



Autodesk

Education Business Report EMEA

Issue # 3 - June 2011

Building the next generation of
Autodesk customers

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Welcome to the first update of the EMEA Education activities for FY12.

Our strategy for FY12 is focused on continuing to build on the successes of FY11, maintaining the focus on our 3 key pillars – Influence, Adoption and Access as well as continuing to drive the Training and Certification programs. We have also been working within the EMEA II structure to ensure greater synergies where possible and enable stronger alignment across the divisions. This report reflects the continued work in the above pillars and helps to demonstrate the forward progress the team continues to make in this incredibly important market.



EDITORIAL

Don Carlson

Student Expert program - We will continue to expand this program that enables these highly talented people to work with our Universities, partners and customers on the benefits of our technology.

EMEA wide events – There are a number of key events planned throughout the year that will continue to raise the awareness of our technologies to thousands of students. These include: Shell Eco-marathon, ArchiWorld, Ferrari World Design Contest, Formula Student.

Channel Partners – Our key to success will be in our ability to scale our activities to even more institutions and schools in the coming years. This will be done by implementing a channel team that will focus on working closely with our channel partners in Europe.

Russia – as the largest supplier of Engineering graduates in EMEA, our investment in Russia this year will help to establish Autodesk as the technology partner of choice in the Higher Education sector.

Education Team – We will continue to develop the Education team to reflect the key requirements for success and we are all looking forward to even greater results this year.

As always, please don't hesitate to contact myself or anyone on my team with feedback or ideas.

Best regards,
Don Carlson, Director – EMEA Education

Key measurements of Success - FY12



2.2 million students aware of ADSK technology
1.03 million students registered on Edu Community
Develop 1 deep govt / industry relationship in Russia
Develop 1 key Influence University in Russia

Deliver 90,000 ATC evaluations
Deliver 13,000 certification exams
Channel to drive 10 new institutions to adopt curriculum
Deliver \$10m in Education Billings

300 student experts in EMEA
Integrate ADSK into 7 new MFG courses
Integrate ADSK into 8 new AEC courses
Train 22,000 students and faculty
Maintain deep relationships with 24 HE institutions
Competitive switches for 6 new Formula Student teams

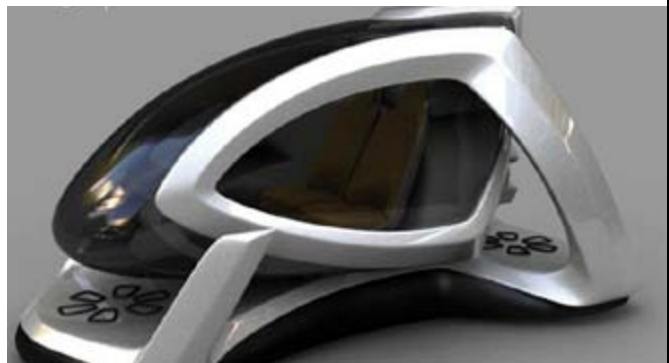


Creative Partnership for a Creative Design Degree Module

The Technical University of Wroclaw with their sister organization at the Academy of Art & Design collaborated with the University of Cambridge to integrate AIP 2011 and 3ds Max into a New Creative Design (CD) Degree Module in partnership with Autodesk.

The CD Module was introduced as an elective pilot program in 2010 to integrate Autodesk Software into the core curricula of a New Degree course. The CD module aligned rigorous Engineering to Creative Design through collaboration between the faculties of engineering and transport design. The success of the pilot led to a permanent mandatory unit in 2011.

Ref. Stephen Stott
Radoslaw Cieslak
Doris Fischer



Autodesk awards winners at the International IT-Olympiad in Russia

Autodesk presented awards to the winners of the International IT-olympiad “IT-Planet 2010/2011” during a ceremony held this year in Moscow. Attended by some 7000 students from Russia, Ukraine and Kazakhstan, the IT-olympiad also had a 3D modeling category that Autodesk sponsored. Dmitry Postelnik, Education Program Manager at Autodesk CIS, offered the awards to the winning participants in this category and also participated in a press conference discussing the outcomes of the competition. Representatives from the Russian ministry of Education and of Communication and Mass Media also participated which emphasized the importance of the event in the region. Ref: Dmitry Postelnik

