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## **U.S. CAD™ Achieves Autodesk® Premier Solutions Provider Status for Manufacturing Products**

**Costa Mesa, Calif., Nov. 11, 2008** – U.S. CAD, the largest Autodesk reseller in the Western United States and a leading provider of computer-aided design (CAD) services and products, announced today it has been designated an Autodesk Premier Solutions Provider (PSP) for Manufacturing, which covers the Mechanical and Electrical Design industries.

With the addition of the PSP–Manufacturing designation, U.S. CAD has now earned a total of six PSP designations. PSP status is granted on an industry basis, and, in addition to Manufacturing, U.S. CAD has achieved this status in the areas of Building Architecture, Building Engineering, Civil Engineering, Geospatial, and State and Local Government.

“U.S. CAD’s Manufacturing Solutions Division has been dedicated to servicing the mechanical manufacturing industry since 2001,” said Debbie Mouradian, Strategic Account/MSD Sales Manager for U.S. CAD. “We have continued to add dedicated sales and technical staff to ensure our customers receive the highest level of support available while utilizing the latest Autodesk technology.

“We take pride in helping our customers reach their goals and truly achieve more by taking advantage of the complete Autodesk Digital Prototyping Manufacturing Solution,” Mouradian added. “This is an exciting time for the U.S. CAD Manufacturing Solution Division Team. We are proud to be assisting Autodesk in its ‘Interoperability Technology Initiative’ uniting design teams around the world with Autodesk products that serve the Manufacturing, Architectural Engineering Construction, Civil, and Design Visualization markets.”

PSPs represent the top tier of the Autodesk Value Added Reseller (VAR) channel. This designation means that U.S. CAD has met a series of stringent criteria, set by Autodesk, and has a proven track record of consistently outstanding customer service, a high level of technical expertise and deep knowledge of the industries in which they have achieved PSP status to help customers maximize the potential of their Autodesk solutions. Further, U.S. CAD’s Technical Specialists are either graduates of

their field or possess equivalent industry experience, so they can consistently help their clients implement the right combination of technologies to meet their business needs.

“Premier Solutions Providers understand that a healthy business is achieved through the success of their customers,” said Steve Blum, vice president of Americas Sales at Autodesk. “U.S. CAD has raised the bar by developing a deep understanding of their customers’ business, pain points and goals. They also have a solid understanding of solution selling and implementation.”

### **Dedicated to Service**

U.S. CAD has earned its numerous PSP designations by consistently providing:

- A high level of customer service
- Experienced, trained staff
- Extensive industry knowledge
- Proven, measurable technical expertise
- A solutions approach to solving customer problems
- Successful outcomes that meet customer goals
- Regular training events
- Maximum return on investment.

### **Key Services**

U.S. CAD has met rigorous PSP sales, personnel and customer service goals, and must offer services in the areas of:

- Needs assessment
- Product and service recommendation
- Implementation services
- Software customization
- Ongoing product and technical support
- Hands-on product training.

Only resellers that invest in customer service and satisfaction are granted PSP status. Each PSP must have technical experts who focus exclusively on a single industry. PSPs must also have additional sales personnel, plus marketing and training staff with recognized degrees or at least three years of relevant experience. Another requirement is that each PSP have at least one consultant with a minimum of three

years of experience in software solution implementation in the industry for which PSP status has been granted.

### **About U.S. CAD**

Based in Costa Mesa, Calif., U.S. CAD, Inc. (formerly L.A. CAD) is a major provider of computer-aided design (CAD) consulting, training and support services, and Autodesk software solutions. Specializing in the civil, mechanical, architectural, building-engineering, geospatial and design visualization industries, the company provides technical expertise and customized training to deliver superior customer solutions. Customers value U.S. CAD's quality instruction from Autodesk Approved Instructors, and its flexible training options, including modular mobile training labs. With Autodesk Authorized Training Centers at its Costa Mesa, Los Angeles, San Diego, Honolulu and Guam locations, U.S. CAD has become the Autodesk provider of choice for many of the West's leading CAD-related companies. For more information, visit <http://www.uscad.com> or call (877) 648-7223.

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