

Autodesk is changing how the world is designed and made

From greener buildings to smarter products to mesmerizing blockbusters, Autodesk software helps our customers to design and make a better world for all.

Leveraging Business Architecture to Transform Critical Data Models

In the midst of business transformation, Autodesk turned to business architecture to shift from selling perpetual licenses to cloud-based platforms and subscriptions and evolve critical data models needed to support business transformation and strategic endeavors.

To transition their business model to a subscription model, Autodesk's business architecture team launched several infrastructure projects focused on three key components that required transformation – customers, offerings, and agreements. They had a clear customer data model; however, the offering and agreement models were outdated and their data structure systems were not scalable nor fit for transformation.

To execute strategic change, the team needed to bridge the gap between business and technical stakeholders. Rather than a technical exercise, they leveraged a business-led approach and structured conceptual data models to articulate value, demystify data, and demonstrate relationships across entities. With a common language and blueprint, the team facilitated strategic discussions with business stakeholders, aligned with technical teams, and came to an implementation agreement that accelerated speed to market without cross-functional discrepancies.

With millions of people that trust their technology to evolve how products are made, the benefits of business architecture enables Autodesk to continuously:

- Enable transformation across solutions that span countless industries
- Meet the changing needs of customers with new capabilities and innovations
- Translate business strategy into innovative technology solutions and services
- Remain at the forefront of emerging trends and design strategies
- Unlock data and manage change with digital maturity, business resilience, and agility

"The future is a process, not a destination that relies on the successful implementation of new strategies where digitization, sustainability, and workforce meet. As industries continue to transform at a rapid pace, business architecture enables Autodesk's leaders to manage change, create value for our customers, and drive continued innovation."

Steven Scott, Director of Business Architecture, Autodesk Inc.