Autodesk Authorized Training Center Program

ATC Site Enrolment and Business Plan Form

To be completed by companies seeking ATC Program membership for the first time and for existing members seeking ATC Program membership at additional sites.

Sign and return this completed **ATC Site Enrolment and Business Plan Form** along with all completed **ATC Instructor Enrolment Forms** for each site you wish to authorize.

***Note:*** Remember to make a copy of your completed **ATC Site Enrolment and Business Plan Form** to allow for updates or additions to your ATC Site requirements at a later date.

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# Instructions for completing the "ATC Site Enrolment and Business Plan" form

This form requests information on the proposed ATC site, including training room(s) equipment, e-learning delivery systems, software, staff and industry/product accreditation focus, together with your business plan for your Autodesk training business.

A separate Site and Company Information Section (Section 1) must be completed for each ATC site where classes will be offered, but only 1 Business Plan Section (Section 2) is required for the Application.

***Note:*** *If you plan to offer Authorized e-learning courses, you will need to submit a description of the facilities and learning materials you plan to use (see Program Guide for details)*

***Note:*** *Make the appropriate number of* ***blank*** *copies of the Site Information Section form to cover the appropriate number of sites you wish to register in the program.*

Indicate below which accreditations you are applying for (select all that apply)

ATC □

Academic ATC □

**You must also complete and sign the Declaration in Section 3.**

For each Industry/Product Accreditation you apply for, ensure you provide information showing how you will address the specific markets and how you will meet the criteria for each Industry Accreditation. For example, describe your marketing activities for each product area and show how many customers you will train for the different products; and on the Instructor Enrolment forms, show why your instructors are qualified for these market sectors.

# Section 1 - ATC Site and Company Information Section

NOTE: This section must be completed for EACH location you wish to register as an ATC Site.

## Company Profile

For-Profit Organization □

Non-Profit Organization □

Tax-Exempt □

Note: If Tax-Exempt, application MUST include a copy of the Tax-Exempt Certificate

Which of the following best describes your business? (Tick all that apply)

[ ] Independent Training Organisation [ ] Autodesk Distributor

[ ] Autodesk Reseller [ ] College/Academic Institution

[ ] Systems Integrator [ ] Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[ ] Consultant

Is your organisation, or any of your training staff, currently recognised by any regional, national, or international accrediting educational or professional agency? If yes, attach separate supporting information (e.g. copies of certificates, letters of authorisation etc.)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How long have you been in the training business? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Academic ATC accreditation

If you are requesting accreditation as an academic ATC, please provide the following information.

Select which academic sectors you will be targeting

[ ] Secondary [ ] Post-secondary (Higher Education)

[ ] Vocational [ ] Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Also ensure you provide academic-specific information in your business plan (see below)

How long have you been training in the academic environment (accredited academic institutions, educators or students)?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## ATC Site Information

**Note: This must be the address where your physical training center is located.**

**Note: where information in provided in non-Latin script, the English language equivalent must be provided, as well as the native language version.**

*Please print inside the boxes below*

|  |  |
| --- | --- |
| ATC Site Name | |
| ATC Site Address | |
|  | |
| City | Region/County |
| Post Code / ZIP Code | Country |
| Phone number (**inc. country code**) | Fax number (**inc. country code**) |
| Primary ATC contact name and title | Training Center ***web site*** address (URL) |
| Primary ATC contact ***email*** address |  |
| **(EUROPEAN UNION ONLY)** VAT Registration Number (***important*** inc. country identifier) **(Specify your VAT number to avoid unnecessary VAT charges )** | |

## Company Headquarters Information

(if different from ATC Site Information)

**Note: This is the address of the legal owner of your company. This is where we will send all legal documentation to.**

|  |  |
| --- | --- |
| Company Name | |
| Company Address | |
|  | |
| City | Region/County |
| Post Code / ZIP Code | Country |
| Company Phone number (inc. country code) | Company Fax number (inc. country code) |
| Name and Title of person signing agreement | ***email*** address of person signing agreement |

## Billing Address

(if different from ATC Site Information)

**Note: This is the address that we will send invoices to**

|  |  |
| --- | --- |
| Company Name | |
| Company Address | |
|  | |
| City | Region/County |
| Post Code / ZIP Code | Country |
| Company phone number (inc. country code) | Company Fax number (inc. country code) |
| Name of Primary Financial contact | Contact ***email*** address |

# Training Room Equipment Details

1. For each physical training room that will be used for training on Autodesk products, complete the table below with the number of PCs (including the instructor’s PC).

Note: All PCs must meet the minimum recommended specification for the software being trained.

Note: for application for Academic ATC only, this section is not required if you do not intend to purchase any software for your training facility, or do not have a training facility

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Training Room Equipment Details** | | | | |
| **Training Room Numbers** | **Number of PCs** | **Specification (CPU, RAM, OS)** | **Printer/ Plotter** | **Projection System** |
| Room 1 |  |  |  |  |
| Room 2 |  |  |  |  |
| Room 3 |  |  |  |  |
| Room 4 |  |  |  |  |
| Total |  |  |  |  |

2. Indicate if you are using a mobile training lab. YES [ ] NO [ ]

3. Indicate whether your training facility is networked YES [ ] NO [ ]

4. Attach any other information (such as photographs of your premises and a sample of your customer registration package etc.) you feel will support your application to become an Autodesk Training Center.

