

Certifying Design Workflow Tools in Education

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Program Manager - Mature
Markets, Autodesk Education

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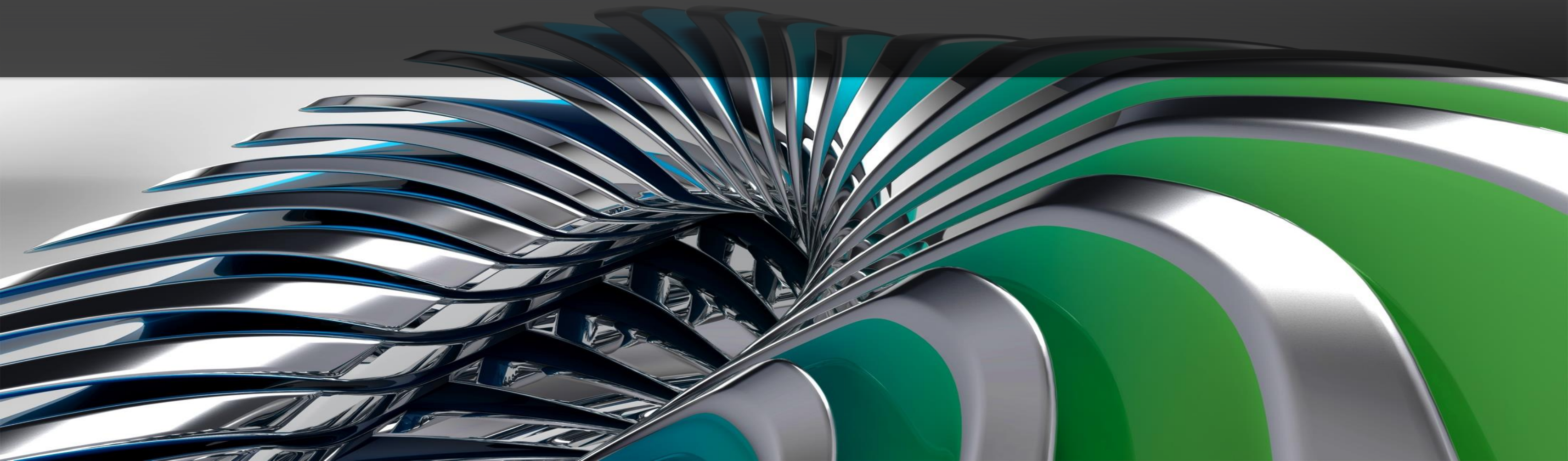


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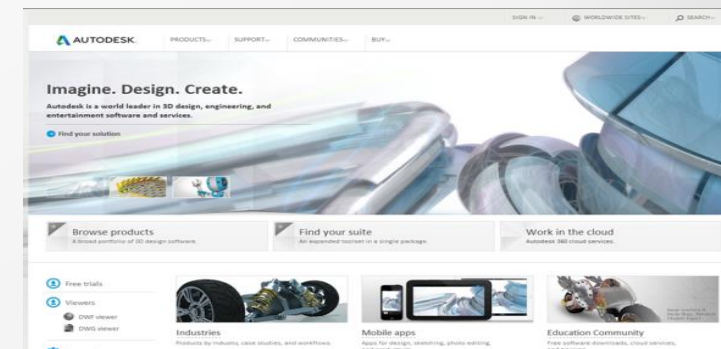
**HELP PEOPLE IMAGINE, DESIGN,
AND CREATE A BETTER WORLD**

Autodesk vision



Who We Are

- A world leader in 3D design, engineering, and entertainment software and services.
- Autodesk helps people imagine, design and create a better world.
- Everyone—from design professionals, engineers and architects to digital artists, students and hobbyists—uses Autodesk software to unlock their creativity and solve important challenges.



Company Facts

- 12+ million users of professional products
- 115+ million users of consumer applications
- 7,300 employees worldwide
- Over 100 products in portfolio
- Products are available in 17 languages
- Over the past 18 years, all winners of the Academy Award® for Best Visual Effects in Film used Autodesk solutions

Our Customers and Solutions

- We serve Companies and Agencies Large and Small
 - Architecture, Engineering, and Construction
 - Automotive
 - Manufacturing
 - Media and Entertainment
 - Utilities, Telecommunications, and Government
- We offer
 - Professional Desktop applications and Product Suites
 - Consumer applications for devices
 - Cloud-based services

**Ensure individuals are prepared and inspired
to make a positive impact on the world,
through great design.**

Our philosophy





Reinforce the concepts critical to industry.
Enable learning through innovative technology.
Help students take a proactive role in their education.
Autodesk approach to education

An aerial 3D rendering of a city landscape. In the background, a dense urban skyline with various skyscrapers is visible under a clear blue sky. In the middle ground, a large, circular stadium with a white roof is prominent. The foreground features a mix of green spaces, parking lots, and several multi-story residential or commercial buildings. Overlaid on the entire scene are numerous colorful lines in shades of blue, green, yellow, and red, which appear to represent planned paths, roads, or utility routes. These lines curve and intersect across the city, connecting different areas. The overall image has a semi-transparent white rectangular area in the center where the text is placed.

Aaron Osmond

Vice President of North America Sales, Certiport

“The skills gap is our #1 national security risk”

–Arne Duncan,
United States Secretary of Education,
Jeb Bush Education Foundation (2011)



Global Trends in certification

\$+11%

Those who engaged in training were twice as likely as the overall average to see a **raise of 11% or higher**, and raises were more pronounced for those who had completed a new certification within the prior 12 months.

2013 IT Skills and Salary Report, www.globalknowledge.com, January, 2013

89%

of IT hiring managers say that IT certifications help **confirm subject matter knowledge and expertise**.

