

Image courtesy of Urban Simulations

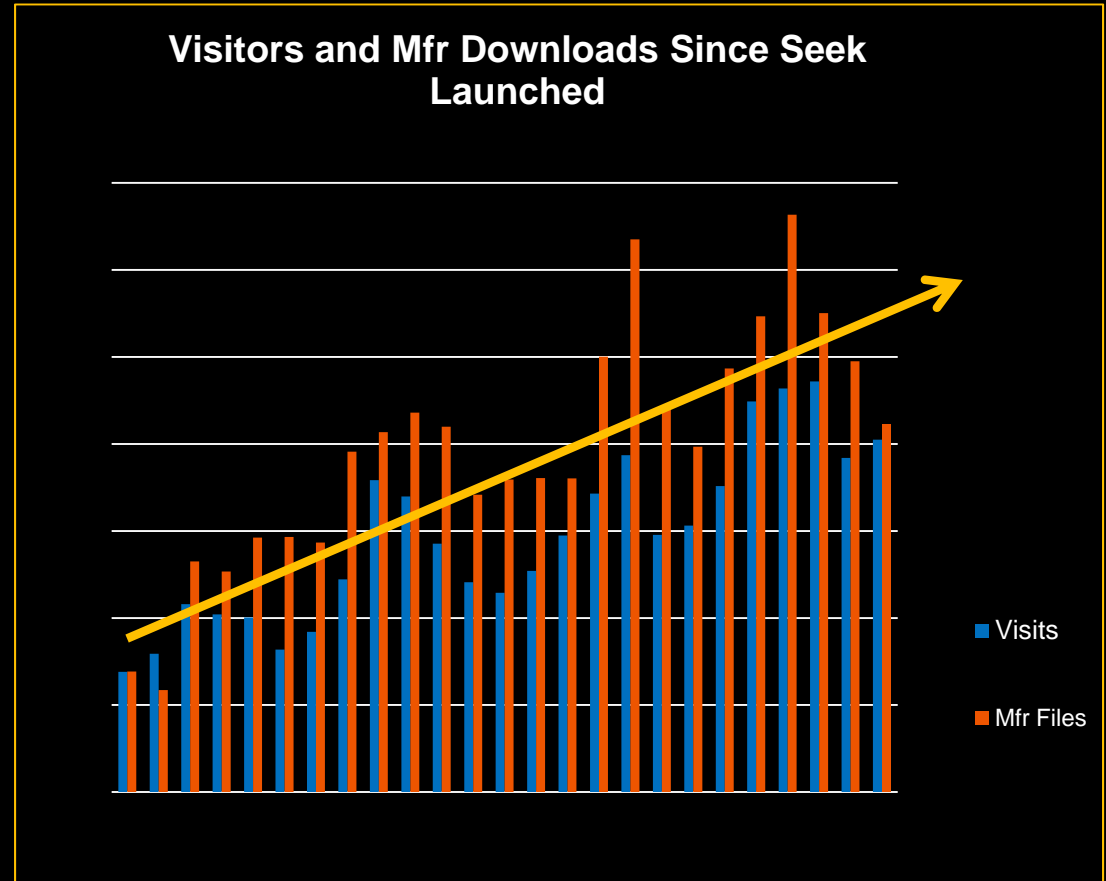
Customer and Administration Building, Ditzingen, Germany. Design by Barbara Leibinger Architects

Autodesk® Seek User Survey 2011

Where it Starts – Seek Site Activity

Continuing to gain traction with design professionals

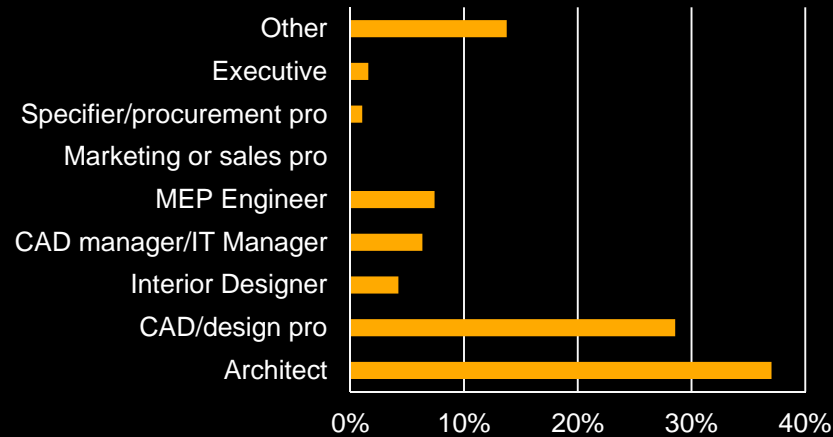
- Annualized rates of usage indicate Seek increasingly a hub of BIM activity
 - Visitors will be more than 2,600,000
 - Searches are running at a rate of nearly 12,000,000



