

Move them to the cloud



Expand your business community in the cloud

You've discovered the power of the cloud — great potential for increasing efficiency, collaborating and saving money in the operation of your design-focused business. Perhaps your customers see the benefits of having immediately scalable computing power at their fingertips. Or, it's possible that your operations or project managers see the long-term benefits of being able to communicate and collaborate with subcontractors, suppliers and teams in the field. However, there are always going to be those who are not yet comfortable with the cloud. Whether it is your clients, partners, colleagues or senior management, the cloud is only powerful if the people you work with are working in it too.

Moving to the cloud will require financial commitment, process change and even a cultural shift in your firm. You may need to make a business case to your teams — whether that is your CEO, a team of partners or a board of directors. How do you begin to make the case for the cloud?

This guide is one in a series that looks at specific strategies to help you get your colleagues, clients, senior management and partners working in the cloud.

Learn more about Autodesk 360 and our other cloud services and products at 360.autodesk.com

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Move them to the cloud

Clients

Strengthen your client relationships by showing them the productivity and collaboration benefits of working together in the cloud

Clients



Enhancing the client experience

Cloud computing, social media and mobile technology have revolutionized the way you conduct business today. Your company has stepped forward to adopt this beneficial way of working.

Linear input processes from specialized engineers, time spent awaiting manual updates, and the labor-intensive, time-consuming and costly ways you previously shared information are fading away. Cloud technology and tools are replacing them, enabling instantaneous access to the latest designs, newest information, and rich collaboration capabilities.

This new digital reality presents a vast range of creative possibilities. How can you get your clients to join you so all project members can take advantage of this new technology? Your longtime clients may be hesitant to change their status quo and

venture into the unfamiliar territory of the cloud. As their trusted partner you can help them venture into the cloud.

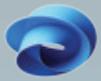
Addressing client questions and concerns

The benefits of adopting Autodesk cloud-based tools and services may be obvious to you. But to your clients, they may seem unnecessary or even intimidating. Change is challenging. Your clients may be nervous that it could reduce their productivity. Here are some objections you may encounter as you try to bring clients into the cloud:

- “Is the cloud going to radically change how we do things? Will these new processes disrupt any of the work we do together?”
- “How much time will all this collaboration take? Will using cloud technology increase the time needed to get input—on new production drawing,

for example? How would we manage multiple projects at the same time?”

- “Our processes have worked well for years. Why spend time and energy adopting a new trend?”
- “What about protecting company trade secrets or product plans? How secure is confidential company data when it’s located in an outsourced cloud server?”



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Advocate for the cloud with your clients

Make it clear to your clients that they will gain many business benefits from working with your firm in the cloud. Here are some of the points you can use when you make your case.

Show that adopting cloud technology is part of your corporate strategy

Tell your clients that the decision to adopt cloud technology was made in small, deliberate steps. The process to win trust and grow user adoption was also incremental. Help your clients understand that you are not just chasing a fad, but have based your business strategy and built new business processes on cloud technology.

Demonstrate how the cloud improves accessibility and collaboration

Cloud technology, for example, lets

engineers and product managers, plumbing engineers, HVAC specialists and other project team members work concurrently with the latest versions of plans. And they could access them whether they are in the field, using a mobile device in their trucks or cars, or at meetings halfway around the world. This increased level of collaboration helps your clients' projects move smoothly and can help you stay on schedule.

Communicate the benefits of instant scalability

Companies in manufacturing, film, entertainment, construction and other industries are realizing tremendous cost savings through more productivity. This is in part due to the scalability of human and computer power. Because firms can instantly expand power when they need to create a rendering, from almost anywhere—a tablet in the field, a laptop at a client's office or a hotel room in Hong Kong—they can explore more design options, better communicate their visions, and more quickly

solve design challenges. This is possible without expensive technology upgrades or lost productivity.

Assure clients that their data is safe

Educate clients about the fact that their data is generally as safe, if not safer, when stored and accessed in the cloud. Cloud services typically feature several layers of security, data redundancy and disaster recovery services—in many cases, all are more stringent than what would be available on your own servers.



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Introduce the cloud incrementally

Educate your clients in stages. Show them how your company has benefited by moving segments of your business to the cloud.

The improvements that your company has seen since adopting cloud technology may not come as quickly to other companies. Introducing cloud technology to your clients slowly and investing time sharing your positive experience will encourage them to embrace it. Include them in your company's change management plan to strengthen your working relationship.

