



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

## **Applied Software Earns Autodesk Factory Specialization**

*Autodesk partner now providing consulting services and expertise for manufacturing and AEC industries*

**ATLANTA, January 24, 2012** — [Applied Software](#), a leading and nationally recognized Autodesk Value-Added Reseller, announced today that it has earned the new Factory Specialization designation for value-added resellers from [Autodesk, Inc.](#), a world leader in [3D design](#), engineering and entertainment software. As an Autodesk Specialized Partner, Applied Software has shown that it has made significant investment in its people, has a solid business plan specific to its specialization area, has customer references and can provide a high level of expertise, experience and support to customers in the manufacturing and AEC industries.

The new Autodesk Partner Specializations enable value-added resellers to highlight and brand their expertise in delivering services in key industry areas. By completing the required curriculum and training, as well as meeting required levels of service and standards set by Autodesk, Applied Software demonstrates through its strong customer service and support what it means to be a trusted adviser to Autodesk customers throughout the world.

"Applied Software has been an Autodesk Value Added Reseller representing the Autodesk products and solutions for over 26 years," said Carl White, director, Digital Design Group, Autodesk. "As one of the first partners to earn the Autodesk Factory Specialization, Applied Software further exemplifies their commitment to the industry with their exceptional team of personnel and desire to support Autodesk customers."

“We’re pleased to be recognized by Autodesk through the granting of its **Factory Specialization** designation,” said Richard Burroughs, president, Applied Software. “With our Autodesk Gold Partner certification and an elite staff of Architectural, Mechanical and Engineering experts, we are well-positioned to implement exceptional design and project management tools on-site and to train, service and support plant designers and engineers in the Southeast.”

### **About Applied Software**

Applied Software is the Autodesk 2011 Reseller of the Year as well as one of the largest Autodesk resellers in the Southeastern United States. It is one of the nation’s leading providers of Digital Prototyping solutions to manufacturers, including training, integration and mentoring. Applied Software also provides Building Information Modeling (BIM) services to the AEC community. 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 recent recipient of a GSA BIM Services IDIQ Award to provide a comprehensive array of BIM services to the federal government. For further information on Applied Software, visit [www.asti.com](http://www.asti.com), or call 866-899-2784.

# # #

*Autodesk is a registered trademark of Autodesk, Inc. in the USA and/or other countries.*