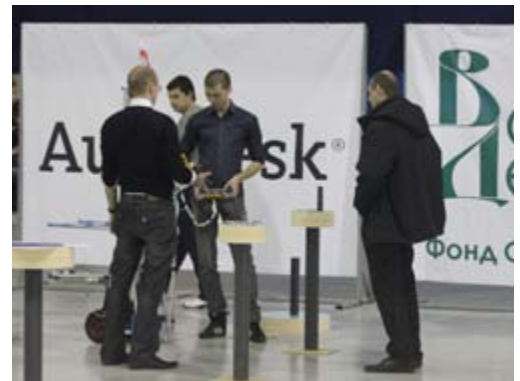


Robofest 2011 Russia - Autodesk is the newest supporter

The 3rd edition of the Russian Festival of the Robots (8-9 Apr) gathered more 250 teams from 40 regions. The competition was opened by the head of a robotics government program and Autodesk was one of the main sponsors of this large scale event which also included seminars and workshops. It was an opportunity for the Russian Education team to further strengthen the partnership with the National Research University Moscow Institute of Electronic Technology (MIET).

With the support of Autodesk, MIET teachers have developed a course called “Robotics”, based on Autodesk products and technologies (Inventor, AutoCAD and 3ds Max) which they are now piloting in several schools and universities and which they presented during the 2011 Robofest.

Ref: Dmitry Postelnik



Parametric and digital modeling BIM based course at Politecnico di Torino

The course aims to provide not only the operational tools for proper use of parametric software, but also the cultural tools to critically evaluate the major change made by BIM in the construction industry. The course focuses its attention on new trials of software interoperability, referring to international case studies and giving an added value that will prove useful to students at the start of their careers.

Ref: Nik Bokisch

Autodesk Academia Design competition in Czech Republic - lucky winners announced

Under the auspices of the Czech Ministry of Education, Autodesk organized its' nationwide Academia Design competition, aimed at secondary school students. This year the competition took place at middle school of Frydek Mistek, where 96 students from 26 schools participated, and the top students were awarded in the following categories: 2D and 3D drawing in Autocad. A teaching award was also presented for the 3D Inventor category. Ref: Herbert Bickelmann

Inventor Student Design Competition marks 10 Years of Inventor Solutions in Poland



A student design competition has been organized to mark 10 years of providing Inventor solutions in Poland.

The celebration, which was attended by over 100 local commercial clients and had extensive media coverage, was chosen as an opportunity to show the attendees the Inventor skills of local students and what they achieved using this tool.

This further strengthens the bridge between academia and industry and raises continued awareness in the region.

Ref. Stephen Cottingham; Wojtek Jedrzejczak
Andrzej Pocwierz, Radoslaw Cieslak

First Workshop in 3D Motion Capture - La Sapienza Università di Roma



Inside a super high-tech lab in Rome, master students experiment with state of the art technology in motion capture. On top of that, they are using it on theatre actors to create real-time 3D models by using Autodesk Maya and Motion Builder, which makes this technology and theatre combination unique. If you were wondering what this means, what they do is they capture physical actor movements and transpose them into real-time 3D digital animation, on the spot. To see this process happen and what it takes to achieve it, you can watch the video below. Ref: Nik Bokisch



Students present their hydrogen formula car to the President of the Italian Republic

Students from Politecnico di Torino presented their vehicle to Giorgio Napolitano president of the Italian Republic during a search for the top 7 Italian research projects in 2010/2011.

Their car has been entirely designed with Autodesk software after years of it being designed with competitor tools, and is now capable of running more than 1500 km with just one liter of gas. On top of that the team have recently returned from Shell Eco-marathon as winners of the SKF Design Award for their Urban Concept car.

