

Autodesk® Learning Partner

# EXPLANATION OF ATC BENEFITS

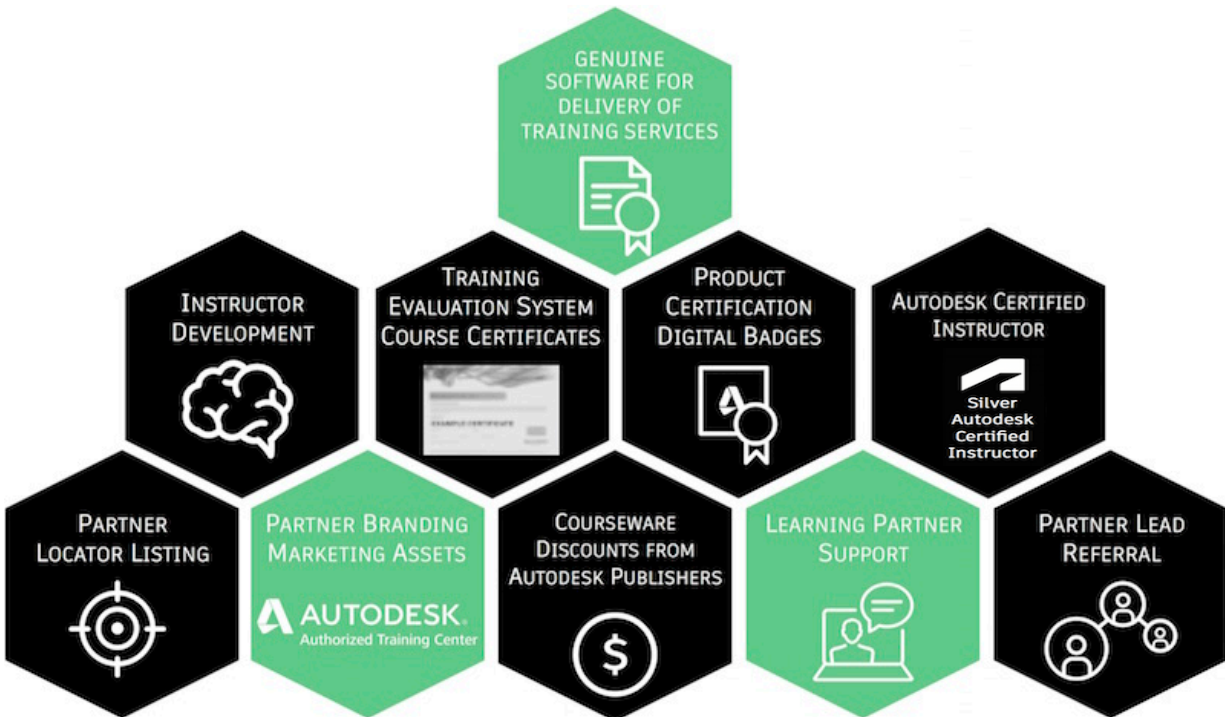
Last Updated: 01 February 2022

AUTODESK CONFIDENTIAL



## EXPLANATION OF ATC PROGRAM BENEFITS

The Authorized Training Center (ATC®) Program provides ATCs with a comprehensive range of benefits to support and develop their training service business. Capitalized terms not defined herein shall have the meaning assigned to such term in the Autodesk Authorized Training Center and Autodesk Authorized Academic Partner Agreement. Only ATCs in compliance with the terms of the Agreement may access and use the Program benefits. All benefits are provided in Autodesk's sole discretion and may be changed at any time. Key Program Benefits include:



**The ATC Program includes the following benefits:**

### *Genuine Autodesk Product Subscriptions for Delivery of Training Services*

ATC authorization provides the ability to subscribe to Autodesk Products for the Subscription Fees available to Program participants.

### *Access to Autodesk Subscription Center*

ATCs may download the licensed Autodesk Products for which the ATC Sites are authorized via the Autodesk Subscription Center. Autodesk Product upgrades are also available from the Subscription Center. Most Autodesk Products are available in English. Certain products have localized versions available. Certain products include cloud credits.

