

Specially selected content from the editors of **cadalyst**

# Spotlight

*Focusing On*  
**Understanding  
Autodesk Subscription**

- ▶▶ **Get to Know Your  
Autodesk Licensing Options**
- ▶▶ **Autodesk Industry Collections:  
Software That Equips You for the Future**
- ▶▶ **Autodesk Subscription:  
Separate Fact from Fiction**

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# Spotlight

## Understanding Autodesk Subscription

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### Spotlight

content is specially selected by the editors of Cadalyst, with each issue focusing on a unique topic.

This issue, sponsored by Autodesk, brings you exclusive articles designed to help you understand Autodesk subscriptions, how they could affect your company going forward, and how to determine if you would be better served by moving from single-product licensing to an Autodesk Industry Collection. We hope you find it helpful.

—Cadalyst editors

## 1 Get to Know Your Autodesk Licensing Options

**As your maintenance renewal approaches, consider moving to subscription — and capture the savings that come with the transition offer.**

by Cadalyst

**A**utodesk has always delivered great product value to its customers, but buying and managing the software has not always been easy. The introduction of Autodesk subscription and Autodesk Industry Collections means there has never been a better time to streamline how you buy, deploy, manage, and upgrade Autodesk products.

Industry collections provide access to Autodesk's unmatched portfolio of products and services for AEC, product design and manufacturing, and media and entertainment, integrating leading Autodesk products with specialized solutions. Industry collections make it easier for companies to equip teams with the software that is best for a given task instead of choosing based on budget or licensing issues, and they optimize workflows so users can accomplish more, faster, with greater confidence.

Read on to learn more about how moving to Autodesk subscription can be good for business.

### Benefits of Subscription and Autodesk Collections

Just as Autodesk software streamlines design workflows, subscribing to Autodesk products streamlines software management workflows,

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[www.istockphoto.com/mahout](http://www.istockphoto.com/mahout)

***Having an Autodesk Industry Collection is much like having Microsoft Office: Not every employee needs Excel or PowerPoint every day, but the software is there when they need it, especially as needs change over time.***

including licensing compliance, software updates, and upgrades. Every subscriber has direct access to Autodesk Support Specialists via online chat, by appointment, or through e-mail, as well as direct access to a vast and growing knowledge base of documentation, tutorials, training videos, and community support forums. Remote desktop assistance offers secure hands-on troubleshooting.

For collection subscribers, benefits do not end with access to software and support. A subscription license allows home use and use of software on the road. Most products in the collection also include access to prior versions. CAD managers and IT staff can use new administrative tools to simplify managing software licenses and account use. Reporting and analysis tools are available to monitor product use, spending, and productivity, and estimate future needs.

Having a collection is much like having Microsoft Office: Not every employee needs Excel or PowerPoint every day, but the software is there when needed, especially as needs change over time. Companies can now reduce operational costs (IT and procurement spend) by standardizing on a collection of technology flexible enough to suit the needs of a majority of users rather than managing unique software deployments for each employee.

In the past, fluctuating staff size could mean companies had to make tough decisions about whether to add or drop software licenses — and if so, how many? Subscribing to a collection, however, makes it much easier to manage such change: Acquiring software for new employees has a lower cost of entry and you have more flexibility around who uses each subscription.

### **What about the cloud?**

Some people mistakenly believe that data generated while using Autodesk subscription software must be stored in the cloud. The fact is, when you move your desktop applications from maintenance to subscription, all associated user data will continue to be stored on your local computers. For cloud-based Autodesk services, including certain rendering and analysis tools in the AEC Collection, users choose whether to store data locally or in the cloud.


### **Ins and Outs of Pricing**

How can companies secure the best subscription pricing? Before a current maintenance contract ends, customers will want to decide whether it's time to move to subscription or continue maintenance.

**Option 1: Move to subscription.** When it's time for the next individual-product maintenance renewal, customers can move to individual-product subscription or subscribe to an Autodesk Industry Collection.

