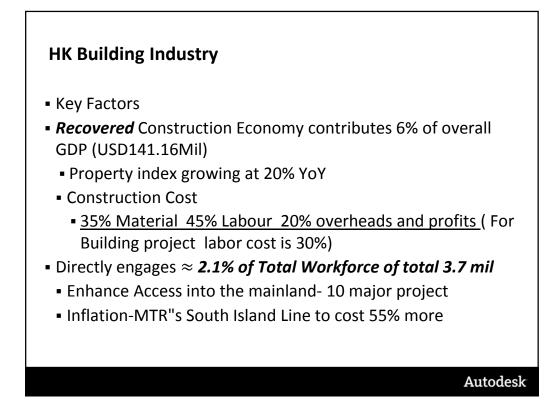


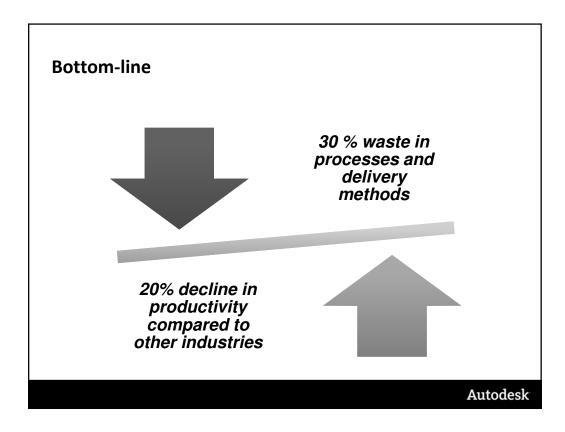


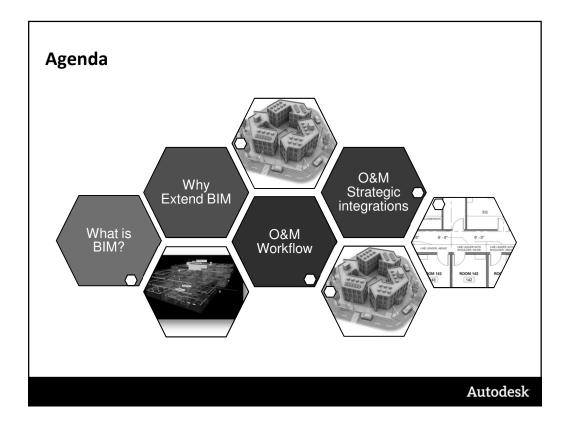
Challenges for Owners and Operators

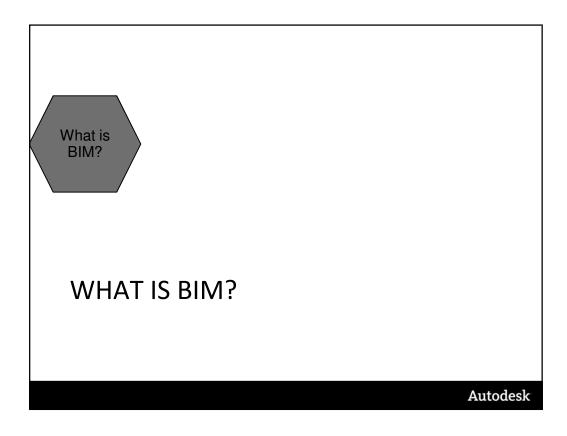
- Long lead time populating MM systems with required data for O&M (asset creation)
- Loss of connection to 'as built' data once MM system is populated and operationalized – no ability to support 'as maintain' model (asset reconciliation)
- Lack of visualization in MM tools/workflows limits ability to 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