Subscription service includes product extensions and selected utility programs for the term of the Subscription contract. Product extensions and utility programs must be used in accordance with the Subscription Center's terms and may not be resold to any party.

### ***Instructor Development Tools, Instructor Training, Use of Autodesk Learning Central***

ATCs have access to Autodesk Learning Central (**ALC**), which contains hundreds of online courses and the ability to attend virtual classroom courses and register for various events such as instructor-led classroom training and industry-oriented briefings. Online training is available at no charge to ATC. An ATC end user's ALC account will be deactivated if the end user has not logged in to ALC within the previous twelve (12) month period.

On ALC, Autodesk offers a robust portfolio of online Instructor development tools including: Autodesk Certified Instructor learning paths, Instructor e-courses, customized Instructor enablement channels, personalized learning paths, Instructor profiles, credential maintenance, and Train the Trainer courses. Use of Autodesk's Instructor development tools is available to ATC's Approved Instructors, ACI, and other ATC staff. Autodesk Instructor enablement courses include:

- Autodesk Instructor pedagogy e-course
- Autodesk Product training courses
- Future of Making Industry courses
- Autodesk Certified Instructor course options
- Other course types, defined by Autodesk as professional development or instructional methodologies courses

### ***Use of Autodesk Training Evaluation System***

The Autodesk Training Evaluation System (**TES**) is a training participant survey system for ATCs to request training experience feedback from End Customers who attend a Course in a Learning Environment. The End Customer's completed survey data is collected and analyzed by the TES system. End Customers evaluate an Instructor's training pedagogy and the usefulness of the course curriculum. Instructors and Autodesk Learning Partners (**ALP**) are ranked based on the scores delivered by the TES survey results.

ATC is issued unique Site IDs and Instructor IDs to schedule Courses, and to analyze ATC's performance as assessed by End Customer feedback.

TES also provides a mechanism for ATC to deliver Evaluations and official Course Completion Certificates to End Customers. Additional TES Benefits include:

- Access to Course, project, and event creation tools
- End Customer survey; Localized for 32 languages
- Access to quality of training and Instructor survey feedback
- Access to Performance Reporting Tools
- Ability to create, deliver, and print official Program certificates

### ***Use of Autodesk Partner Database***

ATCs are also given limited access to Autodesk Partner Database (**PDB**), which is the foundation database for ALP Distributors, ALPs, and Autodesk, to maintain Partner Records and includes all partner types and Site locations. Autodesk Partner Database maintains complete business contact information for the partner organization and site, and email contact information for Instructors affiliated with, and providing training for, ALPs to their End Customers. Annual Subscription Fee payment records are maintained in PDB. PDB is located at: <https://education.autodesk.com/login>

### ***Product Training for Instructors; Ability to Earn Product Certification and Digital Acclaim Badge***

Instructors, by invitation of Autodesk, in its sole discretion, may be invited to attend Autodesk Product Technical Training (classroom or online) on the latest Autodesk Product releases. Instructors are eligible to enroll and complete courses made available to Instructors via ALC or other Autodesk-defined Instructor development tools.

### ***Autodesk Certified Instructor Program: Ability to Earn an ACI Credential and Acclaim Digital Badge***

The Autodesk Certified Instructor (**ACI**) Program provides Approved Instructors the ability to earn a certification to promote their professional expertise and training acumen for Autodesk Products. Autodesk Certified Instructors are globally recognized for their Autodesk Product expertise and quality instruction, which is represented by a certification and a digital badge. Standard, Silver, Gold, and Platinum ACI tiers denote an ACI's continuous tenure in the program. ATC can promote their affiliated ACI Instructor's certification credential and distinguish their Instructors from other non-authorized training providers. The ATC is not required to pay a fee for an Instructor to earn an ACI credential; the Instructor is also not required to pay a fee to earn an ACI credential. Learn more about the ACI Program here: [aci.autodesk.com](https://aci.autodesk.com)

### ***Partner Locator and Use of Autodesk's Public Website and Tools***

Autodesk's Global Partner Locator is the official Autodesk partner locator that Autodesk provides for customers to search for a qualified partner to support the customer's training or sales needs. The locator resides on Autodesk.com and can be used to locate Authorized Training Centers, or other types of partners. ATC will be included in publication of the Autodesk Partner Locator, or other locator tool, as specified by Autodesk. The locator provides the ability to display a partner's expertise, services, and support offering.