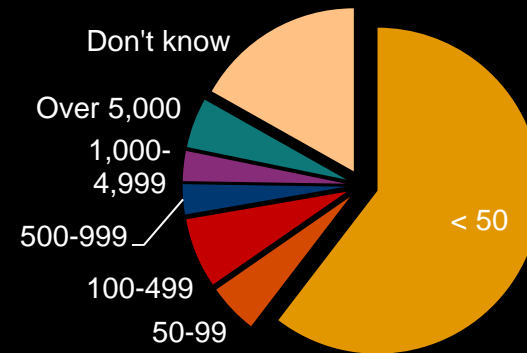
Seek Users Map to Broad Autodesk Profile

Majority of Seek users are Architects, CAD Professionals & MEP Engineers

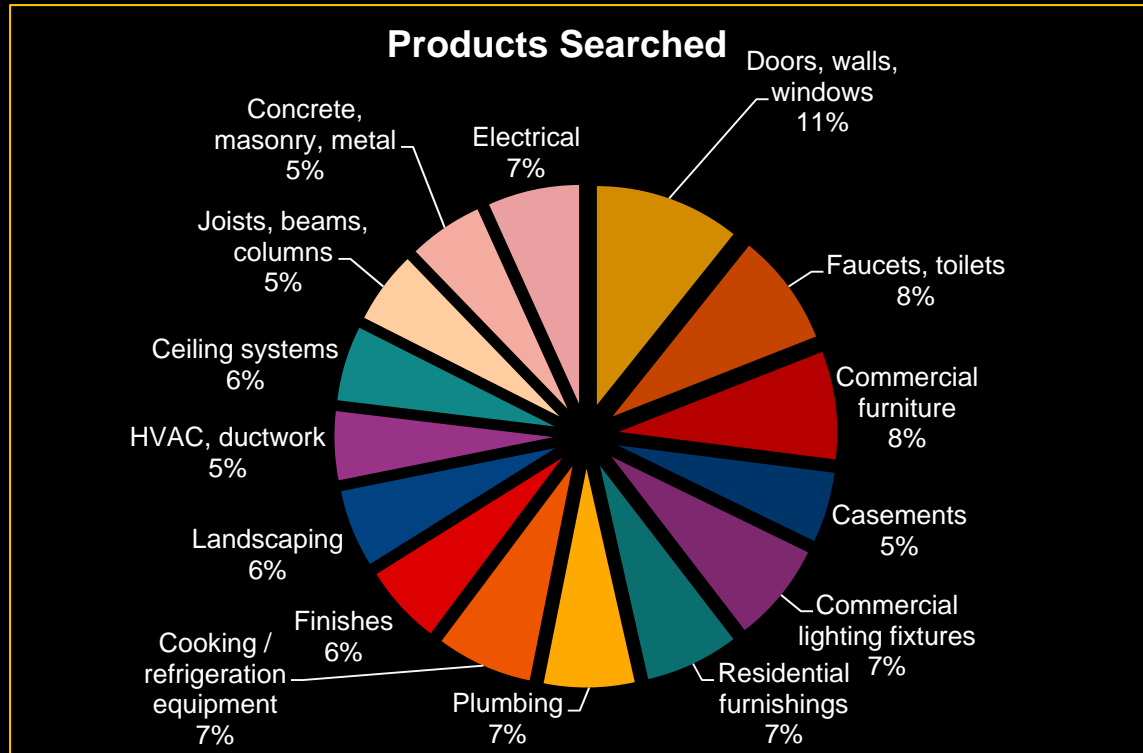
Job Function



Size of Organization



Seek Users Want Broad Spectrum of Content



* Source: Autodesk Seek Online Survey, Spring/Summer 2011

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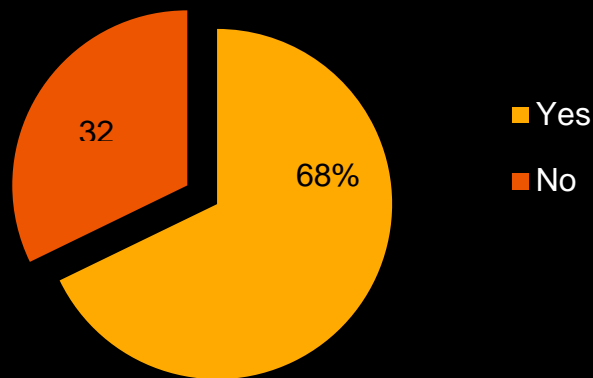
Autodesk

