

<b>Target:</b>	<b>Subscription: All Buyer Types- Executive or Technical</b>													
<b>Business Issues:</b>	<ul style="list-style-type: none"> <li>• Spending too much money on software</li> <li>• Losing business due to out of date software</li> <li>• Reduced productivity because we are spending too much time on purchasing tasks</li> </ul>													
<b>Anxiety Questions:</b>	<ul style="list-style-type: none"> <li>• What is the impact of your software being out of date?</li> <li>• Are you confident you're not spending too much on software?</li> </ul>													
<table border="1"> <tr> <th data-bbox="109 391 989 464">Problem</th> <th data-bbox="989 391 1856 464">Solution</th> </tr> <tr> <td data-bbox="109 464 989 963"> <p><b>Are you finding...</b></p> <ul style="list-style-type: none"> <li>• Are you concerned that you may not be as competitive because you don't own the latest versions of your software?</li> <li>• Do product retirements and obits disrupt your project process?</li> <li>• Are you concerned that you are not receiving the highest-quality support and training for your Autodesk software? (Autodesk sales)</li> <li>• Is it taking too long to get accurate answers to your problems?</li> <li>• Are long-term projects forcing you to violate your license agreements?</li> <li>• That you may not be effectively collaborating with partners and suppliers who are using older versions of software?</li> <li>• You are less productive because you're spending too much time justifying in the purchasing process?</li> <li>• That your ongoing investment and loyalty are not being recognized?</li> <li>• You are not able to influence the direction of your software?</li> </ul> </td> <td data-bbox="989 464 1856 963"> <p><b>What if you were able to...</b></p> <ul style="list-style-type: none"> <li>• Have automatic fulfillment of latest releases as soon as they're available?</li> <li>• Utilize Web support and self-paced e-learning (included as part of subscription offering)?</li> <li>• Have exclusive entitlement to continue using previous versions of licensed software?</li> <li>• Have the most cost-effective and predictable purchase options?</li> <li>• Implement new software that is less expensive than upgrading?</li> <li>• Have discounts available for multi-year agreements?</li> <li>• Access exclusive offerings that provide additional business and technology benefits?</li> <li>• Have early access to Beta software?</li> <li>• Enjoy preferential treatment at events such as AU (&amp; global events as well)?</li> </ul> </td> </tr> <tr> <th data-bbox="109 963 989 1036">Business Value</th> <th data-bbox="989 963 1856 1036">Personal Value</th> </tr> <tr> <td data-bbox="109 1036 989 1268"> <p><b>What is the impact of...</b></p> <ul style="list-style-type: none"> <li>• Saving support costs</li> <li>• Reducing training costs</li> <li>• Reducing downtime</li> <li>• Budgeting predictability</li> </ul> </td> <td data-bbox="989 1036 1856 1268"> <ul style="list-style-type: none"> <li>• Be perceived as a hero</li> <li>• Less support trouble</li> <li>• "Get your weekends back"</li> </ul> </td> </tr> <tr> <th data-bbox="109 1268 989 1341">Power</th> <th data-bbox="989 1268 1856 1341">Plan</th> </tr> <tr> <td data-bbox="109 1341 989 1487"> <ol style="list-style-type: none"> <li>1. Purchasing and Contract Manager</li> <li>2. Principal/Owner</li> </ol> </td> <td data-bbox="989 1341 1856 1487"> <ol style="list-style-type: none"> <li>1. Cost Model</li> <li>2. Sales Tools</li> <li>3. Proposal</li> <li>4. PO</li> </ol> </td> </tr> </table>			Problem	Solution	<p><b>Are you finding...</b></p> <ul style="list-style-type: none"> <li>• Are you concerned that you may not be as competitive because you don't own the latest versions of your software?</li> <li>• Do product retirements and obits disrupt your project process?