ATC can opt-out of Partner Locator at any time by contacting Autodesk or Distributor. View Partner Locator here: <https://www.autodesk.com/training-and-certification/authorized-training-centers/locate-an-atc>

### ***Branding, Access to Marketing Assets, and Logo Use***

ATCs have access to Autodesk-approved marketing materials including ATC Site Authorization Certificates and/or Plaque(s), branded materials to promote ATC Services, Certificates of Course Completion, and product specific campaign and event materials.

From time to time, Autodesk provides Marketing Materials, which the ATC can reproduce and distribute in connection with its appointment as an ATC. Where such materials are not available, access to an ATC specific marketing web site with downloadable Marketing Materials may be made available for ATCs to produce marketing collateral.

### ***Use of Trademarks and Imagery***

Autodesk encourages ALPs to communicate their relationship with Autodesk in all marketing materials that promote Autodesk Products, ATC Program authorization, and related Services. Maintaining a consistent approach to how Autodesk is displayed alongside ATC's identity not only promotes the Autodesk brand, but also helps to build credibility and create customer loyalty.

ATCs are given limited use of certain Autodesk logos and brand imagery in accordance with the terms set forth in the Agreement and Program Guide and any additional guidelines provided by Autodesk. ATCs have

access to recognition assets including Authorized Training Center logo, Authorized Learning Partner logo, Autodesk brand and product imagery, Site Authorization Certificate(s), branded materials to promote ATC Services, Certificates of Course Completion, and product specific campaign and event materials. ATCs also have access to Marketing Materials that can be co-branded including messaging, images, and assets that align with the Autodesk brand. All ATCs are required to comply with logo usage requirements in the Agreement, Program Guide, and [Exhibit 1](#) of this Explanation of ATC Benefits.

Distributors can provide assistance and guidance to ATCs when they are creating marketing materials for their End Customers. All uses of Autodesk trademarks must comply with the Autodesk [Guidelines for Use](#).

### The Autodesk Learning Partner Logo



The Autodesk Learning Partner logo can be used by all ALPs including: ALP Distributors, Authorized Training Centers (**ATC®**), Authorized Academic Partners (**AAP**), and Autodesk Certified Instructors. ATCs may also use the Authorized Training Center logo.

ATC can use the ALP logo (not the standard Autodesk logo) and the ATC logo, in co-branded marketing assets that promote their Services. The ALP Logo and / or the ATC Logo should appear in co-branded marketing assets with the ATC's logo. The standard Autodesk Logo should not be used in co-branded ALP marketing assets.

### The Authorized Training Center Logo



### Autodesk Imagery

ATCs are authorized to use Autodesk imagery as set forth in [APPENDIX 1–AUTODESK IMAGERY](#) and according to any additional guidelines provided by Autodesk; see APPENDIX 1 for examples.

#### **Character Icons**

Character Icons letterforms are designed for exclusive use in materials associated with corresponding Autodesk Products. They should not be used in association with other programs, organizations, business units, or used to spell out words or sentences.

<http://brand.autodesk.com/brand-elements/product-identity#product-characters-icon>

#### **Product Lockups**

Product Lockups are logotypes locked up with their respective character icon. These are available from the Distributor or available to download from the Partner Portal.