Seek Users Are Influential

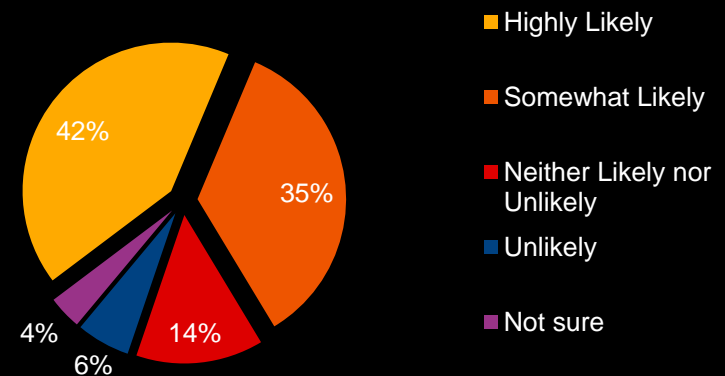
More than 2 out of 3 users specify or recommend products

77% report that the products they specify are likely to get purchased

Personally Specify/Recommend Project Products



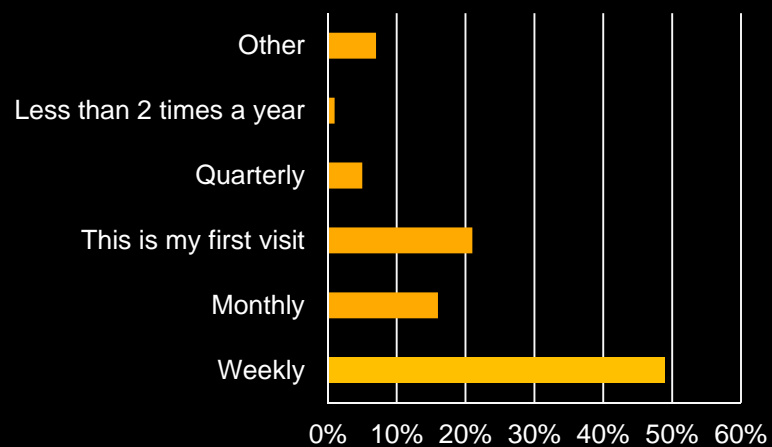
Likelihood of Purchase



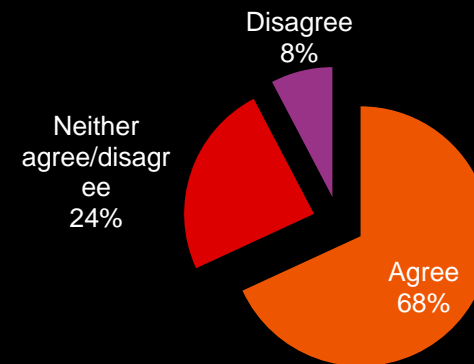
Seek Users Are Active and Find Value

Half of Seek users access web service from once to several times each week
More than two-thirds use Seek to discover new manufacturers and products

How Often Do You Use Seek?



Discover new mfrs and products

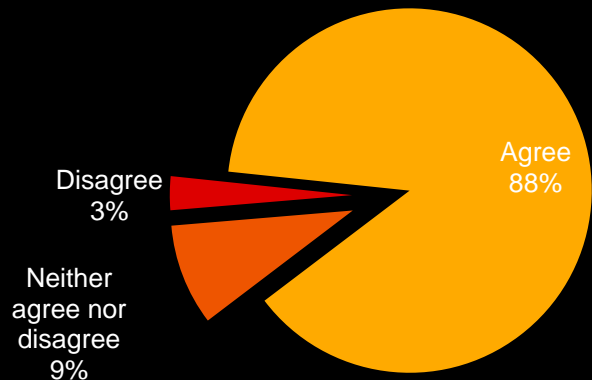


Seek Users Find What They're Looking for Quickly

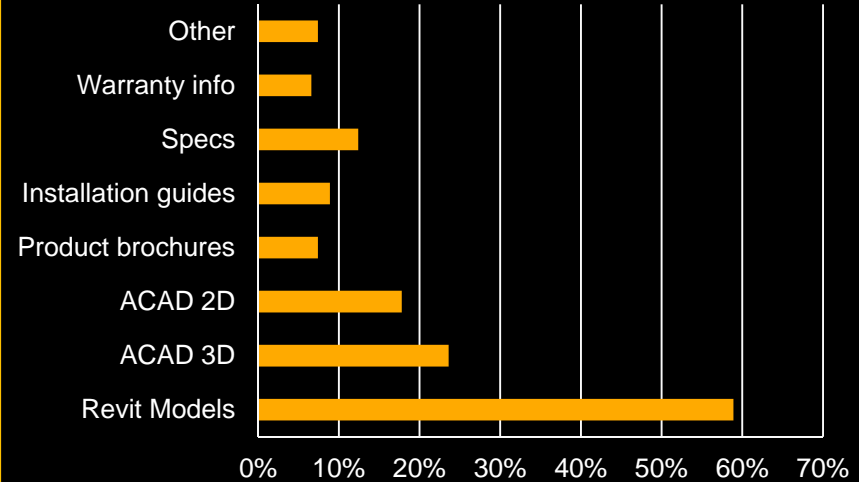
9 out of 10 Users report single search efficient