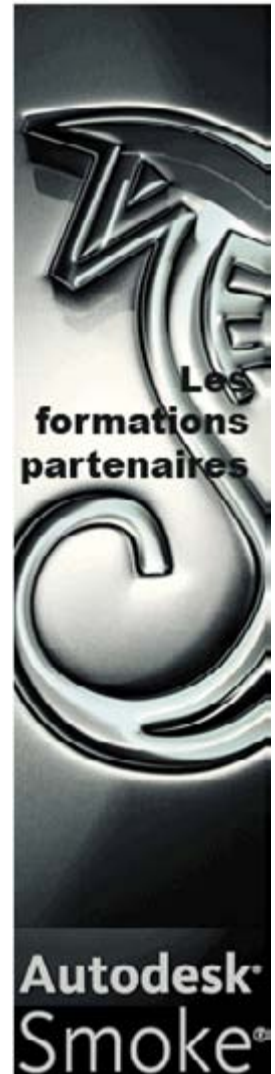
Ref: Nik Bokisch



GOBELINS l'école de l'image signs agreement with Autodesk

GOBELINS l'école de l'image, funded by the Chamber of Commerce and Industry of Paris, has signed an agreement with Autodesk to integrate Smoke for Mac 2012 into its continuous training offer. With an experience of over 40 years of training visual arts, GOBELINS declared Smoke for Mac 2012 is the tool that best fits their expectations in terms of finishing and colorimetry.

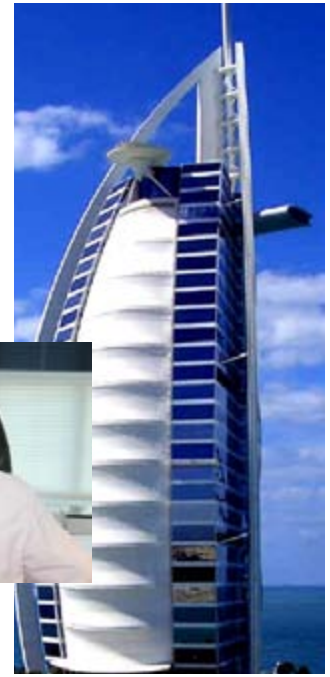
Ref: Julie Barrette



The first BIM professional certificate in United Arab Emirates

Continuing in its tradition of firsts in the UAE, the American University in Dubai (AUD) recently added an accolade to its long list of successes with Assistant Professor of Architecture and Interior Design Prof. Alex Albani becoming the first person in the UAE to earn the Professional Certificate for Revit Architecture (BIM). Offered to both Architecture and Interior Design students, BIM is taught at AUD as part of the Integrated Computational Design (ICD) concentration under the Bachelor of Fine Arts in Interior Design. Reflecting on the professional and educational development dimensions of such an achievement, Prof. Albani states: "It was a pleasant surprise when I learned I was the only one in the UAE so far who had earned the BIM Revit Architecture 2011 Professional Certificate. This is indeed a step forward which, eventually, will enable our own Interior Design and Architecture BIM students to become certified."

Ref: Steve Cottingham



Politecnico di Milano - TAD Master Showcase 2011

An exhibition displaying the work of Transportation and Automobile Design master students at the Politecnico di Milano is the proof of their hard work throughout the year and most of all their imagination and passion for automotive design. The exhibition was open from 14-28 April 2011 and gathered the work of students from the beginning of the master course in February 2010. The assignment was to analyze the Maserati brand and its history at the end of which students provided design proposals for the future Maserati GranTurismo 2020. Thanks to the sponsors of this master course students could develop their proposals into 1:4 scale models or 1:1 digital models. Ref: Nik Bokisch



WoodStEx 2011 - The first EMEA Student Expert Camp

Near one of the Bavarian lakes, in Herrsching am Amersee (Germany), over 100 European Student Experts from 15 countries got together to learn more about the latest Autodesk software used in manufacturing, architecture and media & entertainment.

The Student Expert program in EMEA: overview and objectives

Autodesk Student Experts are an elite community of talented and enthusiastic design and engineering students who act as Autodesk “evangelists” on the campus of their universities. They offer tutoring to their peers and teachers, inform them of the latest updates and features and so create brand awareness. To be able to fulfill this role and accomplish their mission, they get trained by Autodesk, and “WoodStEx” has been such an occasion.

WoodStEx was an opportunity for students not only to get updated on the 2012 suites just a few days after the official launch but to learn best practices from other students in other countries, to network with Autodesk reps and invited speakers, to share their projects and get recognition for their outstanding work. Even though it was intense, most students were impressed with the whole experience and feedback flowed in through social media, emailing and video interviews.