► Through Autodesk's Move to Subscription offer, a customer can move to an individual-product subscription for the same annual cost as its maintenance plan if it switches prior to May 7, 2018.





**Before your current Autodesk maintenance plan ends,**  
you'll want to decide whether to move to subscription or continue with maintenance.

**Option 1:**  
**Move to subscription**

**A**

At renewal, move to individual-product subscription.

**B**

Or, subscribe to an Autodesk Industry Collection.

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**Option 2:**  
**Continue maintenance**

Maintenance plan renewal prices will increase by 10% in May 2018 and by 20% in May 2019.

►► Maintenance customers who switch to subscription before May 2019 can pay for one year at a time with an annual contract that can be renewed at the same price for up to three years. Or customers can opt for a multi-year subscription and pay the full amount up front. After the three-year outlook, companies will enjoy special pricing, which will be lower than maintenance plan renewal pricing and far below the cost of purchasing a new subscription for as long as they continue to renew.

—or—

►► To encourage customers to take advantage of the extensive Autodesk product line, the best deals are offered to those who subscribe to a collection. Subscribing to a collection eliminates individual-product licenses for all products contained therein, and doing so now can secure the price for up to three years (depending on the timing of the switch), ensuring access to all collection products and services and related updates at any time during that period at no extra charge.

**Option 2: Continue maintenance.** Autodesk will continue to offer customers the choice of renewing existing maintenance plans on an annual basis, delivering all the benefits of maintenance for as long as companies renew. Maintenance plan renewal prices will increase by 10% in May 2018 and by 20% in May 2019.

### Incredible Opportunity

For many companies, subscription will make the most sense from a software management and cost perspective. Autodesk is opening access to a treasure chest of software at prices that were unheard of before now. Whether an organization uses 2D workflows, has fully adopted 3D technologies, or is somewhere in between, there has never been a more affordable opportunity to build a digital toolbox by moving to an Autodesk Industry Collection. For customers who currently own Autodesk Design & Creation Suites (predecessors to collections), the move to a collection is also a great deal.

Autodesk is committed to making software subscription a great value for customers, not just at upgrade time but for the long run. Moving to subscription for an individual product is a step in the right direction but could prove short-sighted and costly over time compared with the potential value of an Autodesk Industry Collection. Now is a great time to assess current and future costs and make a proactive decision regarding future software needs. ♦

**Contact your Autodesk reseller or Autodesk sales representative to discuss licensing options and calculate pricing.**

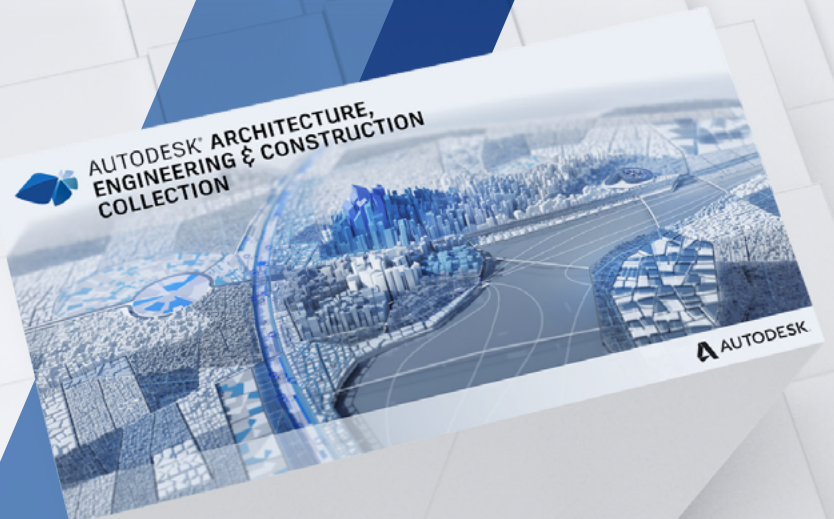


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ENGINEERING & CONSTRUCTION  
COLLECTION

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- Use integrated workflows that allow you to work more efficiently, and offer more value-added services to clients.
- Stay competitive with the ability to customize your software, and adopt advanced design and construction technologies when you need them.