84%

of IT hiring managers say that IT certifications are used as a measure of a person's ability to **work hard and achieve goals**.

CompTIA, Employer Perceptions of IT Training and Certification, Jan 2011

80%

of IT managers believe effective training is critical to the **success of a project**.



IDC MarketScape, Worldwide IT Education and Training 2012 Vendor Analysis, Feb 2012

Certification programs impact student outcomes

A+ **17%** higher GPA's

93% decrease in dropout rates



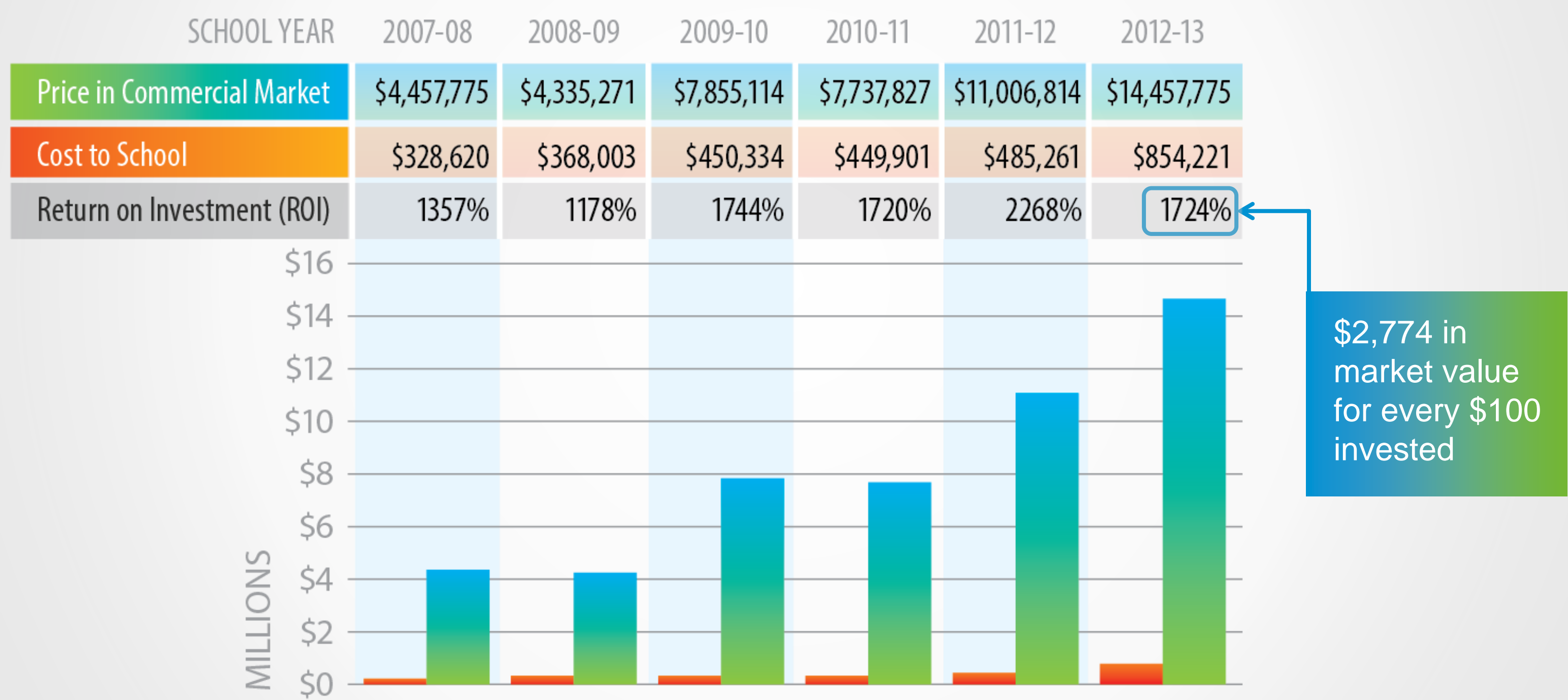
7% decrease in absentees



23% Increase in secondary students earning diplomas

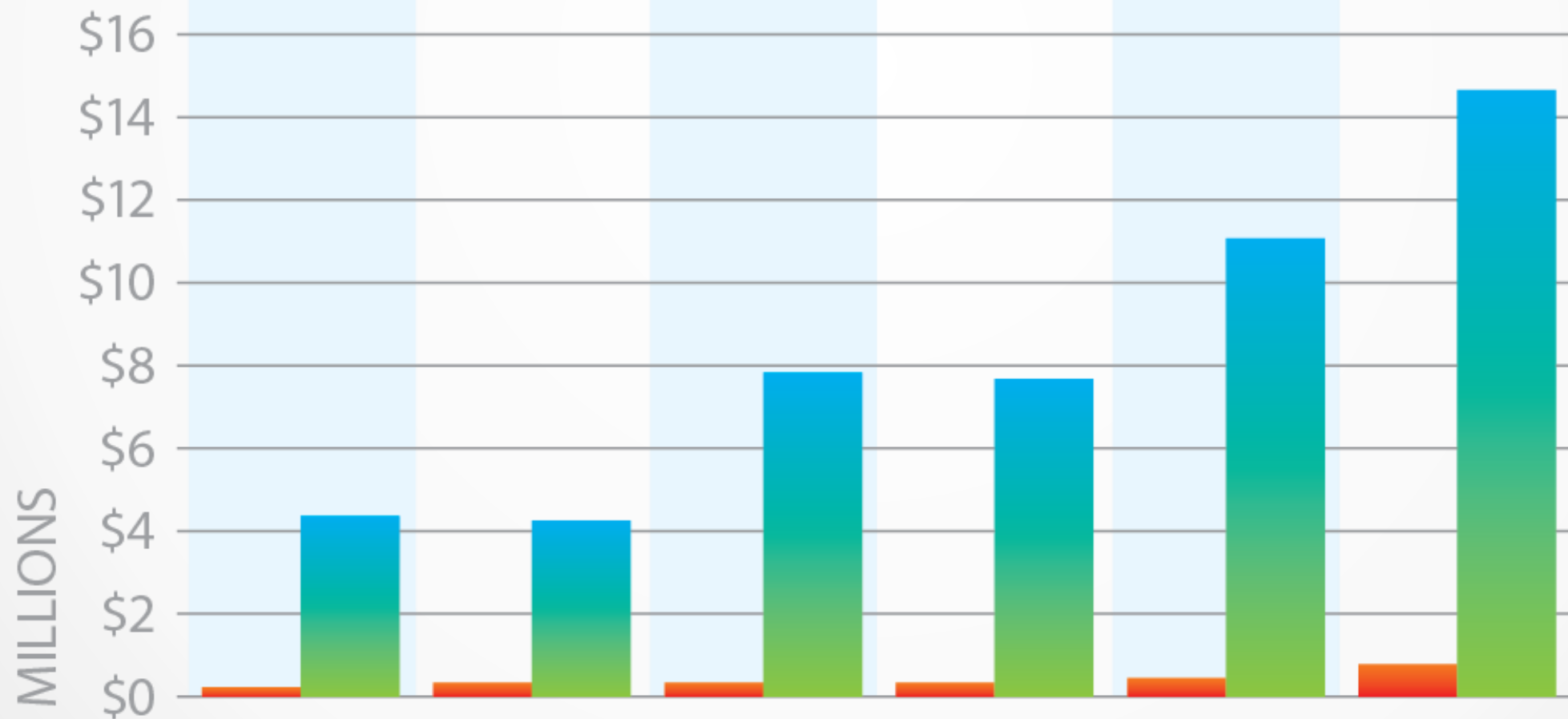
Source: Florida Career Academies

Florida Statewide ROI for Select Industry-Based Certs—Overall



Virginia Statewide ROI for Select Industry-Based Certs—Overall

