



**Media Contact:**  
Jenn Harrison  
Carabiner Communications  
404.431.3542  
[jharrison@carabinerpr.com](mailto:jharrison@carabinerpr.com)

## **Applied Software Named Autodesk 2011 Reseller of the Year**

*Autodesk Platinum Club Awards Applied Software Top Honors  
for Outstanding Service in the Americas*

**ATLANTA, March 14, 2011** — [Applied Software](#), a leading and nationally recognized Autodesk authorized Value-Added Reseller, announced today that it has taken top honors as the Autodesk 2011 North American Reseller of the Year for outstanding service. The announcement was made March 1 during Autodesk's One Team Conference, its annual global channel partner event held in Las Vegas. At the conference, Applied Software was also inducted into the 2011 Autodesk Platinum Club, which honors Autodesk resellers that demonstrate strong sales performance and commitment to customer service.

Applied Software has grown to become one of the largest Autodesk resellers in the Southeastern United States, servicing architecture, engineering and construction (AEC), government, manufacturing and education markets in Alabama, Georgia, Mississippi, North Carolina, South Carolina, Eastern Tennessee and the Florida Panhandle. An Autodesk Gold Partner in AEC, government and manufacturing, as well as an [Autodesk Authorized Training Center \(ATC\)](#) in the Southeastern United States, Applied Software was previously named Autodesk North American Reseller of the Quarter for the first quarter of the 2011 fiscal year.

"Being named Autodesk Reseller of the Year is a great honor that validates our commitment to providing the expertise and high level of service that our customers expect and require," said Richard Burroughs, president, Applied Software. "We continually strive to be Autodesk's top partner. Our staff's industry expertise enables us to help our customers achieve maximum results with Autodesk solutions."

Autodesk Platinum Club members include channel partners who have excelled in sales, growth and other key measures. The Platinum Club also includes channel partners who are the leading commercial, education, government or distribution partners in their Americas sales regions.

### **About Applied Software**

Applied Software is one of the largest Autodesk resellers in the Southeastern United States. It is one of the nation's leading providers of Building Information Modeling (BIM) services including BIM modeling, analysis, training, integration and mentoring, and provides Digital Prototyping solutions to manufacturers. Since its founding in 1982, Applied Software has helped more than 5,000 commercial, academic and government clients achieve high performance and growth. Applied Software's comprehensive array

of solutions and services includes product updates, education and a dedicated staff of sales and services professionals. Applied Software is also a holder of a GSA BIM Services IDIQ Award to provide a comprehensive array of BIM services to the federal government.

# # #

*Autodesk and ATC are registered trademarks of Autodesk, Inc., and/or its subsidiaries and/or affiliates in the USA and/or other countries. All other brand names, product names or trademarks belong to their respective holders.*