For more information,  
contact your Autodesk  
Reseller.



AUTODESK®

# 2 Autodesk Industry Collections: Software That Equips You for the Future

**Subscribing to the AEC Collection or Product Design & Manufacturing Collection delivers the tools you need today as well as those to support new demands of tomorrow.**

*by Autodesk*

**Our jobs are requiring new, interconnected tools, broader expertise, and deeper collaboration.**

**W**ith years of experience and expertise using 2D CAD software, many of us are strongly committed to those tools. Yet, as business opportunities expand and project timelines shrink, we realize that 3D modeling will be key to taking our projects — and our business overall — to the next level. Accelerated production processes, increasing consumer expectations, economic shifts, and disruptive technologies are putting new demands on designers and engineers. Our jobs are requiring new, interconnected tools, broader expertise, and deeper collaboration.

## **How Do You Ensure You're Ready for What's Next?**

Although 2D CAD has a place in the design workflow, we cannot rely on it alone to meet the challenges of today and tomorrow. That's why Autodesk created [industry collections](#). They provide flexible subscription access to a full toolset of the software and services you need — from 2D CAD to next-generation 3D model-based tools — to thrive in the changing market. Industry collections integrate leading products like [AutoCAD](#), [Revit](#), [Inventor](#), [Civil 3D](#) and [3ds Max](#) with specialized solutions and new technologies such as cloud computing, mobile access, reality capture, Internet of Things, and generative design, optimizing workflows so you can accomplish more, faster, with greater confidence. Collections simplify access to all the tools you might need to be equipped for each project's unique needs.

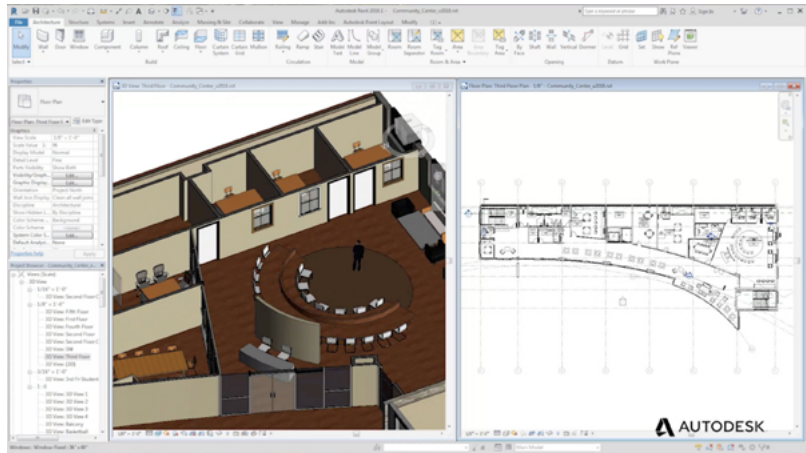
## **Architecture, Engineering and Construction Collection**

When you subscribe to the [AEC Collection](#), you get access to integrated building information modeling (BIM) and CAD tools for conceptual design, reality capture, design visualization, fabrication, and powerful analysis that work with Revit to help you maximize the benefits of BIM.

**For building professionals**, the AEC Collection can help you realize the benefits of BIM at your own pace. Many architects, MEP designers, and structural engineers use 2D CAD to design buildings,

### The Autodesk AEC Collection includes:

- » Revit
- » AutoCAD
- » AutoCAD Civil 3D
- » InfraWorks
- » Navisworks Manage
- » AutoCAD Raster Design
- » Vehicle Tracking
- » AutoCAD Map 3D
- » AutoCAD Architecture
- » AutoCAD Electrical
- » AutoCAD MEP
- » AutoCAD Plant 3D
- » FormIt Pro
- » Insight
- » Recap Pro
- » Structural Bridge Design
- » Advance Steel
- » Revit Live
- » Robot Structural Analysis Professional
- » Dynamo Studio
- » Fabrication CADmep
- » AutoCAD mobile app
- » Autodesk Rendering
- » 3ds Max
- » Structural Analysis for Revit
- » 25 GB cloud storage to access from any device



» *Autodesk Revit is a cornerstone of the AEC Collection, providing functionality that supports a comprehensive BIM workflow.*

systems, and structures. But 3D modeling with BIM is recognized as a better process to deliver design documentation, reduce inefficiencies, increase quality and improve collaboration. With the AEC Collection, you have access to both 2D and BIM software, including Revit, so you can continue to design in 2D while applying your CAD skills to learning Revit.