Build better client relationships by working together in the cloud

As you and your clients begin working together in the cloud, they will begin to view your investment in the technology as a competitive advantage that also helps their projects be successful. Use cloud processes

to strengthen your communication and collaboration with clients to build stronger, long-term relationships.

Get started with Autodesk 360 today

Autodesk 360 helps make it easier to collaborate and coordinate with all of your business partners, contractors and suppliers. Though your systems, locations, and data centers may be entirely different, cloud technology helps to remove barriers, allowing everyone to easily access and share their work in one, secure place.

Autodesk 360 benefits include:

- Anytime, anywhere access, including via mobile devices
- Virtually infinite computing power that allows you to extend workflow beyond the desktop, access and store data, and view edit files without specialized software or hardware

- Improved collaboration that makes it easy to access and share your designs with clients and partners—even if they don't have Autodesk software
- End-to-end experience, going beyond design and data models to encompass the entire lifecycle of a product or project

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Move them to the cloud

Colleagues

Encourage team members to embrace cloud-based processes to be more productive and improve results

Colleagues



Changing the way you work

Your teammates and fellow colleagues probably recognize the challenges you face each day. Yet, changing to a new way of working and communicating can be difficult, especially when people are in the midst of fast-paced, complex projects, which is almost always the case.

The shift to cloud technology requires time to train on new technology, recalibrate processes, overcome learning curves, and learn to communicate with clients in new ways.

It also requires a cultural shift, because moving successfully to the cloud requires thinking in a more collaborative way. Your employees will have new and easier ways to share information, work together with colleagues and subcontractors, and quickly work to solve problems—even when team members are working remotely, even on the other side of the world.

While everybody agrees this will be good for your business, it may be challenging to adopt this new way of approaching your design and project work—especially if employees are used to working independently and in siloed business environments.

“The cloud is about people, process and procedure. If you’re going to have a problem, it’s going to be with the people. The change in process and procedure has to be communicated and, most importantly, tailored to your business.”

—**Scott Zimmerman**
Manager of Enterprise Systems, Bechtel

What’s holding them back?

You may encounter objections from employees at your firm, despite the proven benefits of the cloud. Some of the concerns you might hear include:

- “Will this change my job? Will this new technology make me obsolete?”

- “I’ve been doing my job this way for years. I’m fast and good at it. Adopting new technology will slow me down and make me less productive.”
- “A migration to new technology or tools would be too disruptive right now. We’re very busy and don’t want to jeopardize our projects.”
- “How much time will all this collaboration take? Will using technology to gather input on the new production drawings, for example—take more time?”
- “I’m worried about security if we put our data on a server in the cloud.”



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Encouraging fellow employees to embrace the cloud

Communicating to your extended team on how the cloud will benefit them and support their relationships with clients, is the best way to open employees' minds to moving to the cloud. To make your case effectively:

Demonstrate how the cloud will improve their productivity

Focus specifically on some of the challenges your teams face that decrease productivity.

Do they spend too much time orchestrating conference calls or traveling to meetings to show production drawings? Do they have trouble communicating with team members when they are in the field? Do they struggle to manage the schedules and deliverables of numerous subcontractors?

Show employees how collaborating and sharing data in the cloud can overcome

these specific challenges. Emphasize the flexible nature of the cloud and how it can be adjusted to meet specific needs.

Let people know that these changes will not happen overnight

You will probably move to the cloud incrementally, first finding areas where the technology can have the fastest impact with the least amount of effort. Help your employees understand that they will be receiving training on using the technology, and won't be expected to make all the necessary changes overnight.

Show the convenience of having scalable computing power

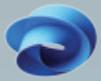
Your design teams will be excited about having access to the computing power they need, exactly when and where they need it.

With the cloud, they'll have the ability to produce multiple drawings or 3D models in the cloud, and share them instantly with clients anywhere in the world via computer or mobile device. Being able to better

communicate design options will make work more satisfying and successful.

Encourage them to work like they play

Many of us are already using the cloud in our personal lives: to send email, communicate on social media, watch movies, manage finances and more. Remind employees that the cloud technology they'll use in their working hours will soon seem as normal as the technology they use in their personal time. And it will be just as reliable, convenient, and secure.



