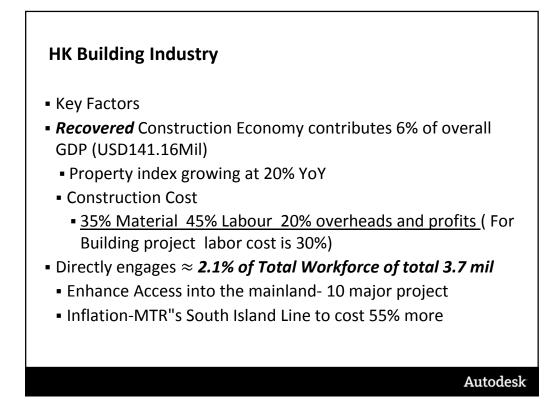


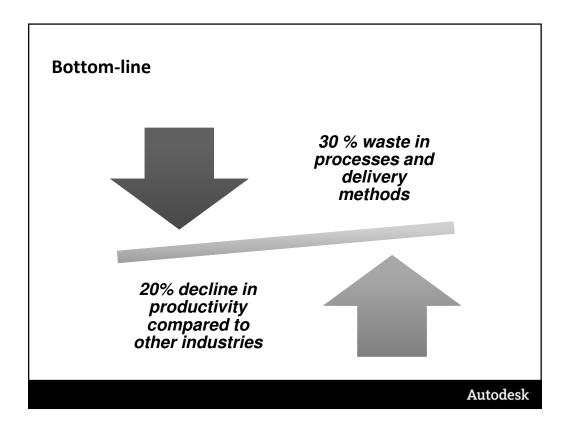


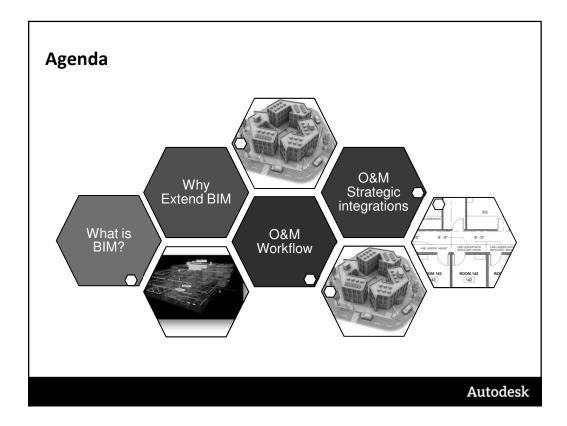
Challenges for Owners and Operators

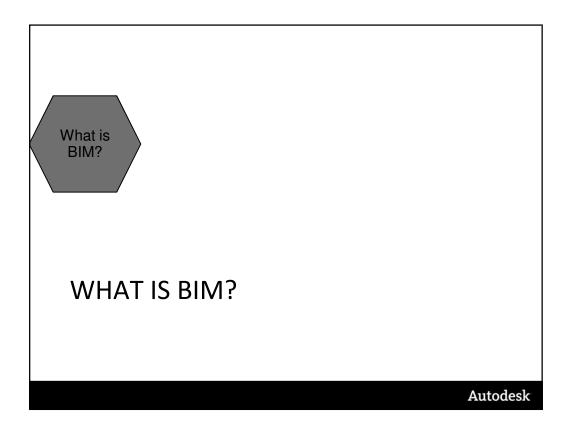
- Long lead time populating MM systems with required data for O&M (asset creation)
- Loss of connection to 'as built' data once MM system is populated and operationalized – no ability to support 'as maintain' model (asset reconciliation)
- Lack of visualization in MM tools/workflows limits ability to fully understand problem and efficiently service work order requests (asset visualization)
 - Recognize 80+% of total building cost occurs during O&M phase of the building lifecycle
 - Under pressure to optimize building portfolios, given economic downturn
 - Seeking greater efficiencies in O&M lower operating costs, reduced energy usage, improved workflows
 - Seeking full lifecycle management approach and solutions
 - Dynamic Data Management, Integrate Bim and GIS etc