SCHOOL YEAR	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Price in Commercial Market	\$1,075,993	\$3,334,955	\$36,289,474	\$56,332,819	\$66,071,870	\$92,940,696
Cost to School	\$47,503	\$308,093	\$945,227	\$1,520,043	\$2,128,143	\$3,350,465
Return on Investment (ROI)	2265%	1082%	3839%	3706%	3105%	2774%



\$1,724 in market value for every \$100 invested

2010-11 Florida Career and Professional Academy Results

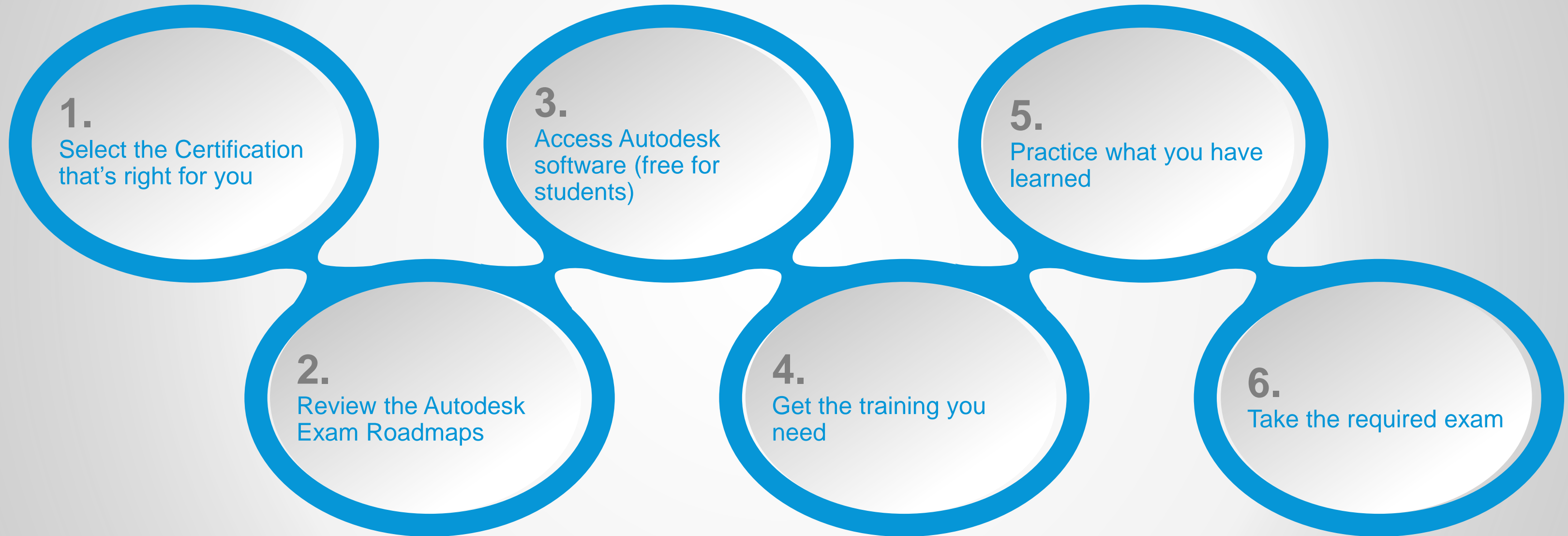
Performance Indicator	Non-CAPE	CAPE, No Certification	CAPE + Certification
Average Grade (GPA – scale of 4)	2.46	2.58	3.00
12th Graders Earning Diploma (Graduating)	73.9%	85.9%	96.1%
At Least One College Level Course	22.9%	25.4%	41.2%
2009-10 Graduates Enrolling in Postsecondary Fall 2010	N/A	64.4%	70.4%
2009-10 Graduates Found Employed Fall 2010	N/A	46.3%	44.9%
Chronically Absent	16.3%	15.7%	9.9%
At Least One Disciplinary Action	20.6%	20.5%	10.9%
Dropout Rate	2.1%	0.9%	0.3%



