

April 3, 2009

## Autodesk® Upgrade and Retirement Program

On March 24, 2009, Autodesk announced important changes to our upgrade pricing model, as well as the retirement of upgrades from our 2007 products.

### Autodesk Simplified Upgrade Pricing

After March 16, 2010, Autodesk will introduce a new, streamlined way to purchase software upgrades.

Today, the price to upgrade to the current software release depends on which product release you own. After March 16, 2010, upgrades from any of the three previous software releases to the current release will be one flat price—50% of a full license. The last day to upgrade from Autodesk® 2007, 2008, and 2009 products with the current pricing model is March 15, 2010.

We are streamlining our upgrade pricing to better match the needs and buying behaviors of the majority of our customers. A significant number of our customers have already moved to Autodesk® Subscription, and only a small percentage of our customers who do not have Autodesk Subscription purchase upgrades on an annual basis.

Autodesk Subscription has always been more cost-effective than traditional upgrades. The new upgrade policy further reinforces the benefit of Autodesk Subscription as the most convenient and cost-effective way for customers to keep their Autodesk software up-to-date. With Autodesk Subscription, customers receive benefits such as automatic upgrades, budget predictability, more flexible license terms, and more.

### Autodesk Retirement

Autodesk will be retiring upgrades, cross-grades, and retroactive Subscription from the Autodesk® 2007 family of products. The last day to upgrade from Autodesk 2007 products to the current release is March 15, 2010.

This retirement announcement is consistent with Autodesk's policy to support three releases previous to the current version. Since we released the Autodesk 2007 products, we have released the Autodesk® 2008 and Autodesk® 2009 products, and on March 24, 2009, we announced the release of the Autodesk® 2010 family of products.

Autodesk's retirement policy enables us to control the costs of maintaining older versions of our software and focus our resources on developing new features, functions, and Autodesk® software to help make our customers more successful.

## Autodesk Upgrade and Retirement Program

Autodesk announced these changes on March 24, 2009, almost one year before the changes take effect. Autodesk is providing advance notice to help ensure you have enough time to plan and budget for your next upgrade.

Please contact your Autodesk Authorized Reseller if you need help determining the best option for you and your company. To locate the reseller nearest you, visit

[www.autodesk.com/reseller](http://www.autodesk.com/reseller).

# Talking Points

## **Autodesk Simplified Upgrade Pricing**

- After March 16, 2010, a new, streamlined upgrade pricing model will go into effect— all upgrades, cross-grades, and retroactive Subscription fees up to three releases back will be priced at 50 percent of a full license.
- Autodesk is streamlining our upgrade pricing to better match the needs and buying behaviors of our customers.
- A significant number of Autodesk customers have already decided to move to Autodesk Subscription to maximize the value of their software investment.
- Only a small percentage of customers who do not have Autodesk Subscription purchase upgrades every year. Most of those customers upgrade every three years.
- Simple, straightforward pricing will help make it easier for our customers to do business with Autodesk and Autodesk Authorized Resellers by reducing the complexity of our price lists.
- The new upgrade pricing policy further reinforces Autodesk Subscription as the most convenient and cost-effective way for customers to keep their Autodesk software up-to-date.

## **Autodesk 2007 Retirement**

- On March 16, 2010, Autodesk will retire upgrades from Autodesk 2007 products.
- By retiring older versions of our software, we're able to reduce costs and invest in developing new technology to help make our customers more successful.

## **The Autodesk Upgrade and Retirement Program**

- Autodesk announced the Upgrade and Retirement Program on March 24, 2009, in order to inform customers about simplified upgrade pricing and the Autodesk 2007 retirement.
- Autodesk is providing advance notice to help ease the transition and help ensure that you have enough time to plan and budget for your next upgrade.

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