

Take to the Cloud

It will fundamentally change the way you do business, for the better

We have awesome technology, but has anything really changed?

When we think about the workplace of 30 years ago, it's a marvel how far we've come. Getting work done was slow, manual, and restricted. Workers used typewriters instead of computers, drew by hand at drafting desks, dialed calls on analog phones, and stored thick paper files in space-consuming file drawers.

We've come a long way since then — but though our tools changed dramatically, many of our workplaces still depend on processes and technology that are holding us back.

We're still mired in:

- Restricted communication and data-sharing between software applications and computer systems that don't talk to each other
- The inability to collaborate across physical boundaries — despite business becoming more global and teams increasingly working remotely
- The inefficient, inconvenient, and costly ways we've had to store and share our files and intellectual property

A brighter future for business

Business is changing rapidly. Technology innovations are happening so fast the way we work is transforming before our eyes.

Geographic barriers have fallen, opening doors to small businesses like never before. As we face the next generation of business, our technology should enable us to adapt and embrace this change — rather than holding us back.

Imagine technology that lets you:

- Do your best work, freed from your desk and desktop
- Complete tasks that normally devour your computer's storage and time — from rendering to design analysis — faster
- Get the latest upgrades and updates automatically, with no work on your part
- Securely save and back up your files automatically — and never lose changes again if your PC crashes
- Instantly get more storage space when you need it, scaled to the projects you're working on (never run out of disk space again!)
- Access design or data files instantly, even when standing on a job site or factory floor, with mobile devices
- Look at your work with clients at the same time, whether you're meeting in person or on the other side of the globe

It's not a dream, it's here

Cloud computing is ready for your business today — and the promise of business technology as a way to improve your productivity, agility, and efficiency has finally arrived. In this ebook, we'll explore exactly what the cloud is and some of the major reasons you should consider the cloud for the future of your company.

What the cloud is, and what it isn't

It's easy to get lost in the hype when it comes to the cloud. Even the naysayers who initially dismissed cloud computing as a passing trend are embracing it. **Gartner predicts the global cloud services market will grow to \$148 billion in 2014.** This rapid growth presents opportunities and challenges to the way you do business. Knowing what cloud computing is — and isn't — is the first step toward making the most of the cloud.

Everything's coming up cloud

Technology companies are stampeding to rebrand their software and services in the cloud. Suddenly, it seems that everybody has a "cloud product." It's easy to become overwhelmed and confused, and to end up adopting a software product that isn't really a cloud solution.

Why does getting the "real cloud" matter to you?

True cloud products provide benefits to your business that far outweigh the restrictive capabilities of traditional software. When companies label their solutions as "cloud solutions," but the technology still restricts you from transforming the way you work, you aren't reaching the true potential of the cloud for your business.

The cloud IS:

Flexible

You're not tethered to your current computing resources, IT provider or equipment. Use applications across all your existing devices for greater mobility.

Affordable

Your cloud vendor uses its own infrastructure to serve many customers. You spend your time and money designing — not running systems.

Scalable

You can rapidly scale up and scale down on the space and computing power you use at any time.

Secure

Your cloud vendor invests heavily in layers of security that keep your data as, if not more, secure than if you were hosting it at your own data center.

The cloud ISN'T:

Restricted

You're required to be on your PC, in a particular IT environment or on a certain vendor's server.

Expensive

Your ROI is lower because you're paying for expensive hardware and storage costs. You may incur higher costs and more risk in stability and accessibility.

Limited

The provider makes you sign a contract locking you in to a certain infrastructure or software licenses.

Vulnerable

Things are getting safer, and will only continue to do so. Studies show breaches are more common for locally hosted information than for cloud providers.