Julie Gaudet-Lupinacci

Senior Director Customer Operations, Gilmore Global

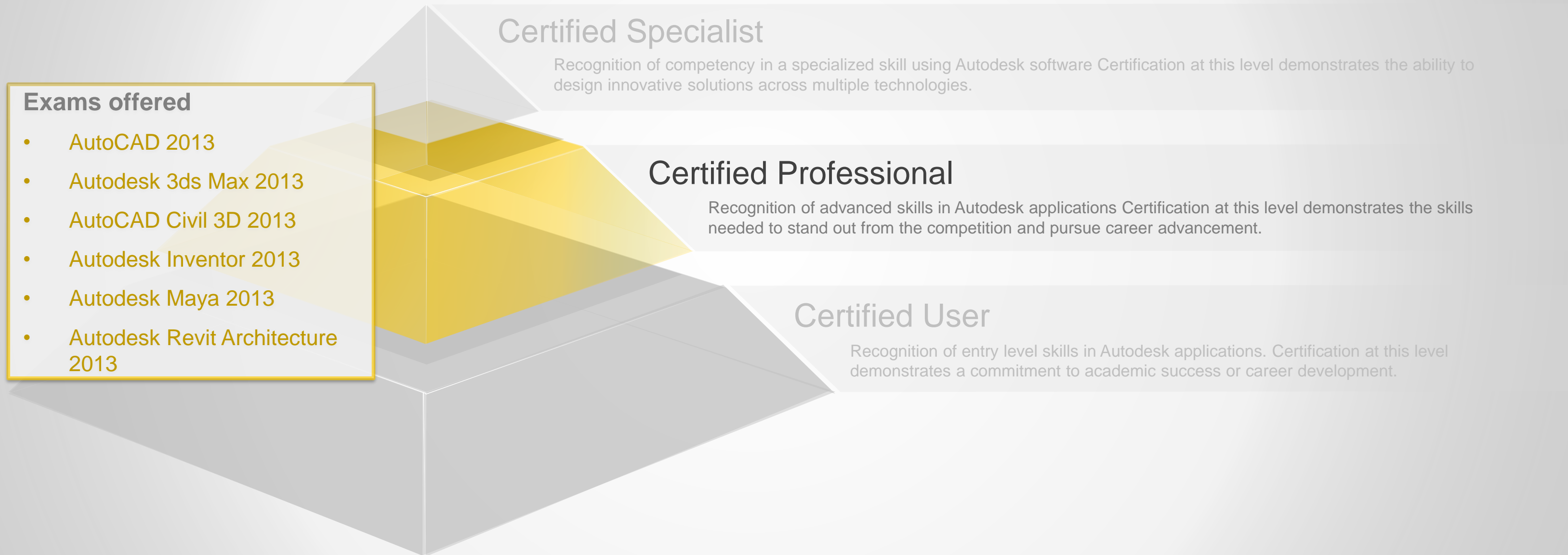
Getting Autodesk certified



1. Select an Autodesk certification



1. Select an Autodesk certification



1. Select an Autodesk certification

Exams offered

- **Certified BIM Specialist:
Road and Highway Solution
2014**

Certified Specialist

Recognition of competency in a specialized skill using Autodesk software Certification at this level demonstrates the ability to design innovative solutions across multiple technologies.