[Navisworks](#) Manage helps to reduce and resolve clashes and interference problems in the design phase. A Revit-to-Navisworks workflow can integrate a variety of file formats into a single model.

**For infrastructure design professionals**, the AEC Collection positions you to respond to increasing BIM deliverables requirements on civil projects. If you still work in a 2D CAD environment, consider the design efficiencies you can gain by using the tools in the AEC Collection. Making the move to BIM workflows can seem daunting, but the AEC Collection eases this transition, providing access to both CAD and BIM tools like [AutoCAD Civil 3D](#), [InfraWorks](#), and [Navisworks](#). Get the tools you need to improve project delivery from planning and preliminary design to construction documentation.

AutoCAD Civil 3D is the BIM tool for designing roads, highways, bridges, sites, railways, and other civil infrastructure. It works with an intelligent model in which elements of designs are connected so changes to one aspect are dynamically reflected in other elements of the model. Use InfraWorks early in your project to see your design in the context of the real-world environment, allowing you to more easily evaluate design options and quickly visualize the impact of changes to the final design.

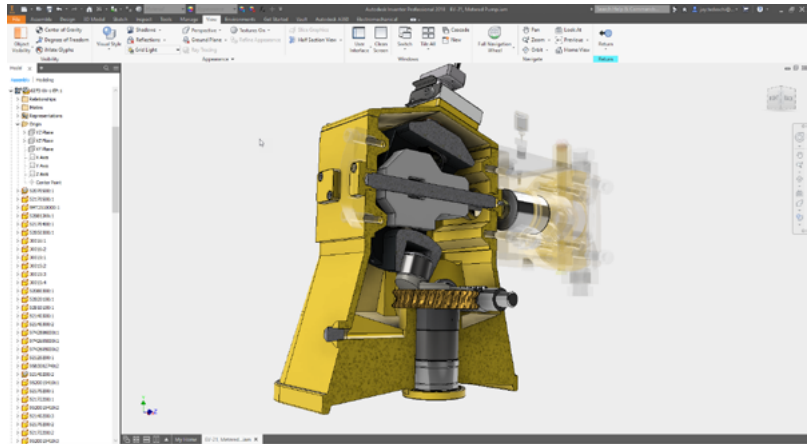
As your project progresses, use Navisworks to let key stakeholders holistically review integrated models and data. Together, the project team can anticipate and reduce potential clash or interference problems before construction, minimizing expensive delays and rework.

Make the move to the AEC Collection to make better design decisions, enhance communications with stakeholders, facilitate more efficient project constructability, and improve margins.



### The Autodesk Product Design & Manufacturing Collection includes:

- » Inventor Professional
- » Autodesk Nastran In-CAD
- » Inventor HSM
- » Fusion 360
- » AutoCAD Electrical
- » AutoCAD Mechanical
- » AutoCAD
- » AutoCAD mobile app
- » Vault Basic
- » Navisworks Manage
- » Factory Design Utilities
- » AutoCAD Architecture
- » 3ds Max
- » Recap Pro
- » HSMWorks
- » Autodesk Rendering
- » 25 GB cloud storage to access from any device



*Autodesk Inventor is one of many professional-grade software tools included in the Autodesk Product Design & Manufacturing Collection.*

### Product Design & Manufacturing Collection

If you're a **product or machinery designer**, you likely have worked on more than your fair share of the three billion DWG files estimated to exist today — but you've also probably heard the pitch that 3D is better. What's great about the [Product Design and Manufacturing Collection](#) is that it doesn't force you to make a choice between 2D and 3D; you can use whichever is best suited for the task at hand. From engineering to production, the collection has all the professional-grade tools needed to help your entire team carry out its best work.

