



October 2017

Autodesk Referral Program (ARP)

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 AUTODESK.

What's Inside



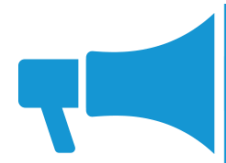
Program
Overview



Partner
Benefits



Getting
Started



Takeaways &
Contacts

Program Overview

Autodesk Referral Program (ARP)



REFER QUALIFIED
CUSTOMERS AND

LET US

WORRY ABOUT
SALES

Medium to engage
with ADSK and help
serve mutual
customers



EARN

COMMISSION

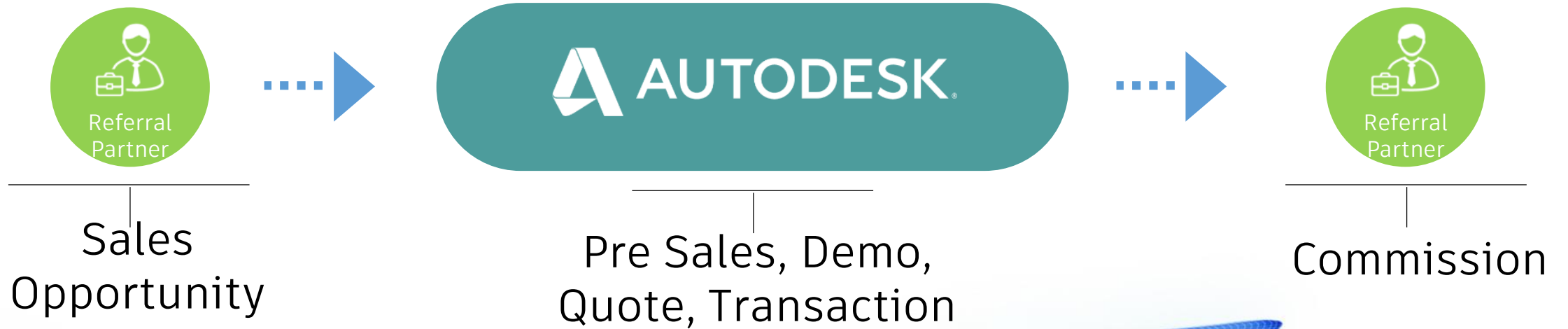
FOR REFERRING
POTENTIAL
CUSTOMERS



STRENGTHEN

CUSTOMER
RELATIONSHIPS

How it Works



ARP Candidate Profile

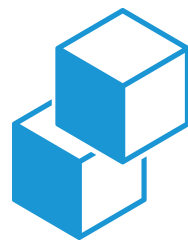
INDUSTRIES |  ARCHITECTURE  CONSTRUCTION  MANUFACTURING

PRODUCTS | BIM360 / Fusion Lifecycle / IoT / Moldflow / Fusion 360 Ultimate / Netfabb / TruX / CAM

CUSTOMERS | Existing customer-base, demand for ADSK products

APPLICATIONS | Selling complimentary products & services such as apps, other SaaS, hardware or consulting

Partner Benefits



BENEFITS

- Additional revenue stream with low overhead
- Access to ADSK customer care, logo & NFRs*



EXPECTATIONS

- Supply qualified opportunities. First-come, first-served
- Understand product, features enough to uncover leads

Program Benefits & Expectations

* Subject to verification and handled on case-by-case basis

Product Groups & Incentives

Product Class	BIM 360 Glue, Plan, Field, Docs	Fusion Lifecycle	Fusion Connect	Moldflow, CFD	TrueX, Netfabb	Helius	Powershape, PowerInspect	Fusion 360 Ultimate
Geo	All	NAMER, EMEA	NAMER, EMEA	All	All	All	All	All
Next Gen Product Group	10%	10%	15%	10%	10%	10%	10%	15%

✓
Referral Partners
Eligible for Payment on
closed deals

✓
Up to \$100K Per Closed
Opportunity

Product Groups & Incentives

Product Class	BIM 360 Glue, Plan, Field, Docs	Fusion Lifecycle	Fusion Connect	Moldflow, CFD	TrueX, Netfabb	Helius	Powershape, PowerInspect	Fusion 360 Ultimate
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Next Gen Product Group	10%	10%	15%	10%	10%	10%	10%	15%

✓
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Deal Example

Referral
Partner I

ABC
Construction

BIM-360

10-BIM360
Glue
5-BIM360
Plan

Opty=
\$50,000

10% \$50k =
\$5K

Getting Started



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How to Sign Up for ARP

Partner Web Page: www.Autodesk.com/partners/programs

- Partner descriptions
- Direct link to application
- Receive custom opportunity submission link

PARTNER WITH AUTODESK

EXPAND YOUR BUSINESS OPPORTUNITIES

Provide differentiated services and solutions that help grow your business by delivering outcomes for customers.

Referral Partner

Earn commissions by submitting leads or working directly with Autodesk sales on customer opportunities.