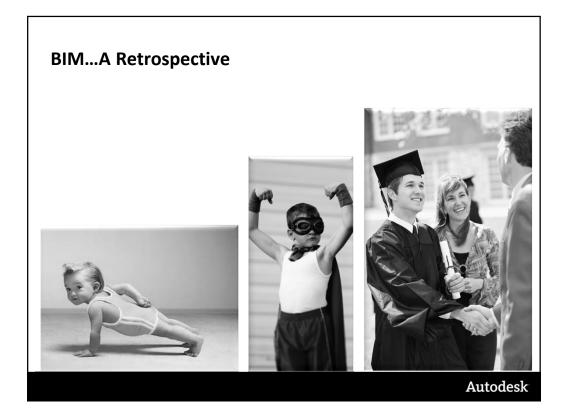
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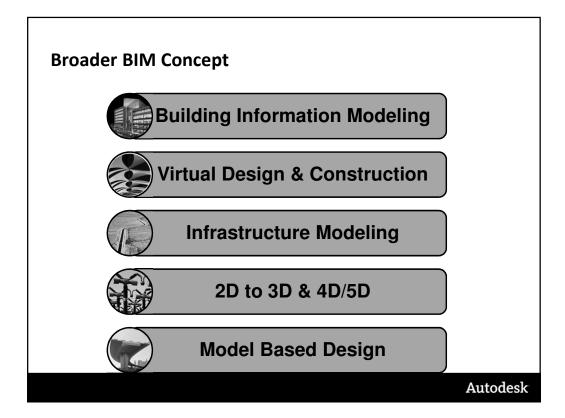