[AutoCAD](#) and [AutoCAD Mechanical](#) are highly productive tools for designing industrial equipment. And when you need to simulate how those designs will perform or to create tool paths for machining, you can use [Inventor](#) to easily create 3D geometry from those designs that are suitable for testing and tool pathing, all while maintaining an associative link to the original DWG.

[AutoCAD Electrical](#) continues to be the tool of choice for wiring diagrams, panel layout, and schematics. Linked with Inventor, it lets you use the 2D data you've already created to automatically route wires and cables in your integrated 3D model that will update when things change on either side. All these tools are included in the collection.

**For factory layout**, AutoCAD is a great choice as well. Using the [Factory Design Utilities](#) included in the collection, you can take your designs a step further using the asset library utility that contains both 2D and 3D representations of common equipment and the ability to author models of your own. With 3D models of your factory, you can compare as-designed with the as-is state, check for collisions, and perform virtual walkthroughs to help avoid installation problems and better communicate the layout.

### Get Ready to Make Anything

Industry collections from Autodesk make it easier for you to adopt the 3D, model-based processes that equip you to be ready for what's next. With a subscription to an industry collection, you can improve workflows you use now, relying on familiar tools and while having access to additional software and services that extend your capabilities to meet the challenges that lie ahead. ♦





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COLLECTION

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- Run your entire product development process with an end-to-end solution.
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- Stay at the forefront of product development with access to the latest capabilities as soon as they're available.

For more information, visit  
[www.autodesk.com/productdesign](http://www.autodesk.com/productdesign)



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# 3 Autodesk Subscription:

## Separate Fact from Fiction

**Myths and misinformation surround the potential move to software subscription. Here, we share the facts and dispel myths to help you make a well-informed decision for your business.**

*by Cadalyst*

**Subscribing to software is more in tune with today's design workflows, which often depend on flexible access to software tools.**

**W**hen Autodesk began selling software, e-mail use was in its infancy and Wi-Fi had not yet been invented. Today connectivity is ubiquitous, powerful computers are pocket-sized, and we enjoy in both our personal and professional lives the advantages of steady connection between apps and the cloud. So why do many of us hesitate to take the step to greater connectivity with our software? It is time for the relationship between Autodesk and its millions of users to catch up with today's technology and business practices.

Autodesk is changing how it sells software — from selling perpetual licenses to selling subscriptions to individual products or Autodesk Industry Collections (sets of industry-specific tools, such as the [AEC Collection](#) and the [Product Design & Manufacturing Collection](#)). Subscribing to software is more in tune with today's design workflows, which often depend on flexible access to software tools.

Change is not always easy to embrace — and nowhere is this more true than with the software we use day in and day out. Autodesk understands that the move to subscription also brings change to the business relationship with its customers: A perpetual-license customer, who once represented a one-time transaction, will become a subscriber who will have an on-going relationship with the company. With subscription, Autodesk knows it must work harder than ever to earn its customers' business, constantly deliver value, and win their satisfaction. As a premier software and services provider, Autodesk has an obligation to make it a great long-term relationship.

### Let's Clear Things Up

Many Autodesk customers have embraced subscription, but some remain hesitant to do so. Why? Despite years of public discussion about the transition and tweaks to the plan in response to user input, myths are still floating around about the move to Autodesk subscription. It's time to clear the air so you can make decisions about software licensing going forward that are based on the facts.

Following are the most common misunderstandings about Autodesk licensing changes, and the facts to set the record straight.

**Myth No. 1: Subscriptions are only a way for Autodesk to make more money; there is no clear end-user benefit.**

**Reality:** Autodesk's move to subscription licensing responds to new customer expectations, including the need for real-time software updates, data, and analytics; software that evolves continually to keep up with changing individual and business demands; and product and service offerings that users can tailor to meet their unique needs.