### **ATC Email Alias**

ATCs are permitted to use variations of Authorized Training Center or ATC in an email alias-recipient name if it is used to support the Services. ATC will submit email alias to Distributor for approval prior to implementation. Approved Email Alias Examples are:

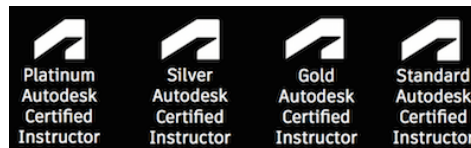
[ATC-Support@business.com.tw](mailto:ATC-Support@business.com.tw)

[AuthorizedTrainingCenter-Support@business.com.tw](mailto:AuthorizedTrainingCenter-Support@business.com.tw)

### **The Autodesk Certified Instructor Badge**

Approved Instructors who meet the Autodesk Certified Instructor Requirements and have been certified as an Autodesk Certified Instructor can use the ACI digital badge in accordance with the terms defined by Autodesk and Acclaim, Autodesk's badge service provider. ACI instructors are issued a digital badge from Acclaim. An ACI digital badge is an electronic representation of the Instructor's ACI certification achievement. Read more about digital badges and badge use here:

<http://support.youracclaim.com/knowledgebase/topics/48548-general>



- ATC can incorporate ACI badge logos that represent current certifications earned by ATC's ACI Instructors into the design of marketing materials, collateral assets, and email, online or in social media assets in support of their efforts to provide training Services and support for Autodesk Products
- ACI badge logo must **NOT** be used solely by ATC without the ATC Logo and ATC's business logo
- ACI can incorporate the ACI badge logo that represents their current ACI certification level into the design of Courses, manuals, or other materials to promote the ACI or ATC's training Services
- ACI can incorporate the ACI badge logo that represents their current ACI certification level into the design of marketing materials, collateral assets, and email, online or in social media assets that support their efforts to provide training Services and support for Autodesk Products

### **Training Publication Discounts**

Autodesk Authorized Publishers supply high-quality instructional materials, including curriculum, online courses and books, to support Autodesk certification exam preparation. Authorized Publishers can choose to offer special offerings to ATCs, including discounts, complimentary online access, sales promotions for educators and students, and certification prep bundles. Authorized Publishers determine the offers at their own discretion.

### **Lead Referral**

ATCs may be entitled to participate in marketing activities, including, where available, End Customer lead referral programs, which are restricted to promotion of ATC's training Services to End Customers in ATC's Territory. Autodesk or Distributor will refer customer leads directly to ATC based on geographic location of the ATC to the End Customer and product expertise requested by the End Customer.

### **Program Support**

Distributor will provide operational and Program support to ATCs, which may differ based on Territory. Program Support offerings include:

- Use of Autodesk Partner Center for support case escalation

- Subscription and order process queries
- General Program information and support
- Autodesk Knowledge Network: <https://knowledge.autodesk.com/>
- Autodesk partner enablement and periodic staff training or tools on use of Autodesk Systems
- Dedicated resources to support ATC's business provided by Distributor

### ***Product Technical Support***

Autodesk or Distributor will provide limited product technical support. Technical support includes only: issues related to license registration, Subscription activation issues, set-up and installation of Autodesk Products in preparation for training, as determined by Autodesk.

Autodesk Product Support is provided via a single case tracking system accessed on Autodesk Partner Center at <https://partnercenter.autodesk.com>. An ATC Site Manager, or other employee who has taken product training in the product for which support is required, must initiate all support calls.

Before contacting Distributor or Autodesk for support, ATC is required to use their best efforts to research their issue in the Autodesk Knowledge Base help files and other tools available to ATCs on the Partner Portal and other online support services.

### ***Self-Help Support Resources Technical***

The Autodesk Knowledge Network (**AKN**) is a knowledge base of solutions covering installation, licensing, and troubleshooting topics in the form of articles, screencasts, help files, training materials, and tutorials. Autodesk support specialists monitor the top support discussion groups (including a dedicated installation and licensing forum) and provide timely responses to many posts. Autodesk and the Learning Partner community frequently add new content in an effort to troubleshoot and keep customers productive. These materials are available online and also accessible within the help files of each product.

### ***Marketing Staff Training***

Partner marketing professionals are encouraged to take Autodesk trainings designed to provide information on Autodesk tools and resources, marketing best practices, industry trends, and more. Online training modules are available on ALC. The goal of all training is to provide Partner marketing professionals with the latest tools and knowledge to assist in increasing marketing return on investment.