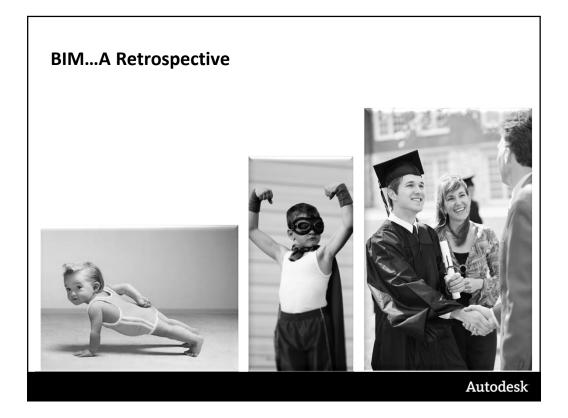
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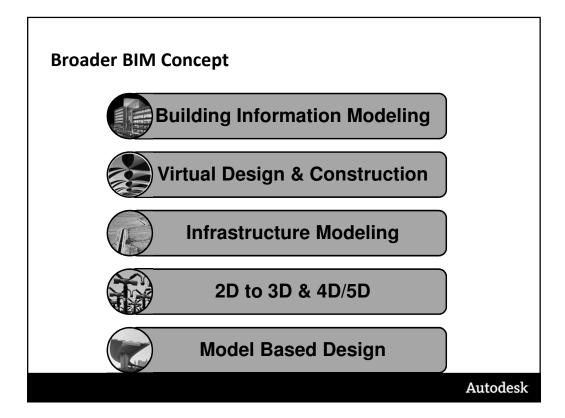