Ref: Bjørn Wittenberg
Doris Fischer

WoodStEx – the European Engineering and Design Event for Autodesk Student Experts:

3 days during 1 extended weekend

103 student experts

36 higher education institutions from

15 countries in Europe

20 technical training sessions
(Vasari, Revit 2012 and more)

1 Keynote speech from
Joe Astroth,
Autodesk Chief Education Officer

6 keynote speeches from Autodesk
representatives and customers

9 student presentations during the Pecha
Kucha

2 awards for Best Newcomer in the programme
and Best Team

1 party

3 journalists reporting from the event
(from UK, Sweden and Germany)

28 live tweets reaching over 2800 twitter
users



WoodStEx was an opportunity to leverage social media:

facebook



William Westin

A fantastic experience, cant wait til next year. The StEx team from Chalmers wants to thank all present for making this a great event.

29 March at 08:38 · Like · Comment



Klaus Hyden

Mindblowing Event!!! Please keep on with that, and hopefully, we will all see us again next year or even better, much sooner. ;) Thanks to all, who made this event possible. Iam lookin forward seeing as mach students as possible again and hopefully do some great works together.

28 March at 23:37 · Like · Comment



Philipp Müller

Really awesome Event! Thanks very much for giving Autodesk StEx | TU Graz (AUT) the possibility to attend such a cool happening!

28 March at 23:14 · Like · Comment



• Following the WoodStEx Education Event in Germany, coverage has appeared in a number of EMEA publications including *Automazione e Strumentazione*, *Costruire stampi*, *comunicati-stampa.ws*, *AUGCE*, *PLM-IT* and many more!

You Tube

wish i was there

[crossyking1](#) 1 month ago

Looks like the perfect mix between fun and learning.

[Hake2506](#) 1 month ago

The guy at the beginning is also in the Autodesk BIM Conference 2010 Video ;)

[BreitbildVFX](#) 1 month ago

Great job! Keep going.

[JassimAIAli](#) 2 months ago



WoodStEx 2011 — European Student Expert Camp Autodesk



1,303 videos · 2,022 likes

Uploaded by Autodesk on Apr 7, 2011
<http://www.autodesk.com/uk/community/WoodStEx-2011-is-the-first-edition-of>

twitter



ADSKSimulation RT @MecSim: a technical Journalist at #WoodStEx said that he didn't know that Autodesk had such powerful simulation tool. The word is spreading!
 Twitter · 26.03.2011 22:24.15



MecSim Congratulations to @autodeskemea for a well organized successful first day of the First EMEA Student Expert Camp #WoodStEx
 Twitter · 26.03.2011 22:08.24



autodeskemea
 I love autodesk for giving students free software. Its helped me in my studies greatly. Would love Adobe do the same. /via @Lloydjy89



WoodStEx 2011 — European Engineering and Design Students At Work Autodesk



1,391 videos · 2,953 likes

Uploaded by Autodesk on Apr 14, 2011
<http://www.autodesk.com/uk/community/WoodStEx-2011-is-the-first-edition-of>

Shell Eco-marathon 2011 winners - The Dream Team

Four teams who designed their car with Autodesk software came out on top at the European Shell Eco-marathon in 2011 creating a real dream team for Autodesk in motorsport student competitions. Team mecc-Sun from the Politecnico di Milano (Italy) designed and built a solar-powered car capable of travelling an outstanding 1,108 kilometres on just 1 kWh of energy breaking the record for the Prototype Solar category.

The SKF Design Awards for Prototype category and Urban Concept category went to Autodesk designed cars: Hungary's young team from Kecskemet College (second participation at SEM) and Politecnico di Torino team H2Polito. The Autodesk Award for the most eco-friendly car went to a new entry team, EMagination, of the Ecole des Mines d'Ales, France. It was their first-ever entry in Shell Eco-marathon. The judges applauded their dedication to incorporating eco-design and respect for nature into every aspect of their UrbanConcept plug-in vehicle design.