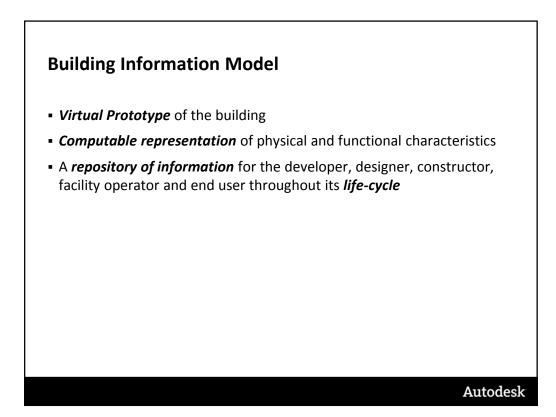


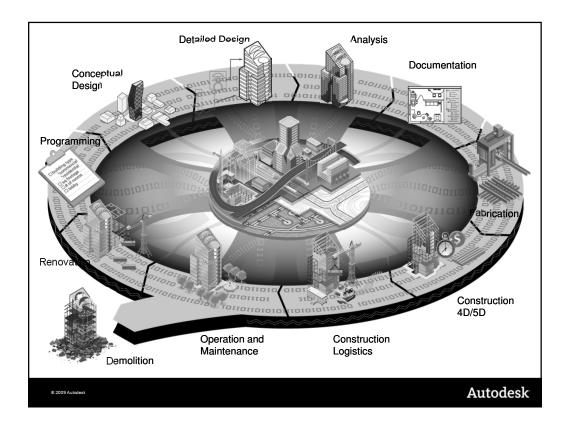


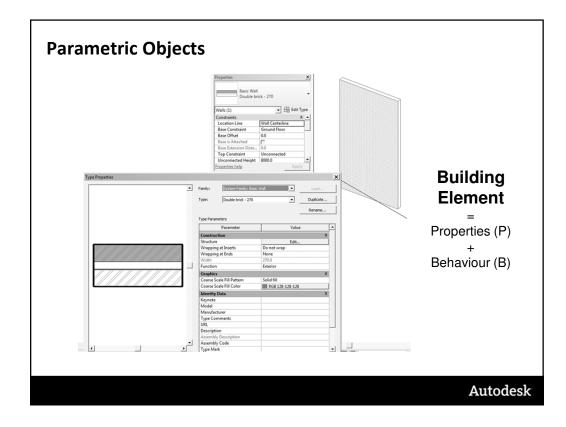


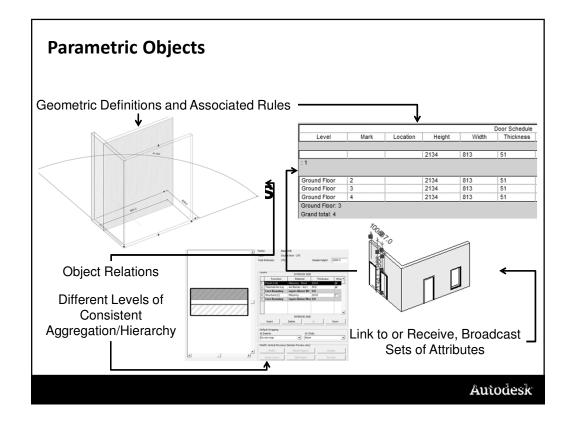
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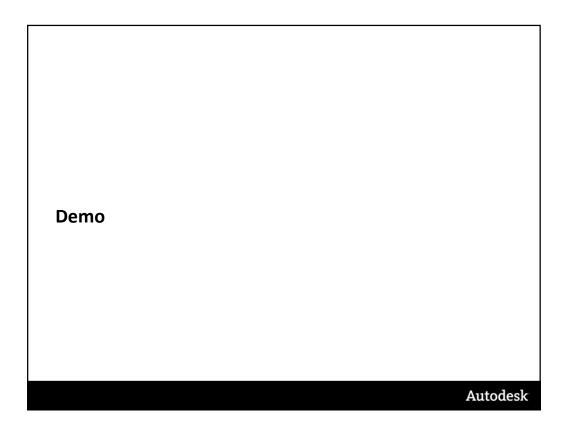