3D models most downloaded

Searching One Source Saves Time

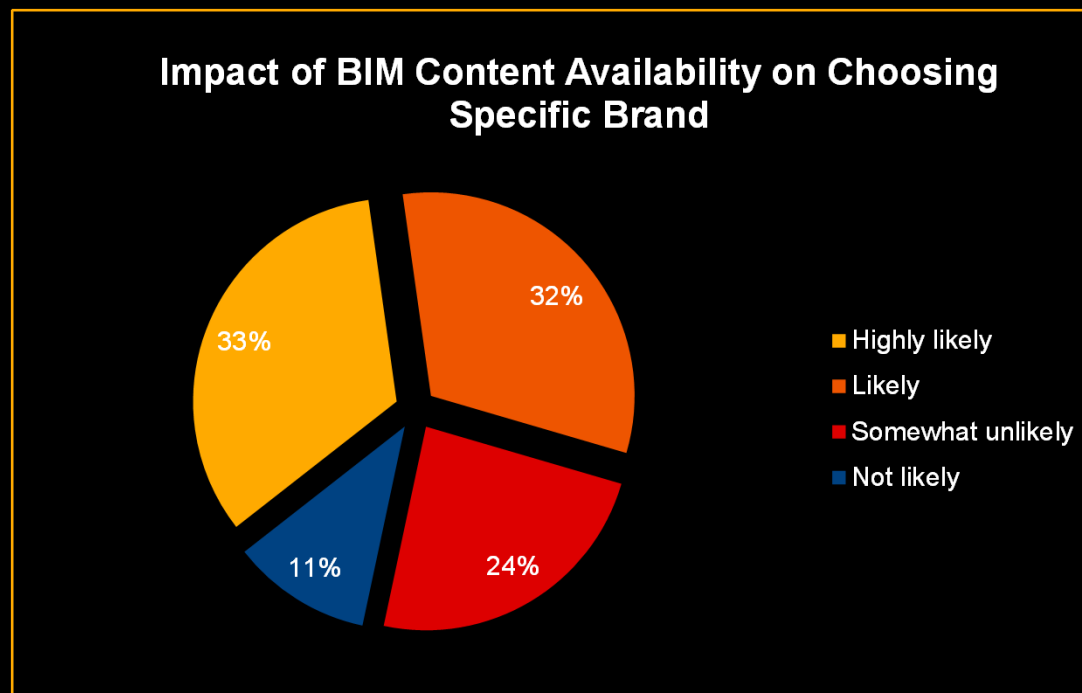


Type of Content Downloaded



Seek Delivering High-Value Content

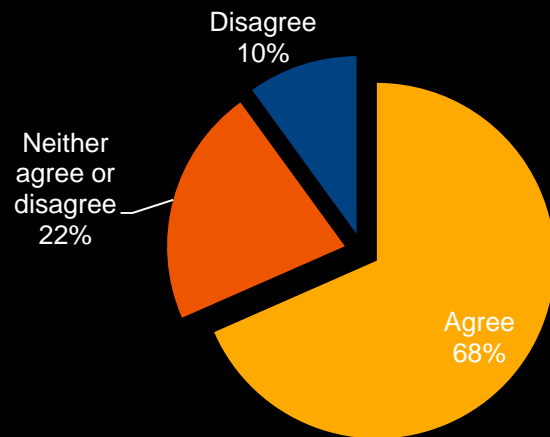
Most Seek users report that finding manufacturers with BIM content matters



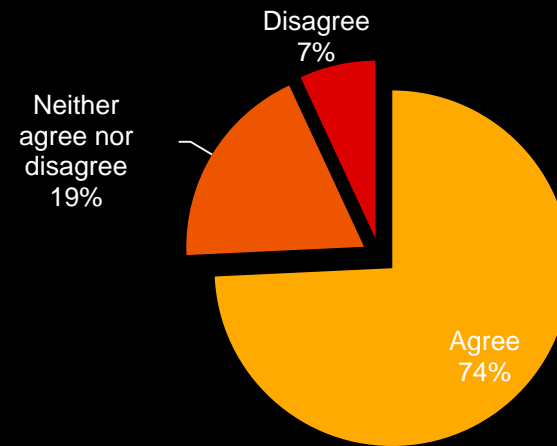
Seek Users Improving Workflow

High quality information saving time and reducing errors

High Quality Manufacturer Information Reduces Errors



Saves time Redrawing or Re-keying spec data



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