The Autodesk team who staffed the booth at Shell Eco-marathon this year also brought marketing innovation to the competition: a hybrid 6 person team made up of Autodeskers (Paolo, Doris, Livia) and Student Experts (Rene, Andrea, Chris). Calling all Cars brochure also took the limelight becoming a quick popular with the booth visitors and as a great pitching tool for the team to use when visiting participant booths. And talking about booths this year the Autodesk home base at Shell Eco-marathon had the boost of two brand new panels that the team uses for all of the upcoming motorsport student competitions. The Autodesk Dream Team of Shell Eco-marathon winners was an opportunity that couldn't be missed to catch on film and tell some inspiring customer stories. So stay tuned for the videos!

Ref: Doris Fischer



Autodesk technical partner of the Ferrari World Design Contest 2011



Autodesk has partnered with Ferrari for the Ferrari World Design Contest 2011. Students from 50 prestigious design schools around the world were invited by Ferrari to take part in the World Design Contest to develop the Ferrari of the future, a pure hypercar, using Alias 3D.

The hyper-car

The hyper-car is extreme in its architecture and its functional aspects: hyper-light and hyper-fast, hyper-ecologic and hyper-technological. In the second phase of the event 7 finalist schools were selected to continue the competition which will award its winners on the 19th July in Maranello, Italy. Each of the finalist schools has several teams compete for the the award.

The marketing

As part of the partnership, Autodesk will offer an award to the team who shows the best use of Alias software to communicate their design idea and describe the design process. The official announcement about the contest and partnership was launched in mid may with press releases going out from Autodesk and Ferrari. As for the remaining days until the award ceremony, it's all about raising visibility about the contest, the partnership and building an authentic rapport with the 7 finalist schools.

Ref: Paolo Zambon

Autodesk on stage at FMX 2011 Conference in Stuttgart, Germany

Marc Petit and other industry professionals from the world's biggest studios recently attended the FMX Conference on Animation, Effects and Games in Stuttgart, Germany confirming Autodesk leadership in this market.

Ref: Jennifer Goldfinch



Autodesk partners with Archiworld to reach world master architects and students in architecture.

With over 187,000 architects registered, 300,000 students, 1,200 schools and academic contacts, Archiworld is one of the most powerful and broader organizations linking Thought Leaders, industry and academia. Autodesk Education has started a long term partnership with them which will drive a significant exposure of Autodesk AEC solutions to students, teachers and world master architects in the coming months. Ref: Bjørn Wittenberg

ARCHI-EUROPE GROUP®

Daniel Libeskind

Ma Yansong

Francine Houben

Kengo Kuma

Christoph Ingenhoven

Zaha Hadid

J-M Jaspers

F-H Jourda

Bjarke Ingels

Juhani Pallasmaa

Andry Bokov

Jain Bijoy

Mario Cucinella

12

KTH students present at Nordic Energy Outlook conference

Autodesk sponsored KTH Racing (Sweden, KTH Royal Institute of Technology) unveiled its KTH R7 and digitally previewed their KTHR8e, on 8th February 2011, at an event that was covered by invited media. The KTHR8e is not a combustion car, but instead a fully electric formula student car, that when finished will be the first of its kind in the whole of Scandinavia.

The students went on to secure a booth at the much coveted Annual Conference the Nordic Energy Outlook (March 2011), with over 2,300 participants, 58 exhibitors, 55 seminars and a total of 270 speakers. They took advantage of this opportunity and apart from exhibiting their two cars, they also handed out Autodesk Clean Tech brochures, local Autodesk VAD business cards and displayed Autodesk Inventor on their LCD screen to visitors. Ref: Herbert Bickelmann



VAR organizes UK Design Guru competition

Man+Machine, the UK's authorised distributor for Autodesk's education solutions, recently ran a successful student design competition looking for the Autodesk Design Guru for 2011. Students were invited to submit their designs via Facebook and Twitter. Many entries were received and the designs are currently being judged by a panel of experts, including Autodesk's Steve Stott. The winner, to be announced shortly, will win an iPad 2. Ref: Herbert Bickelmann

man+machine

Autodesk
Authorised Distributor

WE ♥ TO EDUCATE

Student Experts drive uptake of Revit certification on campus

TU Graz Student Expert achievements

After training a team of 14 students on Revit at the University of Graz, these Student Experts now train their first semester peers on the basics of Revit Architecture through a full 30-hour course. The training program is seen as very successful with attendance by 480 students annually. In addition to the training activities three members of the team recently created the official Revit Architecture 2011 tutorials, which are used by both academic and commercial users. In September 2010 the Student Experts were recognized for their achievements by winning the Autodesk Design Slam award in Berlin.