Real results from moving to the cloud

Anytime, anywhere access

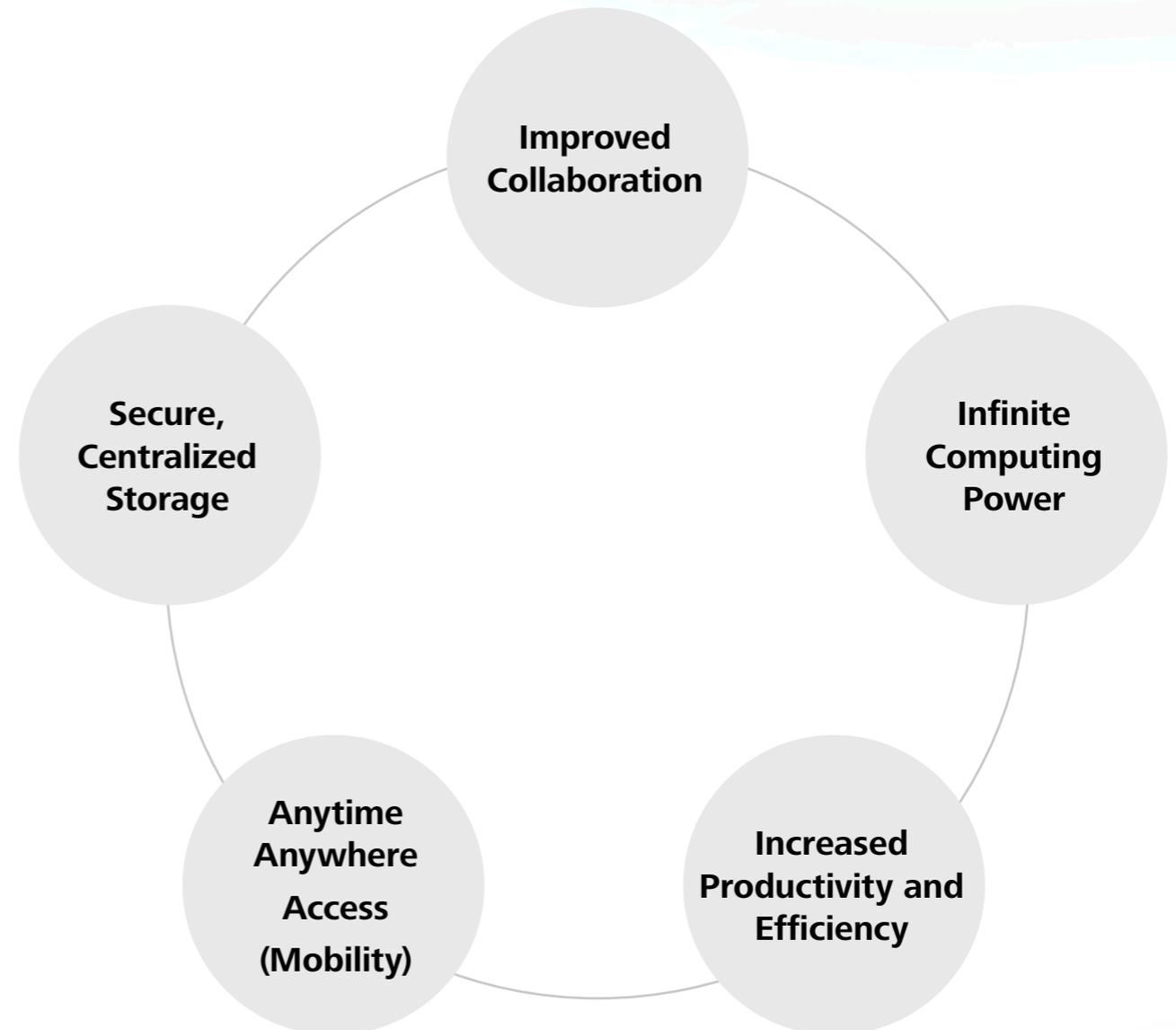
Your people are most effective when they can be out in the field, working directly with clients and overseeing work. With the cloud, they can be in the office, at home, in the car, or on a remote jobsite — anywhere in the world — and get the information they need to do their jobs. Get them out from behind their desks and to the places where they can be most effective.

Improved collaboration

The more you involve clients, communicate with partners and team members, and share and gather input on ideas, the more effective your project will be in the end. The cloud lets this collaboration happen seamlessly, with fewer missteps and inefficiencies, less time-consuming travel or expensive overnight deliveries of files, and less wasted time and cost.

Secure, centralized storage

No more expensive networking or restrictive firewalls that require VPN and restrict mobile access. While the IT world has come to rely on these workarounds to keep networks safe and restrict user access to private information, with the cloud it's no longer necessary. You can allow users anywhere to access centralized information via the Internet, managing permissions by groups or users while ensuring that data stays secure and protected from intruders. Reputable cloud vendors invest heavily in layers of security that keep your data just as, if not more, secure than if you were hosting it at your own data center.



Real results from moving to the cloud

Increased productivity and efficiency

Being able to deliver results faster, more cost-effectively, and with more quality can give your business a competitive edge and make it more nimble. The cloud provides greater efficiency, which can trim time from a project's schedule and overall cost significantly. Enhanced efficiency and fewer operational issues allow staff to spend time on other more useful activities that offer a greater value to your business and clients. If you believe that your people are your company's biggest asset, then you can make better use of your people's time within the cloud.

“With the cloud, we can get people out of the trailers and into the field – because that’s where the money is made.”

Scott Zimmerman
Manager of Enterprise Systems, Bechtel

Infinite computing power

Your world is always changing, and the cloud allows you to stay nimble and meet your immediate business needs without investing heavily in infrastructure. Scale up or scale down with the cloud, and get virtually infinite computing power when you need it — so you can support your big projects and ramp down when you're between projects.