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Colleagues

Celebrate successes with your team

Employees will be more likely to accept and adopt the cloud if they see that others are getting good results from using it. Share specific examples of how the cloud is improving people's work and results. Recognize people in your company who are implementing innovative ways to use the cloud to enhance processes.

Get your teams excited about the cloud

The true power of the cloud will become apparent when all your team members—employees, partners and clients—are using it to collaborate. It's worth your time and effort to win over your employees by communicating the benefits of the cloud, and encouraging them to use it to improve their work, and strengthen their client relationships.

Get started with Autodesk 360 today

Autodesk 360 makes it easier to collaborate and coordinate with all your different business partners, contractors, and suppliers. Even though you are on entirely different systems, locations and data centers, the cloud helps eliminate these barriers by allowing everyone to easily access and share their work in one, secure place.

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Move them to the cloud

Senior Leadership

As your leaders develop a strategy for your firm's future, make a business case for cloud technology as its foundation



Senior Leadership



Be ready for the cloud

Perhaps your engineers, designers or architects see the benefits of having immediately scalable computing power at their fingertips. Or, it's possible that your operations or project managers see the long-term benefits of being able to communicate and collaborate with subcontractors, suppliers and teams in the field.

Moving to the cloud will require financial commitment, process change and even a cultural shift in your firm. You may need to make a business case to your senior leadership—whether that is your CEO, a team of partners or a board of directors. How do you begin to make the case for the cloud?

Build a business case for the cloud

It's likely that your senior leader or leaders have built your engineering, architecture or design/construction firm from nothing or have led its growth and success.

While great business leaders are always seeking ways to improve and plan the future, they want to have a strong business imperative before they impose significant changes to infrastructure and process on their employees and clients.

Therefore, making the case for adopting the cloud requires you to present a strong argument, supported by proof, showing that the cloud can address significant challenges facing your business. Your leaders need to understand how change, which might be inconvenient in the short term, can pave the way for a more successful future.

Factoid

A 1500 x 1500 pixel rendering took 7.4 minutes in Autodesk 360 vs. 19.6 hours on a desktop



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Senior Leadership

What's holding them back?

You may believe that the benefits of moving your design, project management and communications process to the cloud are obvious. But your senior leadership will have many concerns that might be a barrier to adopting cloud technology. You may hear these objections:

- "We are concerned about the cost of making this investment, and whether it will result in long-term financial benefits."
- "A migration to new technology or tools would be too disruptive right now. We're very busy and do not want to put our projects in jeopardy."
- "We're concerned about how secure our data would be. We have to protect the privacy of our work and our clients' information."
- "I prefer keeping our IT in-house,

because it gives us more flexibility and control over quality."

- "I worry about having another company handling our data, and the possibility of getting locked in. What if we need to switch vendors or the cloud vendor goes out of business?"

Factoid

There are more than 100 unique cloud services available from Autodesk for you today. [Autodesk 360 Cloud Services](#)

Make the case for the cloud

As you prepare to present to your senior leadership, consider focusing on the major business benefits this technology can bring. Some of the points you will want to include are the ways in which the cloud can:

Improve your teams' productivity

Document how much time and money your company currently spends on manual, operational and administrative tasks.

Some examples you might use are sending paper blueprints by overnight delivery or courier, or waiting until your construction manager in the field can get to an internet-enabled desktop computer to get feedback on a rendering. Estimate the time and cost savings that could be realized if your teams could share data using the cloud and mobile devices.

Establish a competitive advantage

Moving your processes to the cloud can have a positive impact on client projects. It can accelerate schedules, improve communications, and enable clients to see that everybody working on a project is aligned.

Complex design, building and manufacturing businesses will find that the cloud's streamlined processes can increase a client's trust and loyalty. Working in the cloud can also help build more positive, productive and long-term relationships with your clients, and earn a reputation as a firm that "gets things done."



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Senior Leadership



Communicate the benefits of instant scalability

Cite examples of companies in your industry (or similar fields) that have saved money and increased productivity by taking advantage of the cloud's flexibility and scalability.

Emphasize that companies can increase the computing power available to them on an as-needed basis in the cloud. During slower periods (such as in winter months, when construction generally slows down) firms can pay only for the cloud services they need, when they need them, then immediately scale up as the need arises.

Designers will never find they are limited by low computer power. They can instantly expand computing power—whether they're working in the field, at a client's office, a rural construction site, or in a hotel room in Hong Kong. And this can be done without time-consuming IT upgrades.