How was Autodesk involved in this

Autodesk supported the student expert team at TU Graz in organizing an Autodesk certification day on campus, apart from initially training this team of Student Experts. They delivered a certification preparation training class to first semester architecture students the evening before the testing event.



Ref: Børn Wittenberg:
Education Solution
Specialist, EMEA

Tomas Karlsson: Education
Program Manager, EMEA

Phillip Mueller - Student
Expert TU Graz

Results

The team of Autodesk Student Experts at TU Graz were instrumental in promoting and driving attendance at the event. The preparation training class was attended by 70 students and on the day of testing 198 Revit exams were delivered.

Enthusiasm and interest

Students had requested flexibility in the timing on when to take the exams so the certification lab was open from 10:00 am to 1:00 am (!). The feedback from the students was incredibly positive and they all expressed an intention to include the Revit certification on their CV. This work has solidified Autodesk's role as trusted partner with TU Graz and the EMEA team is now looking to see how to replicate the event on other campuses.

Improving ATC partner satisfaction

The EMEA team recently conducted an ATC partner satisfaction survey, as part of the implementation of a 2-tier distribution model to support the EMEA Training & Certification business.

The EMEA distributor, KnowledgePoint, distributed the survey to managing directors at 600 participating ATC partners across the region. The survey was completed successfully, providing a clear picture of ATC satisfaction rate of the importance of the various components within the program as well as the services provided to them by KnowledgePoint. 92 % of the partners were satisfied or very satisfied with their ATC membership and 89% rated the support provided through the distribution model as very good or excellent.

The survey has established a baseline to measure future performance against and will be run quarterly in order to ensure continuous improvement in the support provided to the ATC partners.

Ref: Tomas Karlsson



EMEA ATC Roadshow Events - 1 team, 9 countries, 176 partners reached

The EMEA team recently conducted a series of kick off meetings for the EMEA ATCs together with Training & Certification distributor KnowledgePoint

The key objective was to gain commitment and support for the 2 tier ATC support model as well as Education's FY12 business goals. The events were held at Autodesk offices in 9 European countries including the UK, Germany, Poland, France, Italy and Spain.

A record breaking 176 ATC managers representing 30 % of the EMEA ATC network participated in these events. In a follow up survey 90% of the participants answered that they found the events very useful for their businesses and additional meetings are currently being planned following feedback from countries that were not visited. A Facebook group was started to promote further discussions between the participants and currently has 95 active members.

Ref: Tomas Karlsson



Career Day - The power of 7000 employees

The recently launched Career Day Program uses the power of the Autodesk community to visit schools and create awareness and excitement among students of all ages about Autodesk software and what it achieves. The Career Day Program consists of a set of materials and activities designed to help any Autodesk employee or partner to engage with students in the classroom.

Education Suites Launch

On May 5, 2011, the Autodesk Education team announced eight industry-oriented software suites targeted to academic institutions. The suites contain the full range of Autodesk 2D and 3D design software to help faculty prepare students for careers in architecture, engineering, and digital arts. They will be offered globally in English and in more than 10 languages. Congratulations to Jovy Gill and the entire team involved in the launch!



MEDIA HIGHLIGHTS



Professional Engineering Magazine, UK
WoodStEx feature
Circulation: 85,547, monthly



Verkstadsforum Magazin, Sweden
WoodStEx feature
Circulation: 55,000



Digital Production Magazin, Germany
Autodesk Education feature Herbert Bickelmann



Quattroruota, Italy
Ferrari World Design Contest feature
Circulation: 450,000 monthly



Autocad & Inventor Magazin, Germany
WoodStEx feature and editorial
Circulation: 14,000

Missed the previous EMEA Education Business Report ?

Livia Vasile and the entire EMEA EDU team hope you enjoyed reading our updates this quarter. We'd like to hear from you! So feel free to **email us** with questions, comments or ideas at any time.