WHY PARTNER

- Help customers achieve outcomes with Autodesk technology
- Work with our experts to position the right solutions
- Scalable platform to help grow your referral business

WHAT YOU GET

- Customized landing page to track opportunity and payments
- Sales assets and online training to find and close deals
- Access to Autodesk sales and technical staff

SELECT ELIGIBLE SOLUTIONS

- You can refer solutions across Architecture, Engineering, Construction, and Manufacturing
- Select solutions include **BIM 360**, **Fusion Lifecycle**, **Fusion Connect**, and **Simulation solutions**

[Inquire now](#)

Value Added Reseller (VAR)

Expand your offerings, grow your customer base, and build a recurring revenue with Autodesk solutions.

WHY PARTNER

- Access cloud and desktop solutions
- Build recurring revenue opportunities
- Benefit from more than 25 years of successful partnership

WHAT YOU GET

- Brand support on Partner Locator and Services Marketplace
- Access to Autodesk marketing, sales, and technical support experts
- Ongoing trainings and resources for your team

WHAT WE EXPECT

- Meet a minimum sales commitment and business growth target
- Engage your team on how to sell and deploy Autodesk solutions
- For higher tier partners: participate in regular business reviews

[Inquire now](#)

Referral Program Journey



Partner Application

- 2-Step Process
- Form-1 via website
- Contractual details



Contract

- Vendor-id creation
- Electronic contract
- Ongoing updates



Lead entry

- Custom url link
- No id-password required

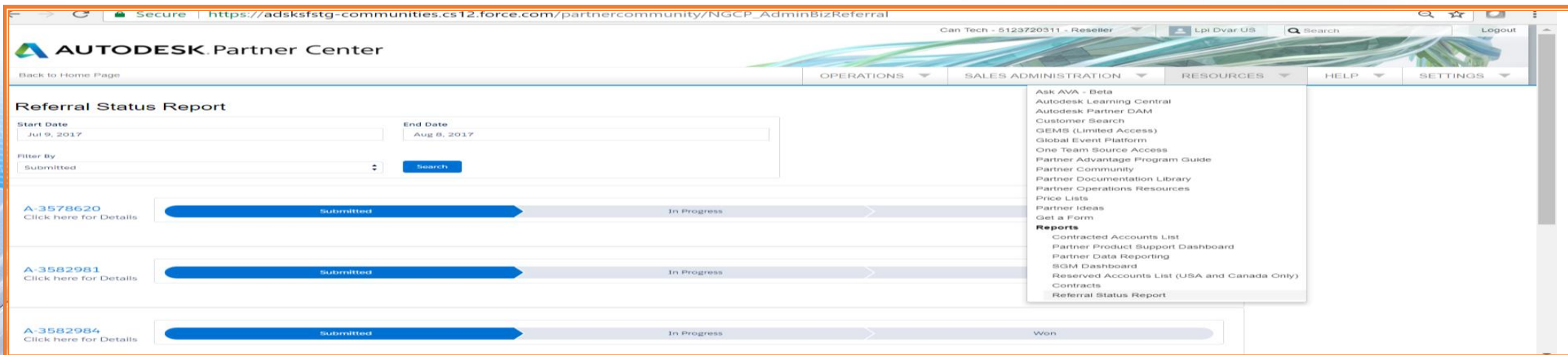
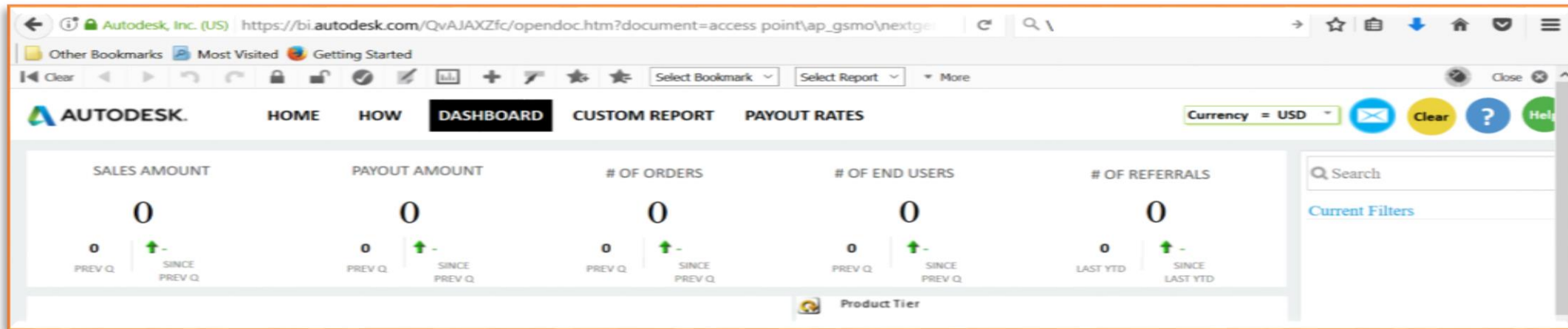


Payout & Reporting

- Status on lead-accepted/denied
- Monthly disbursement

Partner Dashboard

Central Repository for Deals Submitted, Referral Status, Service fee statement



Key Takeaways

Designed to participate in ADSK partner program & serve end customers

Quick application process to join & start referring with minimal overhead

Products covered include BIM360, Fusion Lifecycle, Fusion Connect, Moldflow, TruX

Sign up now!



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