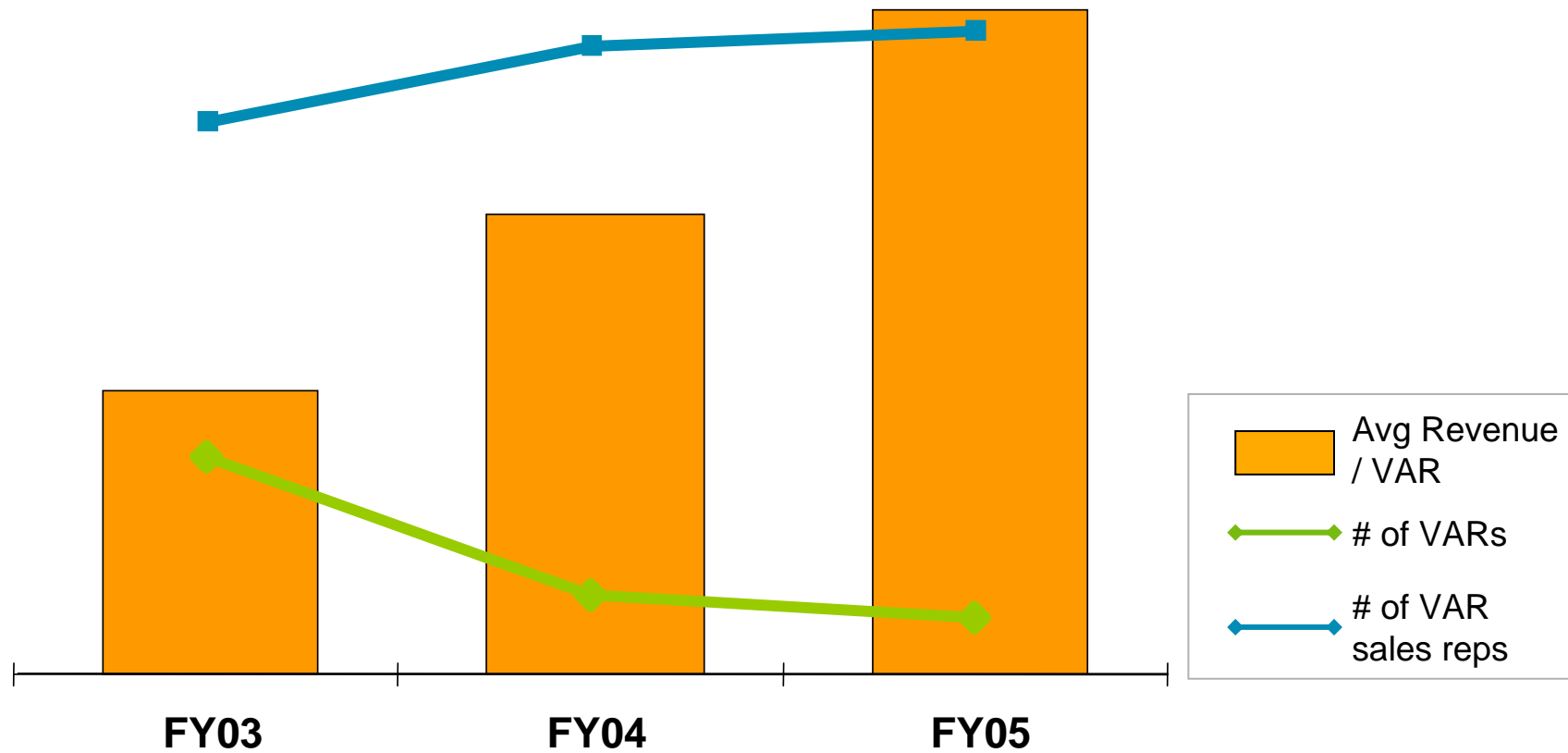
John Mangan, President  
Mangan Group Architects