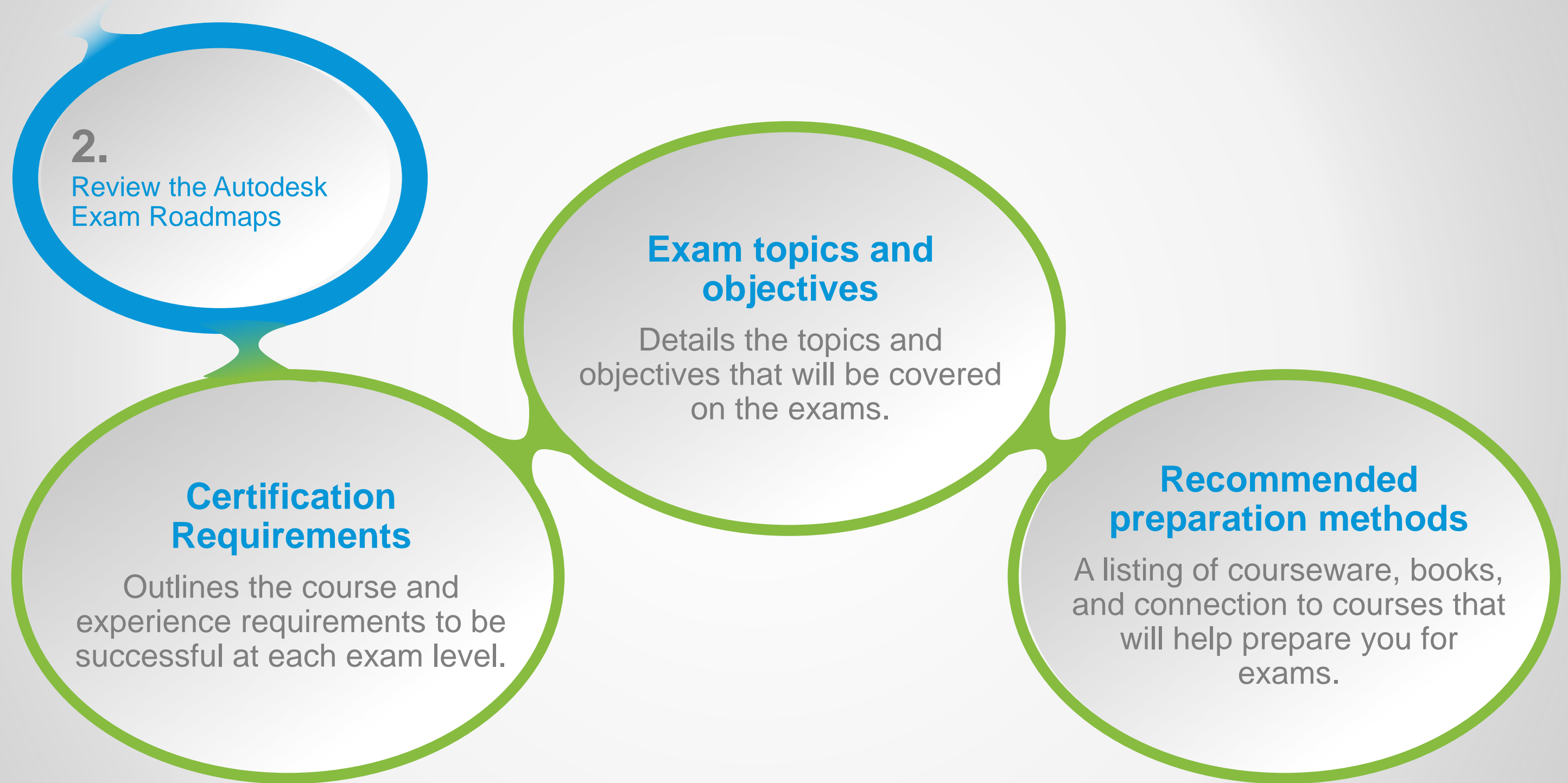
Certified Professional

Recognition of advanced skills in Autodesk applications Certification at this level demonstrates the skills needed to stand out from the competition and pursue career advancement.

Certified User

Recognition of entry level skills in Autodesk applications. Certification at this level demonstrates a commitment to academic success or career development.

2. Review roadmaps

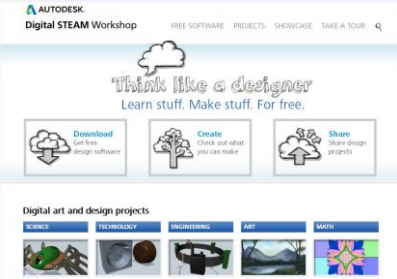


3. Access Autodesk software

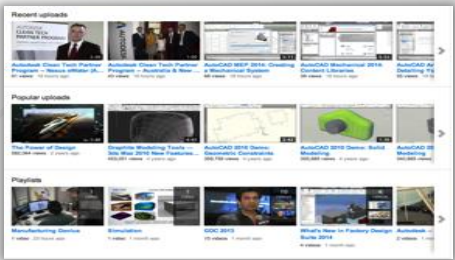


Students and faculty can download Autodesk software for free* from the Autodesk Education Community.

4. Get trained



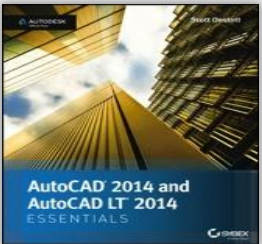
Autodesk DigitalSteam Workshop



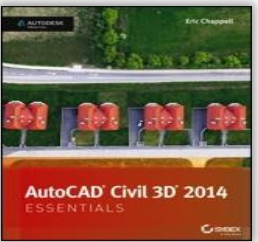
Participate in **workshops** or view **videos** from Autodesk.



Use a wide variety of learning offerings from global **Autodesk Developer Network** authors, including books, DVDs, and online options.



Use official **authorized training materials** from Wiley publishers.



Use **learning materials** provided by Autodesk in courses.

Take Courses

Take **courses on campus** using official training materials from ASCENT publishers.



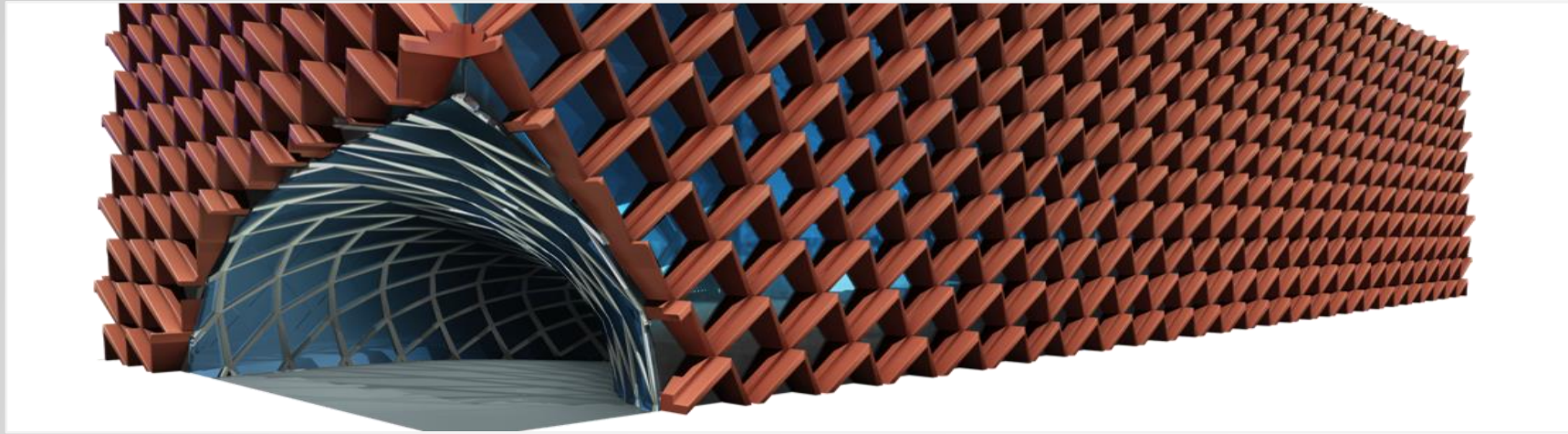
Take courses at **Authorized Training Centers® (ATC)**.