</li> <li>• Are you concerned that you are not receiving the highest-quality support and training for your Autodesk software? (Autodesk sales)</li> <li>• Is it taking too long to get accurate answers to your problems?</li> <li>• Are long-term projects forcing you to violate your license agreements?</li> <li>• That you may not be effectively collaborating with partners and suppliers who are using older versions of software?</li> <li>• You are less productive because you're spending too much time justifying in the purchasing process?</li> <li>• That your ongoing investment and loyalty are not being recognized?</li> <li>• You are not able to influence the direction of your software?</li> </ul>	<p><b>What if you were able to...</b></p> <ul style="list-style-type: none"> <li>• Have automatic fulfillment of latest releases as soon as they're available?</li> <li>• Utilize Web support and self-paced e-learning (included as part of subscription offering)?</li> <li>• Have exclusive entitlement to continue using previous versions of licensed software?</li> <li>• Have the most cost-effective and predictable purchase options?</li> <li>• Implement new software that is less expensive than upgrading?</li> <li>• Have discounts available for multi-year agreements?</li> <li>• Access exclusive offerings that provide additional business and technology benefits?</li> <li>• Have early access to Beta software?</li> <li>• Enjoy preferential treatment at events such as AU (&amp; global events as well)?</li> </ul>	Business Value	Personal Value	<p><b>What is the impact of...</b></p> <ul style="list-style-type: none"> <li>• Saving support costs</li> <li>• Reducing training costs</li> <li>• Reducing downtime</li> <li>• Budgeting predictability</li> </ul>	<ul style="list-style-type: none"> <li>• Be perceived as a hero</li> <li>• Less support trouble</li> <li>• "Get your weekends back"</li> </ul>	Power	Plan	<ol style="list-style-type: none"> <li>1. Purchasing and Contract Manager</li> <li>2. Principal/Owner</li> </ol>	<ol style="list-style-type: none"> <li>1. Cost Model</li> <li>2. Sales Tools</li> <li>3. Proposal</li> <li>4. PO</li> </ol>
Problem	Solution													
<p><b>Are you finding...</b></p> <ul style="list-style-type: none"> <li>• Are you concerned that you may not be as competitive because you don't own the latest versions of your software?</li> <li>• Do product retirements and obits disrupt your project process?</li> <li>• Are you concerned that you are not receiving the highest-quality support and training for your Autodesk software? (Autodesk sales)</li> <li>• Is it taking too long to get accurate answers to your problems?</li> <li>• Are long-term projects forcing you to violate your license agreements?</li> <li>• That you may not be effectively collaborating with partners and suppliers who are using older versions of software?</li> <li>• You are less productive because you're spending too much time justifying in the purchasing process?</li> <li>• That your ongoing investment and loyalty are not being recognized?</li> <li>• You are not able to influence the direction of your software?</li> </ul>	<p><b>What if you were able to...</b></p> <ul style="list-style-type: none"> <li>• Have automatic fulfillment of latest releases as soon as they're available?</li> <li>• Utilize Web support and self-paced e-learning (included as part of subscription offering)?</li> <li>• Have exclusive entitlement to continue using previous versions of licensed software?</li> <li>• Have the most cost-effective and predictable purchase options?</li> <li>• Implement new software that is less expensive than upgrading?</li> <li>• Have discounts available for multi-year agreements?</li> <li>• Access exclusive offerings that provide additional business and technology benefits?</li> <li>• Have early access to Beta software?</li> <li>• Enjoy preferential treatment at events such as AU (&amp; global events as well)?</li> </ul>													
Business Value	Personal Value													