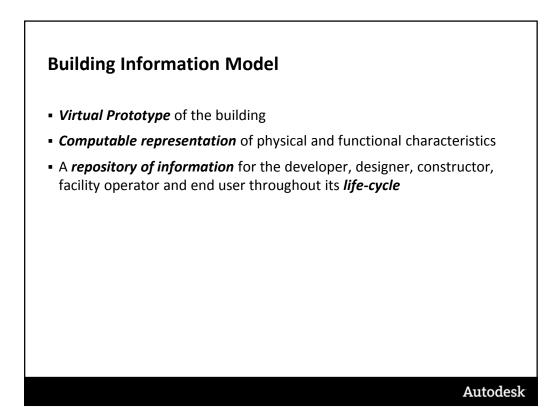


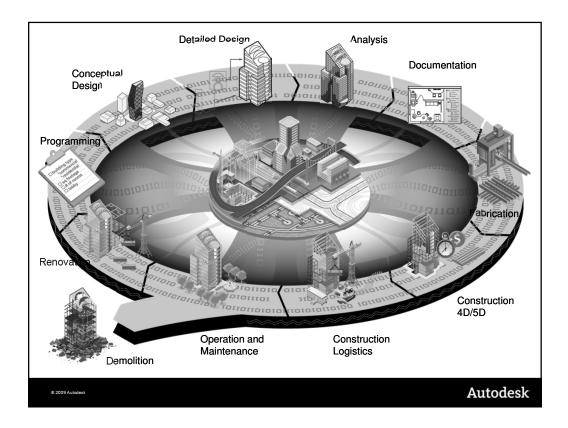


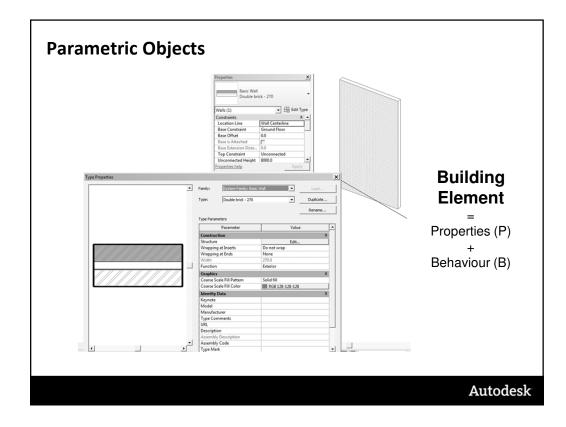


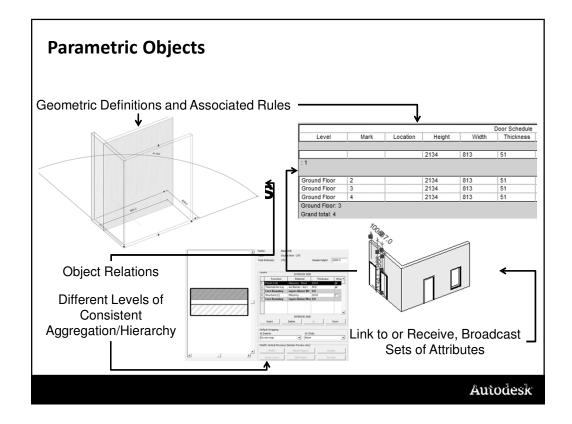
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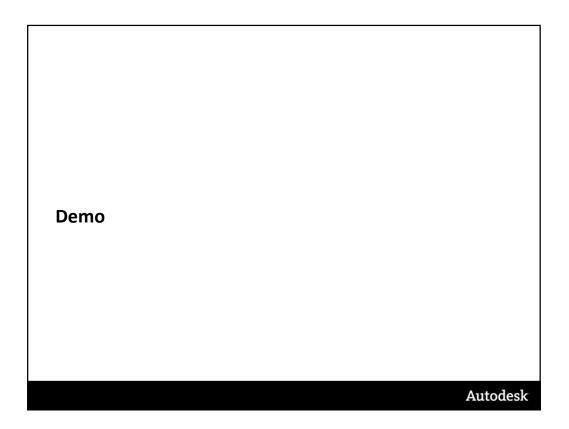


