



Dear Colleague:

You have the option to work with any Autodesk reseller you choose so we want to take this opportunity to introduce you to all of what U.S. CAD offers their customers. I ask that you read this letter in it's entirety to learn why more companies in California have already chosen U.S. CAD as their Autodesk reseller of choice and why you should consider U.S. CAD for your Autodesk partner moving forward. Please pay special attention to the end of this document where you will learn about the special welcome offer and the immediate benefits you will receive by choosing U.S. CAD as your new Autodesk reseller partner moving forward.

## Why Choose U.S. CAD?

At U.S. CAD, we are well aware that AutoCAD and Autodesk software are critical applications that you have built the success of your business around. Because of this, it is important that you know what U.S. CAD has to offer you moving forward. We at U.S. CAD continually strive to make sure you receive the service and support you need to be successful in today's changing market. Read below to find out what makes U.S. CAD unique and all the ways U.S. CAD can help you *Achieve More!*


## The Largest Autodesk Reseller in California

U.S. CAD (formerly L.A. CAD) has grown to be the largest Autodesk Reseller in California and the Western US and currently employs over 55 employees in our California offices to support our customers in their use of Autodesk technology.



## Premier Solutions Provider (PSP)

U.S. CAD has earned the designation of Premier Solutions Provider (PSP) which represents the top tier of the Autodesk VAR channel and is the highest designation that an Autodesk reseller can achieve. The PSP designation means that U.S. CAD has met a series of

**Autodesk**  **Premier Solutions Provider** by Autodesk, and has a proven track record of consistently outstanding customer service. It also shows a high level of technical expertise and deep knowledge of the industries in which U.S. CAD has achieved PSP to help our 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 you implement the right combination of technologies to meet your business needs.

U.S. CAD has been awarded PSP in a total of five separate areas of expertise, **Civil Engineering, Building Architecture, Building Engineering, the Geospatial industry, and State and Local Government**. In fact, U.S. CAD is the only PSP for Building Engineering in the entire



Western Region! These PSP designations are awarded by location and only by choosing U.S. CAD are you assured that you are working with a reseller that has these PSP designations right here in California.

## Autodesk Authorized Training Center (ATC)

U.S. CAD is an Autodesk Authorized Training Center (ATC) state-of-the-art training facilities as well as mobile training labs that can be deployed to your location as needed. As an

# Autodesk<sup>®</sup> Authorized Training Center

ATC, U.S. CAD employs Autodesk Certified Instructors (ACIs) and uses only Autodesk Authorized and Official Training Courseware (AOTC). We offer convenient training options with open enrollment training, custom training, and modular

training on Autodesk software in the areas of Civil Engineering, Architecture, Building Engineering, Mechanical and Manufacturing, Geospatial Solutions, and Design Visualization.

Because of our focus on training, U.S. CAD ranks in the top 3 nationally in ATC training volume and consistently wins ATC training awards for instructional quality. As an ATC, all of our AutoCAD, Architectural and Design Visualization training courses qualify for AIA continuing education credits. Just one more benefit you get by choosing U.S. CAD as your Autodesk reseller and training partner.



## The Knowledge-Trax Training Solution

Knowledge-Trax is a unique, proprietary online assessment tool that allows you to quantify each user's proficiency and identify their specific knowledge gaps on various Autodesk



applications, such as AutoCAD, Revit, Inventor and Civil 3D.

For instance, if your users use AutoCAD, Knowledge-Trax can identify if a user is strong or needs training in specific areas such as Drawing & Editing commands, X-REFS & Blocks, and many others. The goal of Knowledge-Trax is not to test what your users know, but to assess what they don't know in order to prescribe the specific training needed for each of the users at your company.

The Knowledge-Trax assessment results are used to develop a targeted modular training program for each individual focusing on the specific areas where training is needed. These modular classes can be scheduled in short, targeted sessions so the knowledge can be more easily retained. Each user will typically spend only 4 hours in training per month, minimizing downtime, and putting the knowledge to use immediately, maximizing the benefits of training. Knowledge-Trax will help your company to spend its training dollars wisely by building a targeted training program that allows each user to be more efficient in their use of Autodesk software.



## Industry Leaders in 3D Technology and Sustainable Design

U.S. CAD is committed to keeping abreast of the changes in today's fast changing Civil Engineering, Geospatial, Building Design, and Manufacturing industries; specifically the transition to 3D based design and Building Information Modeling (BIM). U.S. CAD is a nationally recognized leader in the areas of Civil 3D adoption and implementation and for two years in a row U.S. CAD won the award for highest Revit sales in the nation.



SUSTAINABLE  
BY DESIGN.

U.S. CAD is also at the forefront of the sustainable design, LEED certification, and Integrated Project Delivery (IPD) movements. In fact, U.S. CAD principals and technical specialists were invited to speak on these topics at this year's EcoBuild show in Anaheim. Additionally, U.S. CAD is the exclusive partner for the Integrated Design Solutions (IES) Virtual Environment <VE> tools for sustainable design analysis in Southern California and Hawaii. The IES <VE> tools leverage the power of BIM for sustainable design analysis, to check for compliancy with the AIA 2030 challenge, and aid in LEED certification. No other reseller in Southern California can offer you these tools.