To that end, the new subscription model offers a variety of benefits that deliver continual, compelling value.

►► **Access.** Subscribers have broad access to the latest innovations in tools, technologies, and services. With subscription, you get access to software updates as soon as they are released, and you can use previous versions.

►► **Flexibility.** With subscription, it's easier to manage how team members use software, how they can upgrade, and how they are supported.

►► **Insights.** CAD managers and IT staff will appreciate new tools for reporting and evaluating product use, spending, and productivity.

**Myth No. 2: Subscriptions disrupt user workflow by constantly pushing updates.**

**Reality:** Users and their management teams are completely in charge when it comes to deciding which product updates to implement and when. For many products, it's even possible to run an older version when, for example, you need to work on legacy data or standardize with other companies on a shared project.

**Myth No. 3: Subscription software is not the full version.**

**Reality:** Autodesk software available on subscription is full-size software. Subscription is simply a way to license Autodesk software and services.

**Myth No. 4: Subscription software use requires a constant Internet connection.**

**Reality:** An Internet connection is required for one-time activation of desktop software products; after that, software will work offline for up to 30 days, at which point a connection to the Internet is necessary to continue.

**Myth No. 5: If a subscription lapses, we lose all access to our data.**

**Reality:** Your data is your data, always in your possession — but if a subscription lapses, you won't be able to modify your files. You can

## Do You Know These Facts About Autodesk Subscription?

The best decision for your business depends on accurate information.

**FACT:** You are completely in charge when it comes to which product updates to implement and when. You can postpone any software update that you're not ready to adopt.



**FACT:** Subscription software will work offline for up to 30 days at a time, if needed.



**FACT:** Autodesk subscription software is full-size software.

**FACT:** Your data is your data, always in your possession.



**FACT:** Subscription is available through one-year or three-year agreements — you choose which is best.

**FACT:** Industry Collections are a great value, compared with standalone pricing, if you're using at least two software tools.



**Acting on myths is not good business practice, especially it comes to making decisions about software that is essential to your organization's growth and success.**

**Learn more about Autodesk subscription on the Autodesk web site.**

use free Autodesk file-viewing tools to view data until you're able to restore your subscription.

**Myth No. 6: With the continual software updates, we will have to spend more on training.**

**Reality:** With subscription software, Autodesk provides access to incremental updates as soon as they are available instead of delivering the updates only in large annual or semiannual updates, so most customers actually end up needing less training. And remember, you can postpone any software update that you're not ready to adopt.

**Myth No. 7: Autodesk is demanding a three-year lock-in to make more money.**

**Reality:** Autodesk is offering single-year subscriptions as well as multi-year subscriptions. The latter allows customers to secure pricing over the multi-year term, which gives companies a bit more control over on-going costs and can protect international customers from price fluctuations due to foreign currency changes. Through Autodesk's Move to Subscription offer, current maintenance customers who switch to subscription before May 2019 will be able to pay for one year at a time with an annual contract that can be renewed at the same price for up to three years.

**Myth No. 8: It makes no sense to subscribe to a complete collection when we only use a couple of Autodesk products.**

**Reality:** When Microsoft first bundled Word, Excel, PowerPoint, and other business tools, no longer making them available as stand-alone products, many customers reacted negatively. But it turned out that having the additional tools available led users to try them — and increase individual skill sets and productivity. Autodesk Industry Collections offer the same potential payoff for users and their companies, and Autodesk is pricing collections to appeal financially to any company that now uses two or more tools.

### **The Best Time to Invest in the Future Is Now**

Acting on myths is not good business practice, especially it comes to making decisions about software that is essential to your organization's growth and success. Armed with accurate information about Autodesk subscription and a close look at the long-term value of Autodesk Industry Collections, you will be equipped to make the best possible decision for the future of your business. ♦

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*This publication was developed by the editors of [Cadalyst](#), the leading source of information about computer-aided design and related software and hardware technologies for the AEC, civil engineering, and manufacturing markets.*

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