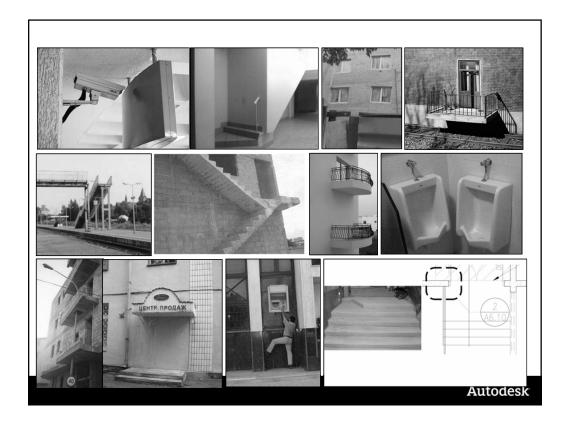


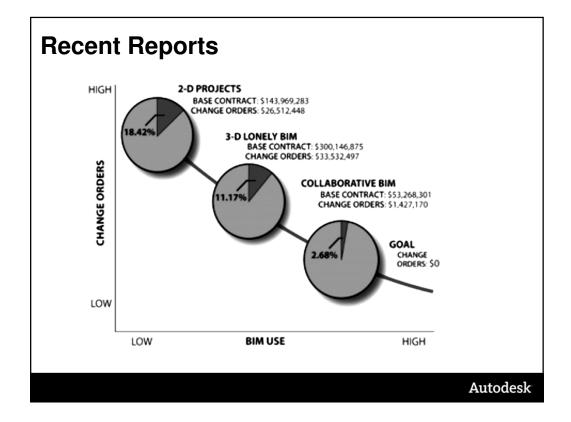


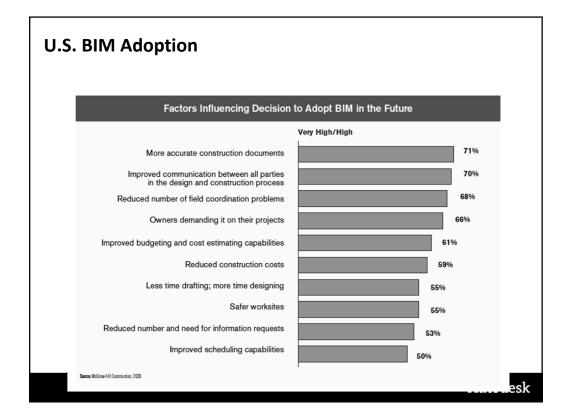


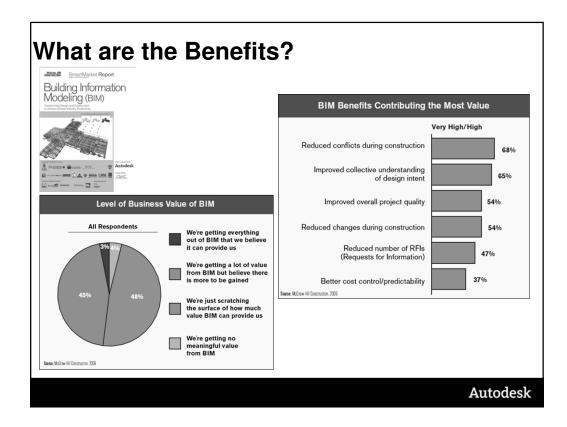
| BIM—Collec | tion of BEMs | | |
|--|---|-----------------------------------|--|
| | III Window | Architectural | Wall Door Window Skylight Roof Beam Column Slab |
| Structural | Beam Wall Column Floor Truss Brav | ke Beam System * Foundation | ◇ Slab ③ Stair 圖 Curtain. [2] Zone 単 Object |
| Duct Duct 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 |



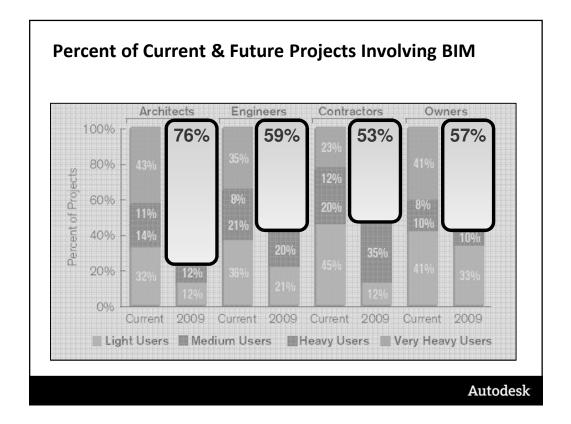


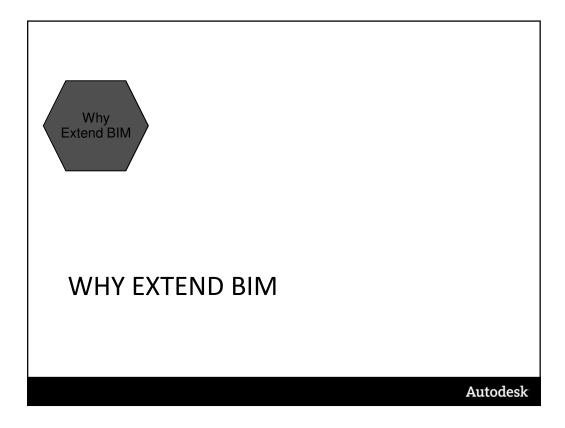












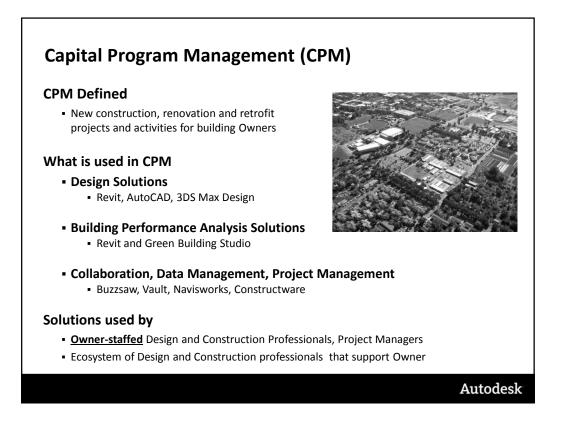
Autodesk Building Owner Strategy

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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