### ***Recognition***

Autodesk, or a designated partner, can choose to provide an ATC Site Authorization certificate, plaque, document of recognition, or letter of authorization to confirm ATC's participation in the Program. Recognition assets must be used in accordance with Autodesk marketing guidelines and must not be modified in any way. ATC is presented with Site authorization document each Program year, which confirms ATC status, and may be displayed at ATC authorized Site(s).

### ***Opportunity to Attend Autodesk Business Meetings and Events***

To help promote communication in the ATC community, meetings such as regional group meetings, regional ATC Summits, or meetings with individual ATCs may be scheduled, as determined by Autodesk in its sole discretion.

### ***Autodesk Certification Program***

ATCs can utilize their Autodesk Product Subscription to prepare End Customers for Autodesk certification. Autodesk currently offers Autodesk Certified User (**ACU**) certifications through Certiport: <https://certiport.pearsonvue.com/Certifications/Autodesk/Certifications/Certify>

Autodesk currently offers Autodesk Certified Associate (**ACA**), Autodesk Certified Professional (**ACP**) and Autodesk Certified Expert (**ACE**) certifications via Autodesk's Certification Platform (which uses PearsonVue test delivery): <https://www.autodesk.com/certification/all-certifications>

ATC can offer and proctor Autodesk certification exams **only** if ATC is an approved Certiport Authorized Testing Center (**CATC**) or PearsonVUE Testing Center (**PVTC**). ATCs can contact Certiport to become a Certiport Authorized Testing Center or PearsonVUE to become a PearsonVUE Testing Center. Learn more about Autodesk's Certification Program here: [www.certiport.com/autodesk](http://www.certiport.com/autodesk)

### ***Additional Autodesk Systems and ATC User Access***

ATCs may use Autodesk Systems as necessary to provide Services in accordance with operational policies and procedures for using such Autodesk Systems and communicated on the Partner Portal or from the Distributor. If required, ATC will enable employees with login credentials for Autodesk Systems.

ATCs with an Autodesk Value Added Reseller (**VAR**) authorization may also have access to Autodesk One Team Source (**OTS**) or Autodesk Partner DAM (**DAM**). If an ATC is not a VAR, but they require a marketing or sales asset from OTS or DAM, they can contact their Distributor to access the requested information for the ATC.

“Autodesk One Team Source” or “OTS” means the current Autodesk partner-facing web site, or any successor site designated by Autodesk, that provides easy access to Autodesk sales and marketing tools, important Autodesk news, information about Autodesk training programs, courseware, and support information. Current access to OTS is through the Partner Center Home Page: <http://www.autodesk.com/oneteamsource>

“Autodesk Partner DAM” or “DAM” means the official repository for all Autodesk digital marketing assets, for use by marketers. Distributors access content for ATCs on the DAM.

### ***Questions Regarding Program Benefits***

ATC should contact the Distributor for additional questions regarding Program Benefits or Program information. Distributor can direct ATC to Program FAQs, Support FAQs, ATC Notifications, Partner Portal or ALC portal and login information, onboarding training schedules, and other Services provided by the Distributor. To locate the Distributor for ATC's Territory, go here>search by country: <https://www.autodesk.com/training-and-certification/contact-us-partners>

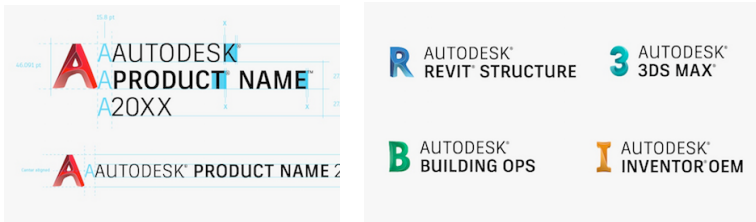
# APPENDIX 1

## AUTODESK IMAGERY

### Example—Autodesk Character Icons:



### Example—Autodesk Product Lock-ups:



### Example—Autodesk Brand Image:



## APPENDIX 1

### AUTODESK IMAGERY

Example—Co-Branding ALP Logo and ALP Organization Logo; this example also applies to the use of the Authorized Training Center logo.