AUTODESK
Authorized Training Center

4. Get the training you need

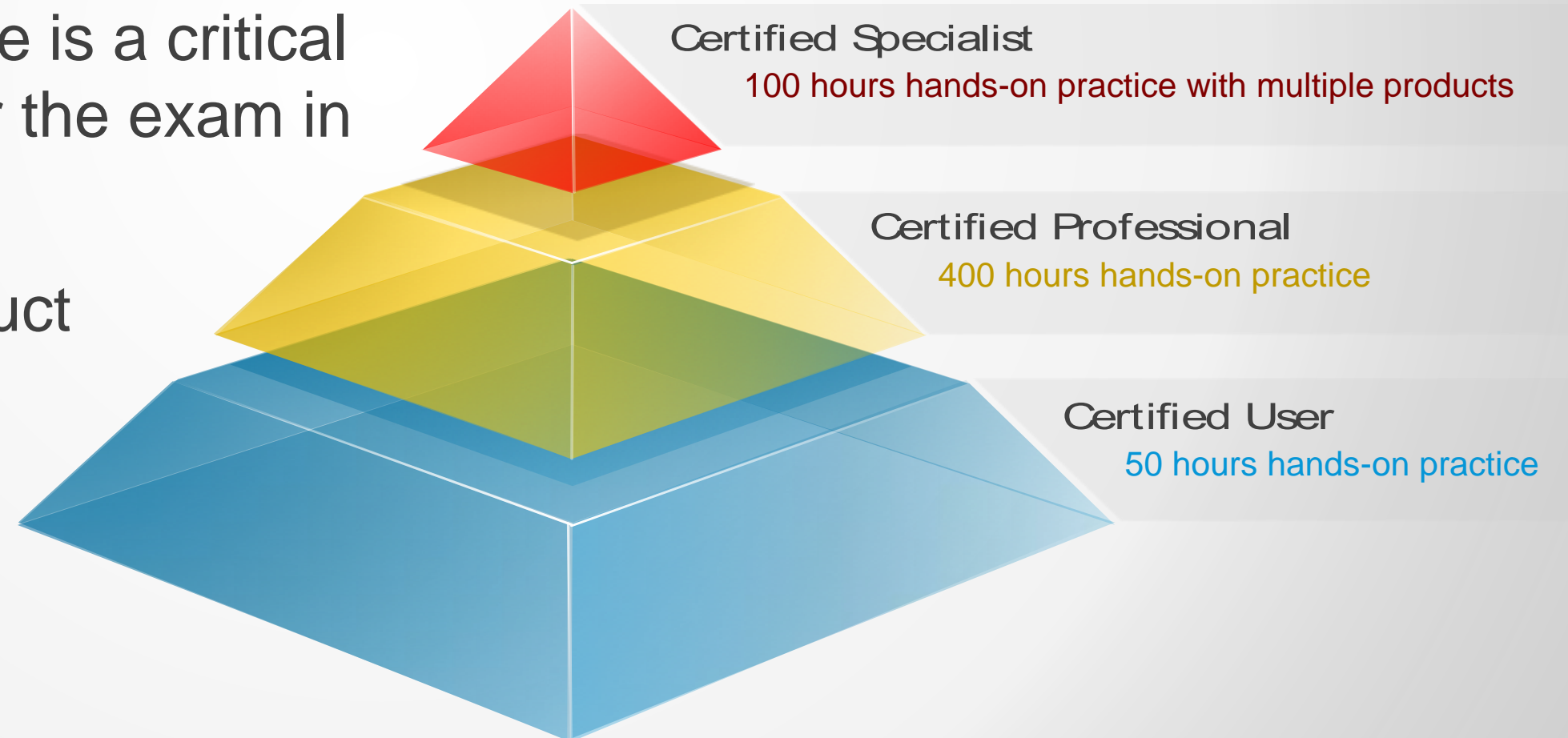
Self Study

5. Practice what you have learned



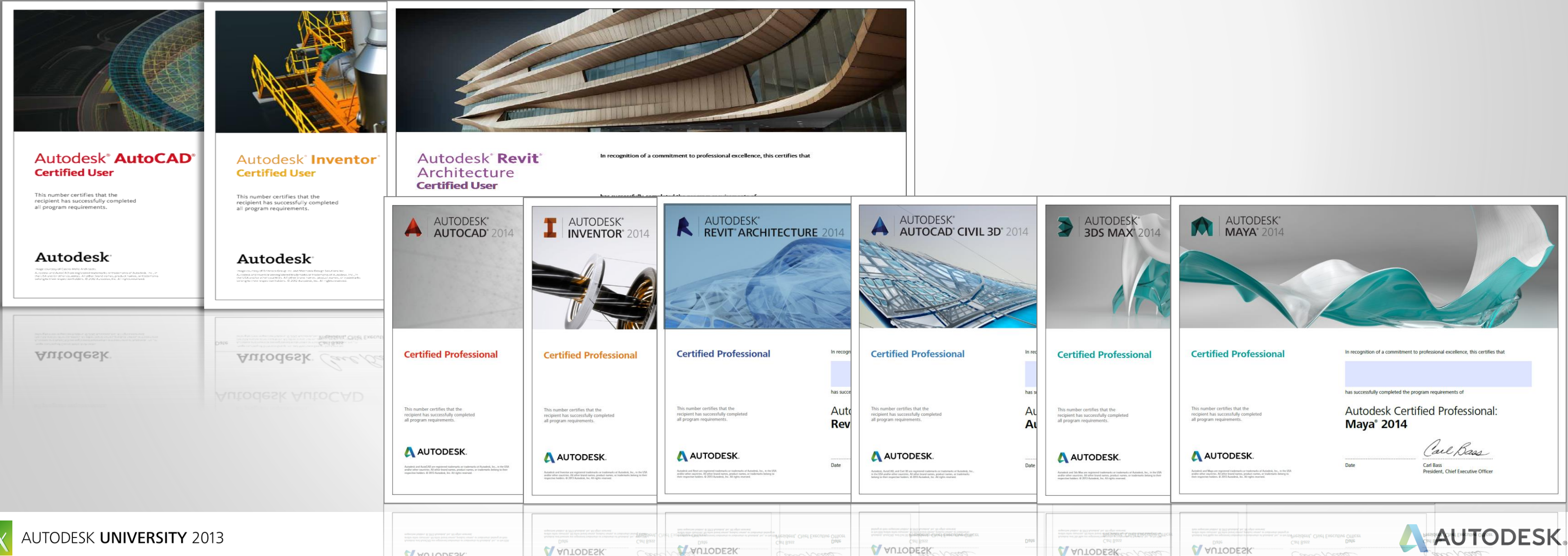
Credit:

- Actual hands-on experience is a critical component in preparing for the exam in addition to coursework.
- Spend time using the product and applying the skills you have learned.



6. Take the exam

Find an Authorized Testing Center or test on-campus through a Certiport Center.

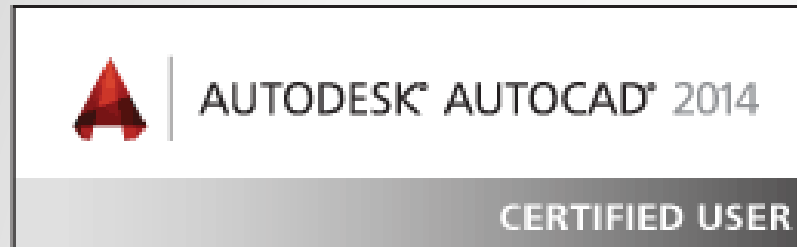


Certification Product Roadmap

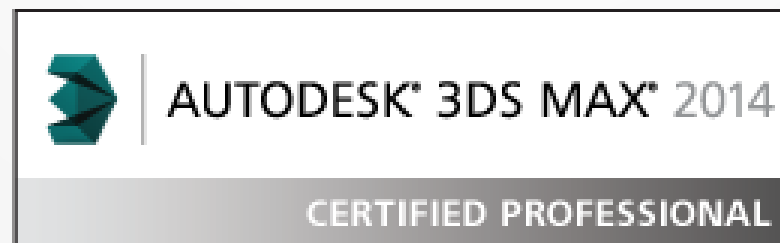
Product	Certified User	Certified Professional	Certified Specialist
AutoCAD	Available*	Available*	N/A
Inventor	Available*	Available*	N/A
Revit Architecture (Imperial)	Available*	Available*	N/A
Revit Architecture (Metric)	Available*	Available*	N/A
3ds Max	Available	Available*	N/A
Maya	Available	Available*	N/A
Infrastructure Design Suite	N/A	N/A	Available
Building Design Suite	N/A	N/A	Proposed
Manufacturing Design Suite	N/A	N/A	Proposed

* Available in multiple languages

Autodesk Certified User & Professional Logos



- Certified User Maya and 3ds Max logos coming December 2013