The cloudier side of the cloud

Of course, as with any massive change, the movement to cloud technology has raised concerns among companies used to more traditional ways of doing business. In particular, concerns center on:

- **Security:** companies may have difficulty rethinking their IT policies to shift toward storing data off-site, or may be troubled about “losing control” of their data. Cloud Security is top of mind for many companies, and the collaborative efforts of different companies concerns continue to improve security in the cloud. Think of the evolution cloud computing has seen already, such as the number of people that have now easily adopted doing their daily banking and shopping online without a second thought. Things are getting safer, and will only continue to do so. Cloud security continues to mature and evolve, and Autodesk is committed to protecting our customers’ designs and ideas.
- **Integration and implementation:** companies need to consider how to integrate the cloud with legacy equipment and applications, and how to redesign their processes and retrain their people to work in the cloud. Moving to the cloud needs to be part of a “journey” — it may not happen overnight for some companies.

- **Cost:** while the cloud promises to reduce costs while delivering efficiency and productivity gains, the cost of cloud services itself at first may not be cheaper than homegrown solutions and currently installed technology. However companies must look hard at the long-term ROI of cloud services compared to the capital investments they are making in IT and resources. Design projects of all types will become more complex, and in order to accommodate them, the technology must be scalable and adaptable – cloud based.

The benefits of the cloud will far outweigh the concerns — and as business leaders grow more comfortable with this new model of doing business, our industries will develop new best practices to solidify the security, convenience, and cost-effectiveness of cloud technology.

At Autodesk, we’re committed to helping businesses embrace this revolutionary new technology model.

Don't reinvent the wheel – roll with it

Moving to the cloud doesn't require you to change the way you work. Instead, it lets you improve on the processes you already have in place. The best thing about the cloud is that it **complements the way you work today**, supporting your goal of being innovative while allowing you to stay flexible in your business.

The cloud gives you choice

- Work where, when, and how you want
- Use the tools you need exactly when you need them
- Collaborate across geographies, organizations, and teams in ways you haven't been able to do before
- Allocate your resources more intelligently

Now's the time to take to the cloud

The cloud really broke through in 2012, when companies like Amazon.com, Dropbox, and Google became dominant in cloud services for businesses. The growth of the cloud in recent years suggests its influence will only grow stronger in the years ahead:

- 70% of businesses are either using or investigating cloud-computing solutions, says AMD
- 66% of mid-size companies were planning to or had already deployed cloud-based tech, according to IBM
- 48% of U.S. government agencies moved at least one workflow to the cloud following a new federal requirement that agencies adopt a cloud-first policy
- 80% of new software is available in the cloud, according to Ernst & Young



Work the way you play

It's likely much of your personal life is already in the cloud. You instantly access information and entertainment whenever you want it. You sync your music collection between devices without plugging things in; you snap pictures of your kids and pets and instantly share them on social networks right from your phone; you download and watch the latest episode of your favorite TV show as soon as it's available online. That's all thanks to the cloud.

This is the way we play today. And now, it's the way we can work.

The impact of the cloud on our businesses

Yet the work we do takes more time and resources and is far more complicated than downloading a pop song or a picture. So what can the cloud truly do for our business? Here are some of the possibilities:

- **Collaboration:** easily create product designs and collaborate with others in the cloud by sharing files and inviting others to participate in design work
- **Mobility:** get anywhere, anytime access from virtually any mobile device or browser
- **Infinite computing power:** perform a variety of computer memory-intensive tasks — rendering, simulations, energy analysis, or structural analysis
- **Affordable:** reduce time and project cost without tying up the desktop



Autodesk in the cloud

Autodesk isn't new to the cloud — our Buzzsaw software-as-a-service product has been at work for more than a decade. Autodesk has a history of embracing innovation, and we're driving this forward with our move into the cloud.

Autodesk 360 brings the promise of the cloud to Autodesk customers, allowing professionals to work smarter, use resources more efficiently, and become more competitive in their businesses. This integrated cloud solution provides you with a powerful, secure set of tools that can dramatically improve the way you design, visualize, simulate, and share your work, on-demand.

Autodesk 360 features:

- Anytime, anywhere access, including on mobile devices¹
- Virtually infinite computing power that allows you to extend workflow beyond the desktop; access and store data; and view/edit files without the need for specialized software or hardware
- Improved collaboration: access and share your designs with clients and partners, even if they don't have Autodesk software
- Real modeling in the cloud: form, function, performance, fabrication, and process
- End-to-end experience, going beyond design and data models to encompass the entire lifecycle of a product or project

[1] Access to services requires an internet connection and is subject to any geographical restrictions set forth in the Terms of Service.

Ready to take to the cloud?

Sign up for a free Autodesk 360 account today and start realizing the power of cloud computing for your business.

Visit 360.autodesk.com to create an account and see how the cloud can transform the way you work.

SIGN UP NOW



Did you know that by the end of 2012, Autodesk 360 logged:

- More than 15 million users
- More than 1 million new users each month
- 3.5 million compute hours used by clients for rendering