Assuage concerns about security

Show research confirming that data is generally as safe, if not safer, when stored, accessed and shared in the cloud.

Document the security infrastructure of your cloud vendor, and emphasize the business continuity advantages that data redundancy and disaster recovery services (commonly available with cloud-based services) will provide for your company.



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Senior Leadership

Share your roadmap with your leaders

If one of your senior leader's objections is the disruption that business or cultural changes within your company will cause, develop an incremental plan for implementing the cloud in your business processes.

Focus first on developing a pilot presentation for your solution. Show this to a small team and one client, so you can learn what works and what needs to be recalibrated. Communicate how your cloud vendor will work with your firm to make the transition relatively painless. Also share how you plan to communicate the change and its benefits to your clients.

You may need to provide additional information before your leaders make their decision, but by following this plan, you can make a solid case that cloud technology is important to the future of your design-focused business.

Lead the way to the cloud

Proactively advocating a move to the cloud can be a big win for your business—and make you a hero in the eyes of your leaders, colleagues, and clients. By embracing cloud technology, your company can better meet its strategic goals of designing and constructing the machines, buildings or products of the future.

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Move them to the cloud

Business Partners

Collaborate and innovate with your vendors and partners using the power of cloud technology

Business Partners



Evangelize the cloud to your business partners

Your business partners are extensions of your own company. They may be subcontractors or vendors (electricians, plumbers, carpenters) or collaborators (the environmental specialist who partners with a design/build firm). But regardless, they bring experience, tools and services that you cannot supply.

Without them, you cannot create full-fledged built environments or products that would be successful in the marketplace.

Now that your company has discovered the benefits of cloud technology—almost anytime and anywhere access, improved collaboration, increased productivity and efficiency, and infinite computing power—you may be interested in changing the way you work with your partners. You see these benefits as being new opportunities for your partners too—not to mention a way to create a better experience for your mutual clients.

What's holding them back?

Despite the benefits that seem obvious to you, you might experience resistance from your business partners about moving to the cloud. Do any of these statements or questions sound familiar?

- “We need to keep doing business. A new way of working requires time and energy investment. There is no way to manage the learning curve while we also meet client milestones.”
- “This would completely change our workflow and our team roles. I’m afraid this new way of working might have a negative impact on our company in ways that we cannot anticipate.”
- “We’ve never had to work this way before and the processes we have used for years are just fine. It is not necessary to make this change.”
- “I do not believe this will make a difference in how we innovate for clients.”



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Make the case for the cloud

To overcome the objections you hear from your business partners, you will need to lay out the benefits of incorporating the cloud into your mutual workflow. Here are some of the points you can use when you make your case.

Scale your computing power when necessary

The cloud offers an exciting opportunity to access computing power when you need it.

If designers need to render a drawing or build a simulation so that both your team and your partner's team have a clear, mutual understanding of how to solve a problem for a client, you instantly have the computing power to do that—and can study and discuss it together, without being in the same room. Your teams will be more productive, and always mutually clear about what the solution is.

The cloud streamlines and shortens many processes

Cloud technologies are designed to help teams address business challenges with the most pertinent information possible. Anytime, anywhere access to real-time data makes the work stream continuously available for your partners, who can stay in sync with the latest blueprints or renderings and can provide instant feedback and ideas.

We can use data in new ways

The cloud allows us to combine and dissect data in new ways, so we can ask and answer questions we never could before. Embedded data and simulations give us the power to create more thoughtful, data-driven designs. With all that smart work upfront, the build process becomes less wasteful and inefficient: so the bridges or machines you build are better designed and more efficient.

The cloud is not really new

As consumers, most of us already use the cloud in our personal lives. Mobile and

consumer technologies in entertainment, social media and even email are all part of the cloud. Cloud technologies are seamless, and they can be that way for our work lives too, offering the ability to access, share and collaborate on information from almost anywhere.

Getting started with your partners

Have you finally convinced your partners to change? Start gradually, implementing small changes incrementally. Budget time for training, and do not underestimate the time certain technologies may take to implement. Be sure to reach out to your Autodesk representatives for help on using new cloud tools.



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Business Partners

A harmonious partnership in the cloud

As you leverage the cloud with your business partners, you'll gain even more of their trust and reliance. That synergy is the ultimate competitive advantage that will keep your business viable. Prosperity and a better world are a future you and your partners can enjoy with a move to the cloud.

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