An aerial 3D rendering of a city, likely San Francisco, featuring a large stadium (SAP Center) and a dense urban skyline. Overlaid on the city are various colored lines (yellow, green, blue, red) representing transit routes, with arrows indicating direction. The scene is viewed from an elevated perspective, showing the city's layout and the surrounding water.

Aaron Osmond

Vice President of North America Sales, Certiport



Industry-Based Certifications: “Key” to a More Secure Future



Career &
College
Readiness



Employment
Opportunities
& Career
Advancement



Professional
Development



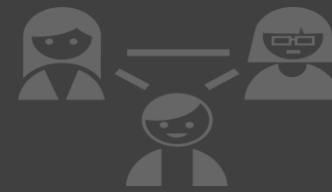
Certification benefits for students

Helps gain **industry recognition** for your skill set



Helps **prepare** for career success.

Gain confidence and peer recognition



Align with an industry leader

Earn a portable credential that maximizes career mobility



Get an **electronic certificate** suitable for printing and framing

Get a **certification logo** for use on business cards, resumes, and letterhead, identifying you as Autodesk Certified.



Become part of an **elite team** of professionals

Certification benefits for institutions

Assess the students' readiness & validate their skills and knowledge.



The tests are **performance-based** to demonstrate real world practical skills.

Get **affordable pricing** for Autodesk® Suites and stand-alone software, along with numerous support tools.