## The K-TEK Solutions Advantage

In addition to our own 25 technical specialists, U.S. CAD has a strategic partnership with K-TEK Solutions, an independent technology consulting firm based in Northern California. U.S. CAD is the only California reseller that can leverage this unique partnership for the benefit of its customers. K-TEK Solutions is made up of 25 Autodesk consultants focusing on various Autodesk technologies. This exclusive partnership creates a "virtual bench" of consultants for U.S. CAD which extends our capabilities and our reach to meet the increasingly complex needs of our customers.

In addition to direct customer engagements, K-TEK Solutions is employed directly by Autodesk to train their resellers throughout North America on the process of implementing advanced Autodesk technologies. K-TEK Solutions also builds training content for e-learning content providers and can develop customized content for specialized training needs. K-TEK Solutions is made up of 10 civil engineering consultants, 5 with P.E.'s and 8 with civil engineering degrees; 6 Geospatial consultants, 5 with degrees in Geography; and 2 architectural consultants both of which are degreed and licensed with the remaining staff comprised of implementation project managers. With this unique partnership, U.S. CAD customers gain access to over 50 Autodesk consultants, technical specialists, and implementation project managers.





## Dedicated Customer Service

In addition to our dedicated account managers and technical specialists, U.S. CAD employs full-time customer service personnel to help you with Autodesk license management and network licensing issues. They also perform quality assurance on all orders to ensure accuracy, interpret Autodesk policy, and conduct customer satisfaction surveys. They follow up on technical support issues to ensure they are handled in a timely manner, and help our account managers with a myriad of logistical items to ensure our customer's continued happiness and loyalty.

Autodesk also runs a program to verify you are receiving quality support and service known as the Autodesk Customer Engagement (ACE) program. The purpose of this program is to ensure you are satisfied with the service and support you receive from the reseller you have chosen to do business with. When you choose to work with U.S. CAD as your Autodesk partner, you can let Autodesk know when they contact you that you are satisfied with the service and support we are providing.

## Immediate Benefits for Choosing U.S. CAD!

If you've gotten this far, you can see that U.S. CAD has a lot to offer you and your organization. When you purchase a new subscription contract from U.S. CAD, renew a subscription contract with U.S. CAD, or transfer your subscription contracts from another reseller to U.S. CAD, we will immediately extend to you the extra benefits all U.S. CAD subscription customers enjoy. This is our way of saying "Welcome to U.S. CAD" and gives you the best opportunity to experience first hand everything U.S. CAD can do to help you *Achieve More!* Our special welcome offer includes:

### 1. Free and Discounted Enrollments to the Southern California CAD Summit (SCCS)!

SCCS, sponsored exclusively by U.S. CAD is Southern California's largest training event. SCCS 2008 will be held on September 25<sup>th</sup> at the San Diego Convention Center. SCCS is not a sales pitch, but a full day of intermediate to



advanced training with over 40 classes to choose from on various Autodesk and Autodesk related technologies. **Each free enrollment is a \$189 value!** For more information about SCCS and a complete list of classes, go to [www.uscad.com/cad\\_summit.html](http://www.uscad.com/cad_summit.html)

\*\*\*In order to receive your free and discounted enrollments to SCCS 2008, you will need to have a subscription contract with U.S. CAD by September 19<sup>th</sup>.

### 2. Free Knowledge-Trax Assessments!

Knowledge-Trax is a powerful online assessment tool that identifies a user's individual knowledge gaps on various Autodesk tools to identify potential training opportunities. Knowledge-Trax can also be used to screen job





applicants helping you quantify their skills before they start. **Each free assessment is a \$100 value!** For more information about Knowledge-Trax, go to [www.knowledge-trax.com](http://www.knowledge-trax.com)

3. **Free U.S. CAD Telephone Support Contract!** U.S. CAD offers free web-based support to all of our customers and Autodesk subscription customers also receive web-based support directly from Autodesk. In addition, U.S. CAD sells premier telephone support contracts which give our customers direct access to our team of dedicated support analysts helping you resolve your support issues quickly. **Each free telephone support contract is a \$650-\$950 value!**

U.S. CAD is dedicated to helping you *Achieve More!* This dedication to our customers' success has helped U.S. CAD become the largest Autodesk Reseller in California and the Western U.S. and is why more companies in California have already made the switch to U.S. CAD.

To immediately begin reaping the rewards of U.S. CAD's expertise and to receive the benefits listed above, simply purchase your new product with subscription from U.S. CAD, purchase an upgrade and subscription from U.S. CAD, renew your existing subscription with U.S. CAD, or switch your existing subscription contract from another reseller over to U.S. CAD.

To get started, simply contact one of our sales or customer service representatives and we'll take care of everything. Experience for yourself everything U.S. CAD has to offer to help you *Achieve More!* We know you'll be glad you did.

Sincerely,

**Danny Counts** | CEO



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