<p><b>What is the impact of...</b></p> <ul style="list-style-type: none"> <li>• Saving support costs</li> <li>• Reducing training costs</li> <li>• Reducing downtime</li> <li>• Budgeting predictability</li> </ul>	<ul style="list-style-type: none"> <li>• Be perceived as a hero</li> <li>• Less support trouble</li> <li>• "Get your weekends back"</li> </ul>													
Power	Plan													
<ol style="list-style-type: none"> <li>1. Purchasing and Contract Manager</li> <li>2. Principal/Owner</li> </ol>	<ol style="list-style-type: none"> <li>1. Cost Model</li> <li>2. Sales Tools</li> <li>3. Proposal</li> <li>4. PO</li> </ol>													
<table border="1"> <tr> <th data-bbox="109 963 989 1036">Business Value</th> <th data-bbox="989 963 1856 1036">Personal Value</th> </tr> <tr> <td data-bbox="109 1036 989 1268"> <p><b>What is the impact of...</b></p> <ul style="list-style-type: none"> <li>• Saving support costs</li> <li>• Reducing training costs</li> <li>• Reducing downtime</li> <li>• Budgeting predictability</li> </ul> </td> <td data-bbox="989 1036 1856 1268"> <ul style="list-style-type: none"> <li>• Be perceived as a hero</li> <li>• Less support trouble</li> <li>• "Get your weekends back"</li> </ul> </td> </tr> <tr> <th data-bbox="109 1268 989 1341">Power</th> <th data-bbox="989 1268 1856 1341">Plan</th> </tr> <tr> <td data-bbox="109 1341 989 1487"> <ol style="list-style-type: none"> <li>1. Purchasing and Contract Manager</li> <li>2. Principal/Owner</li> </ol> </td> <td data-bbox="989 1341 1856 1487"> <ol style="list-style-type: none"> <li>1. Cost Model</li> <li>2. Sales Tools</li> <li>3. Proposal</li> <li>4. PO</li> </ol> </td> </tr> </table>			Business Value	Personal Value	<p><b>What is the impact of...</b></p> <ul style="list-style-type: none"> <li>• Saving support costs</li> <li>• Reducing training costs</li> <li>• Reducing downtime</li> <li>• Budgeting predictability</li> </ul>	<ul style="list-style-type: none"> <li>• Be perceived as a hero</li> <li>• Less support trouble</li> <li>• "Get your weekends back"</li> </ul>	Power	Plan	<ol style="list-style-type: none"> <li>1. Purchasing and Contract Manager</li> <li>2. Principal/Owner</li> </ol>	<ol style="list-style-type: none"> <li>1. Cost Model</li> <li>2. Sales Tools</li> <li>3. Proposal</li> <li>4. PO</li> </ol>				
Business Value	Personal Value													
<p><b>What is the impact of...</b></p> <ul style="list-style-type: none"> <li>• Saving support costs</li> <li>• Reducing training costs</li> <li>• Reducing downtime</li> <li>• Budgeting predictability</li> </ul>	<ul style="list-style-type: none"> <li>• Be perceived as a hero</li> <li>• Less support trouble</li> <li>• "Get your weekends back"</li> </ul>													
Power	Plan													
<ol style="list-style-type: none"> <li>1. Purchasing and Contract Manager</li> <li>2. Principal/Owner</li> </ol>	<ol style="list-style-type: none"> <li>1. Cost Model</li> <li>2. Sales Tools</li> <li>3. Proposal</li> <li>4. PO</li> </ol>													
<table border="1"> <tr> <th data-bbox="109 1341 989 1414">Power</th> <th data-bbox="989 1341 1856 1414">Plan</th> </tr> <tr> <td data-bbox="109 1414 989 1487"> <ol style="list-style-type: none"> <li>1. Purchasing and Contract Manager</li> <li>2. Principal/Owner</li> </ol> </td> <td data-bbox="989 1414 1856 1487"> <ol style="list-style-type: none"> <li>1. Cost Model</li> <li>2. Sales Tools</li> <li>3. Proposal</li> <li>4. PO</li> </ol> </td> </tr> </table>			Power	Plan	<ol style="list-style-type: none"> <li>1. Purchasing and Contract Manager</li> <li>2. Principal/Owner</li> </ol>	<ol style="list-style-type: none"> <li>1. Cost Model</li> <li>2. Sales Tools</li> <li>3. Proposal</li> <li>4. PO</li> </ol>								
Power	Plan													
<ol style="list-style-type: none"> <li>1. Purchasing and Contract Manager</li> <li>2. Principal/Owner</li> </ol>	<ol style="list-style-type: none"> <li>1. Cost Model</li> <li>2. Sales Tools</li> <li>3. Proposal</li> <li>4. PO</li> </ol>													