Accelerate the students professional development, **enhance their credibility** & **increase job opportunity**.

Certification benefits for individuals

Help gain **industry recognition** for your skill set



Align with an industry leader



Improve your performance and **add value** to your company



Get an **electronic certificate** suitable for printing and framing

Gain confidence and peer recognition



Get a **certification logo** for use on business cards, resumes, and letterhead, identifying you as Autodesk Certified.



Earn a portable credential to help job retention and mobility



Become part of an **elite team** of professionals

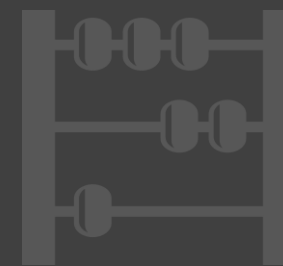
Certification benefits for employers

Gain **improved performance** and higher value from certified staff.



Gain **employees that invest** to expand their knowledge and further their careers.

Help Increase customer, investor and business partner confidence and thereby **boost your organization's credibility, reputation and value.**



Help **Reduce turnover** by investing in certified staff through training courses, books and technical materials, practice equipment, time of for study and exams.

ACU Success at Brooklyn Technical High School

Play Video

Special Offers

Recertification Day at AU Free Exams

- Autodesk® AutoCAD® 2014
- Autodesk® AutoCAD® Civil 3D® 2014
- Autodesk® Revit® Architecture 2014
- Autodesk® Inventor® 2014
- Autodesk® 3ds Max® 2014
- Autodesk® Maya® 2014
- Autodesk® Infrastructure Design Suite 2014—Road and Highway Solution

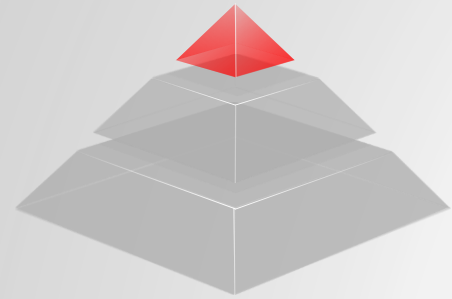
Contact Us:

- Nancy.Tremblay@AutoDesk.com
- Aaron.Osmond@Pearson.com
- GaudetJ@Gilmore.CA

Q&A

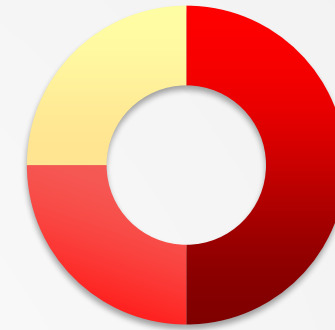


1. Autodesk Certification Exams

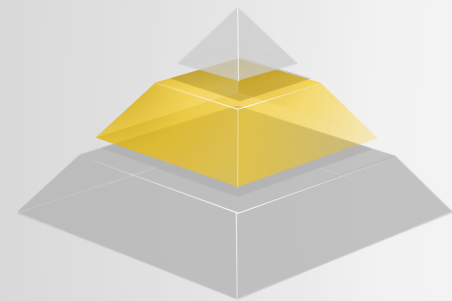


Certified Specialist

- 40 questions per exam
- Multiple forms



- Performance-based
- multiple-choice
- rich item types

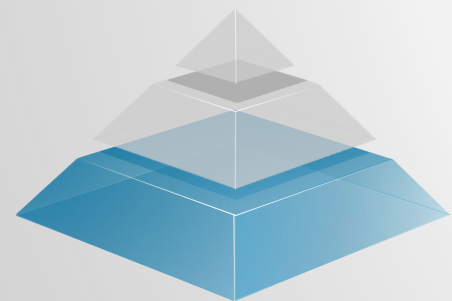


Certified Professional

- 35 questions per exam
- Multiple forms



- performance-based
- multiple-choice



Certified User

- 30 questions per exam
- Multiple forms



- simulation
- multiple-choice
- rich item types

Certiport—World Leader in Certification Exams

Microsoft
Office Specialist

MOS
Microsoft® Office
Specialist

Microsoft
Technology Associate

MTA
Microsoft® Technology
Associate



ACA
Adobe® Certified
Associate



IC3®
Internet and Computing
Core Certification



CompTIA® Strata
IT Fundamentals



ACU
Autodesk® Certified
User



QBCU
Intuit Quickbooks
Certified User



ATA
HP Accredited Technical
Associate

Industry-Based Certifications: Roadmap



Autodesk Certified User Program



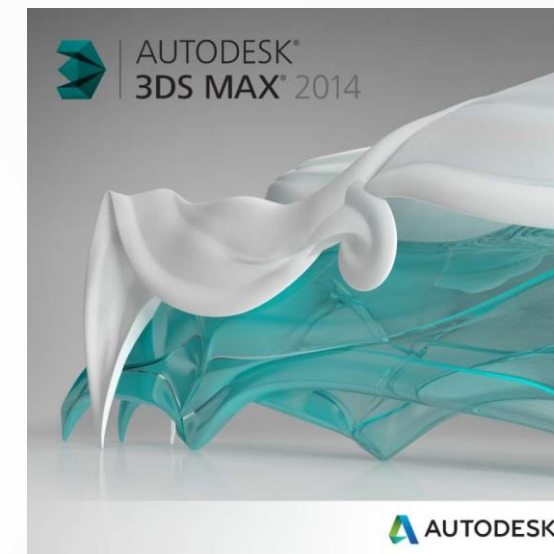
**AutoCAD
Certified
User**



**Autodesk
Inventor**



**Autodesk
Revit
Architecture**



**Autodesk
Maya**



**Autodesk
3ds Max**



Sample Certificates