# Autodesk Sales Productivity

*Sales Affects Topline **and** Bottomline Profitability*

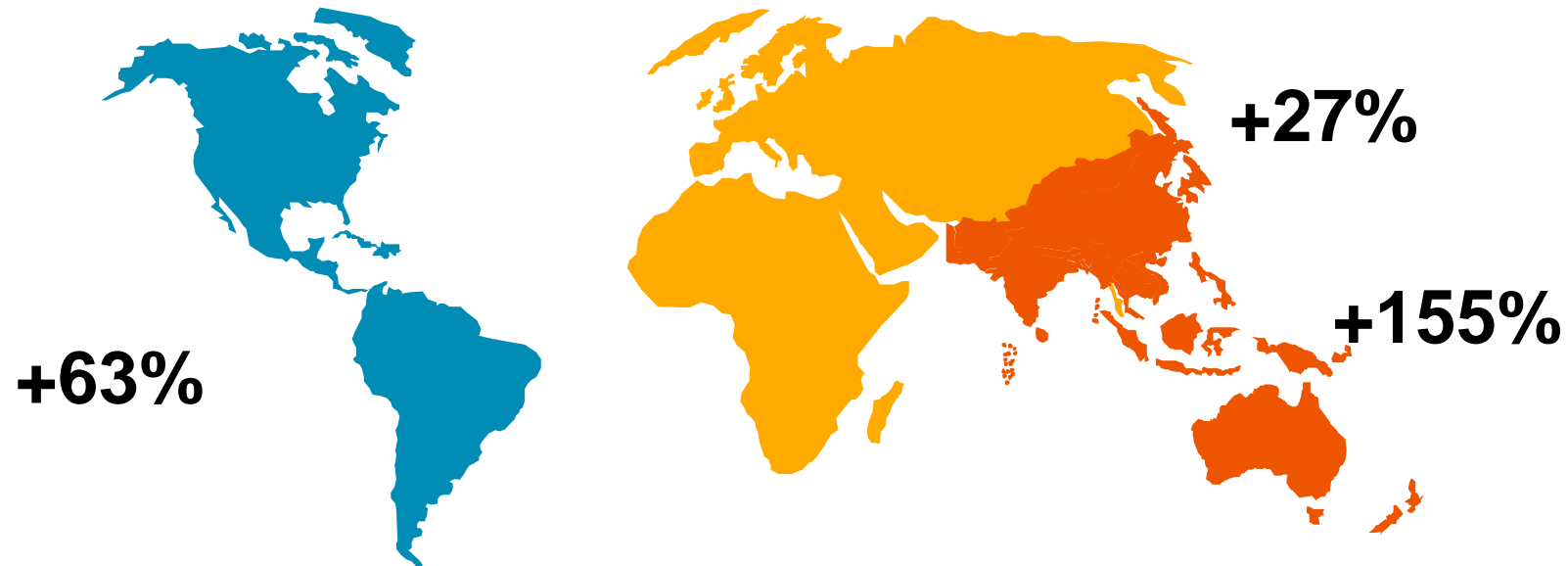


# Worldwide Channel *Sales Productivity*



# Direct Sales *Productivity*

Direct deals over \$100K grew 60% worldwide from FY04-05



**“The strong direct partnership between Parker Hannifin and Autodesk supports us on the road to achieving our critical business strategies and objectives.”**

Craig Maxwell, Vice President  
Technology and Innovation  
Parker Hannifin Corporation

# Channel Development

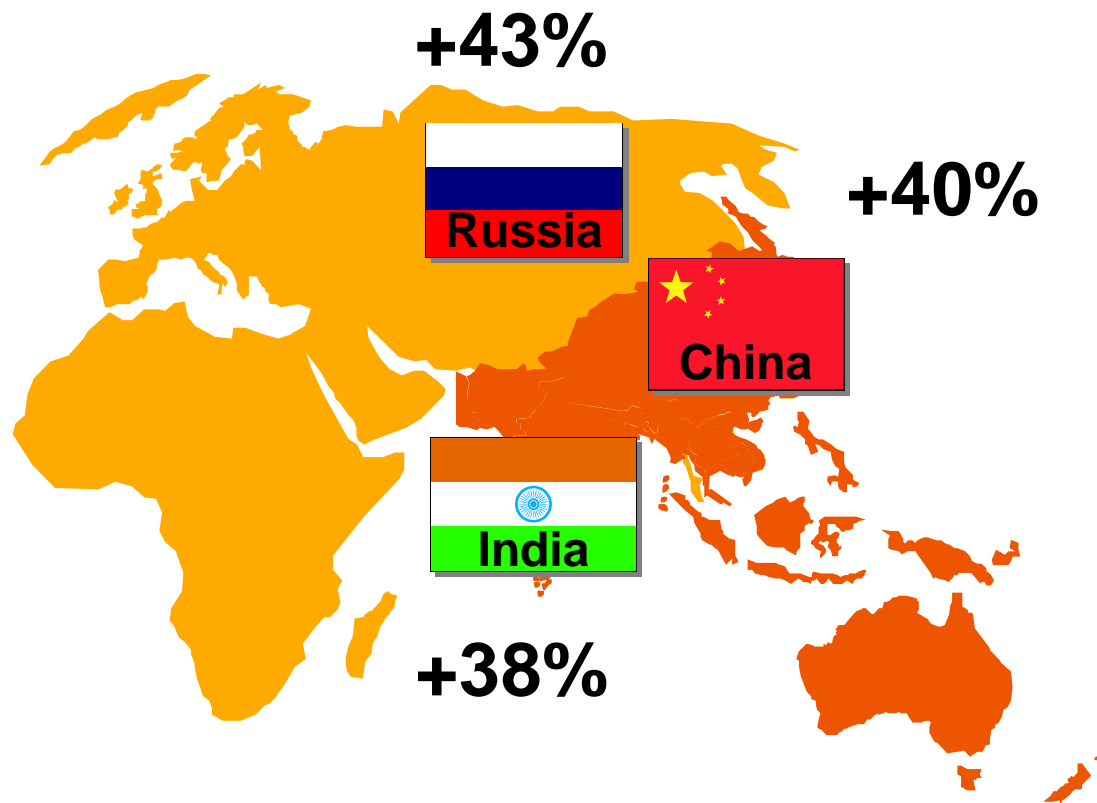
## *Building Trust Through Predictability*

- Technical bootcamps
- Business skills training
- Packaged Service Offerings
- Value Incentive Rebate program
- Investment funds
- R/E/A/L channel marketing programs

**“We could not be more pleased with Autodesk’s commitment to the market by way of their product set, but more importantly, their commitment to us and the reseller community.”**

Adi Drotleff  
Founder and CEO  
Mensch und Maschine, Germany

# Future *Emerging Markets*



*“Using Civil 3D for our design work in Jinpin Grade 1 Hydropower Plant, we are able to dramatically improve on the precision of excavation and our work efficiency.”*

Xue Lijun  
Senior Engineer  
CHIDI, Chengdu, China

Total revenue growth from FY04-05

# Why We Will Continue to Win

## *And build lasting business partnerships*

*“Our relationship with Autodesk holds strategic value for Parker Hannifin because they have invested in understanding our business needs, they consistently deliver to meet our requirements, and they truly understand what it takes to build lasting business partnerships.”*

Bob McAdoo  
Director of Business Systems  
Parker Hannifin Corporation