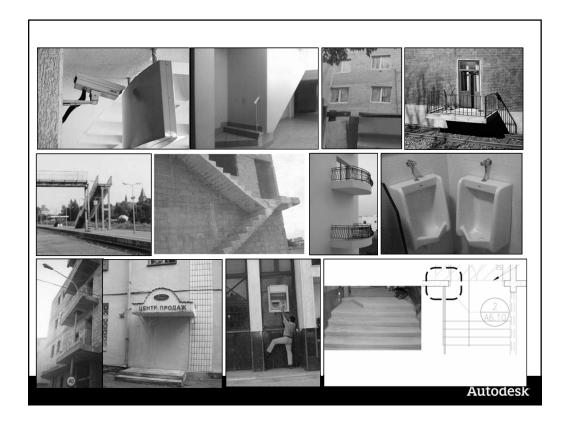


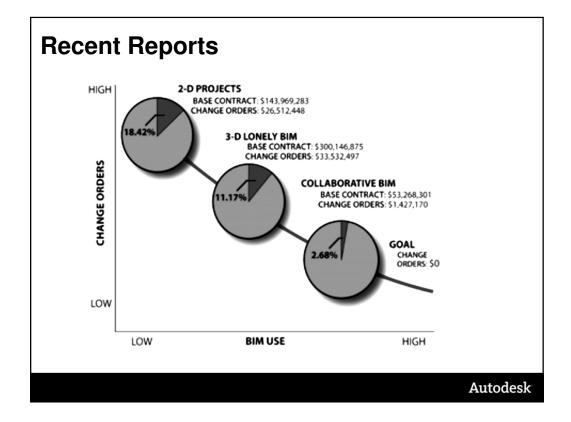


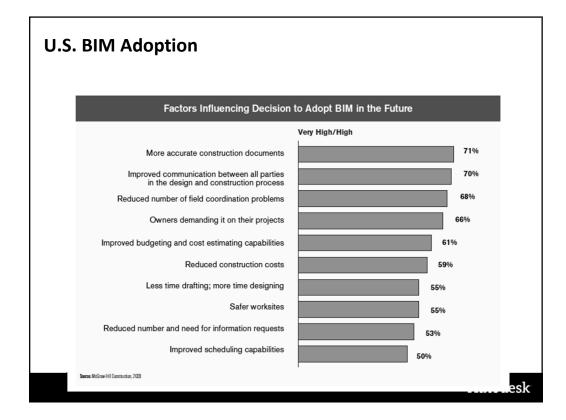


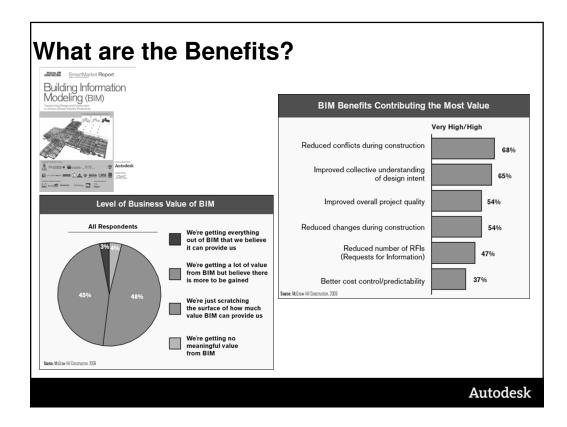
BIM—Collec	tion of BEMs		
	III Window	Architectural	Wall Door Window Skylight Roof Beam Column Slab
Structural	Beam Wall Column Floor Truss Brav	ke Beam System * Foundation	◇ Slab ③ Stair 圖 Curtain. [2] Zone 単 Object
Duct Duct Duct Convert to Fitting Accessory Flex Duct HVAC	Image: Second	e Fixture * Tray	Juit Cable Tray Conduit Electrical Device Lighting Fitting Fitting Equipment Fixture Electrical Sector Sect
			Autodesk



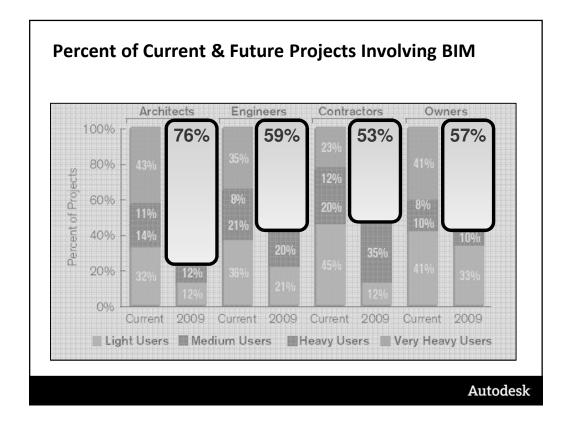


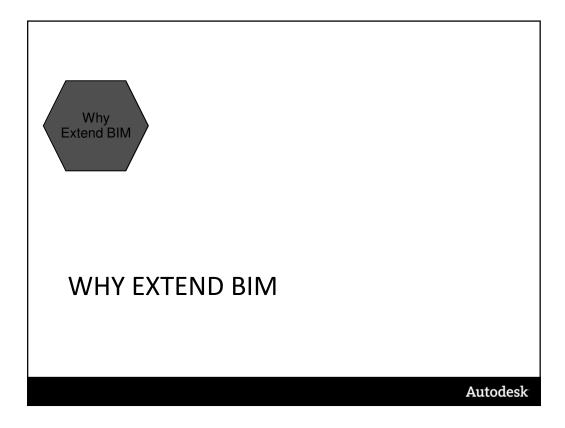












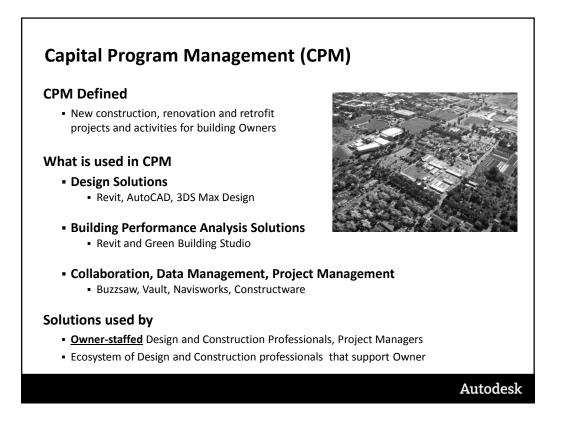
Autodesk Building Owner Strategy

Expand the reach of BIM in the Owner segment in order to support full building lifecycle management

Approach:

- Continue to drive our existing business opportunity with Owners
- Develop Operations & Maintenance opportunity
- Drive Owners to mandate BIM to their AEC ecosystems (Designed-In)

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Owner Customer Education: Rutgers University

Profile

- Seven Campuses
- \$2.8 Billion Real Estate Portfolio

Design and Construction Activities

- New construction, Renovation and Retrofit
- Use Buzzsaw to manage project information for projects ranging from \$100 MM to \$10K

O&M Activities

• Maintenance and Facility Management, Energy Performance Management





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