## Authorized e-learning courses

If you are planning to offer distance or e-learning programs, please include a description of the facilities you will use to deliver this learning from this site. (Please refer to the Program Guide and the e-learning guidelines for further details on how to authorize your ATC Site for Authorized e-learning courses)

## Product Authorisation(s)

Indicate which products(s) you wish this ATC Site to be registered for (see the Autodesk Global ATC Program Guide for details of requirements and pre-requisites for each Product Authorisation). You must have Instructors that are skilled and experienced in the products for us to consider authorizing you to offer courses on them. ***Note:*** Your initials in the appropriate Registration box below indicates that you meet the terms and conditions for Program compliance outlined in the corresponding Global ATC Program Guide.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Authorization Group / Industry Segment** | **Product** | **Instructor Name** | **ATC Instructor ID (for existing ATC Instructors)** | **Initial here to request authorization on these products** |
| **Horizontal** | AutoCAD, AutoCAD LT, AutoCAD on Mac |  |  |  |
| AutoCAD Raster Design |  |  |  |
| Autodesk Alias Design |  |  |  |
| Autodesk Design Suite |  |  |  |
| AutoCAD Freestyle |  |  |  |
| Autodesk 3ds Max Design |  |  |  |
| Autodesk Mudbox |  |  |  |
| Autodesk Showcase |  |  |  |
| Autodesk Sketchbook |  |  |  |
| **Cross Industry (AEC or MFG or M&E)** | AutoCAD Mechanical |  |  |  |
| AutoCAD Electrical / ECSCAD |  |  |  |
| AutoCAD Architecture |  |  |  |
| AutoCAD MEP |  |  |  |
| AutoCAD LT Civil Suite (Japan) |  |  |  |
| AutoCAD Map 3D and Map3D Enterprise |  |  |  |
| Autodesk Navisworks |  |  |  |
| Autodesk Alias Design |  |  |  |
| Autodesk Sketchbook Pro |  |  |  |
| Autodesk 3ds Max Design |  |  |  |
| AutoCAD Plant 3D and P&ID / Plant Design Suite |  |  |  |
| **AEC** | Autodesk Robot Structural Analysis |  |  |  |
| Autodesk Revit Architecture |  |  |  |
| Autodesk Revit Structure and AutoCAD Structural Detailing |  |  |  |
| Autodesk Revit MEP |  |  |  |
| Autodesk Ecotect Analysis |  |  |  |
| Autodesk QTO |  |  |  |
| AutoCAD Plant 3D and P&ID / Plant Design Suite |  |  |  |
| Autodesk Building Design Suite |  |  |  |
| Autodesk Infrastructure Map Server |  |  |  |
| Autodesk Infrastructure Modeler |  |  |  |
| Autodesk Infrastructure Design Suite |  |  |  |
| AutoCAD Civil 3D |  |  |  |
| **Manufacturing** | Autodesk Inventor |  |  |  |
| Autodesk Simulation (Mechanical and Multiphysics) |  |  |  |
| Autodesk Moldflow |  |  |  |
| Autodesk Productstream Pro |  |  |  |
| Autodesk Alias Surface |  |  |  |
| Autodesk Alias Automotive |  |  |  |
| Autodesk Engineer-to-Order / Intent |  |  |  |
| Autodesk Showcase Pro |  |  |  |
| Autodesk Vault |  |  |  |
| Autodesk Product Design Suite |  |  |  |
| Autodesk Factory Design Suite |  |  |  |
| **M&E** | Autodesk 3ds Max |  |  |  |
| Autodesk 3ds Max Design |  |  |  |
| Autodesk Maya |  |  |  |
| Autodesk Softimage |  |  |  |
| Autodesk Smoke for Mac |  |  |  |
| Autodesk Motionbuilder |  |  |  |
| Autodesk Combustion |  |  |  |
| Autodesk Entertainment Creation Suites |  |  |  |
| Autodesk Smoke for Mac |  |  |  |

Place your initials in this box below if you intend to purchase full commercial copies of the appropriate number of Autodesk software licences instead of paying the ATC Program Annual Licence fee.

(***Please note:*** Proof of purchase will need to be supplied if you initial this box)

## ATC Site Audit of Autodesk Products

For your proposed ATC Site, please indicate below:

1. The total number of Autodesk product licenses you already have installed for training purposes only (i.e. the number Autodesk product seats you wish to declare as part of your ATC business), and
2. The number of additional Autodesk product licenses you require to equip the training room(s) listed above.

|  |  |  |  |
| --- | --- | --- | --- |
| Autodesk Product (+ product serial number) | Room Number | Number of seats already installed  ( I ) | Number of additional seats required  ( II ) |
| **e.g.**  *AutoCAD 2013 (401-12345678)* | *1* | *10 [S]* | *2 [S]* |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

***NOTE 1:*** Autodesk reserves the right to issue additional Authorisation Codes.

***NOTE 2:*** You may only request licenses for software included in the Product Accreditation categories you have listed on page 5. See the *Global ATC Program Guide ATC Program Guide* for details of which products are included in the Product Accreditation categories.

# Section 2 - Business Plan Information

NOTE 1: You need to complete only 1 copy of this Business plan for your application, no matter how many sites you wish to register.

NOTE 2: Ensure this Business Plan contains information about your plans for ALL your sites.

NOTE 3: If you are an Autodesk Authorized Reseller you may use an alternative Business Plan format used for reseller purposes.

## Your Business Profile

What specific vertical markets are you targeting? Indicate the percentage of your overall business in each category. (Total = 100%)

[ ] Architecture [ ] Facilities Management [ ] Civil Eng/infrastruct

[ ] Utilities [ ] Mechanical Engineering [ ] Design Visualisation

[ ] Mapping [ ] Geospatial [ ] Games/Animation

[ ] Data Management [ ] General Training [ ] Product Design

[ ] Visual Effects and Finishing (Autodesk Smoke)

[ ] Other \_\_\_\_\_\_\_\_\_\_

What percentage (%) of your training is to companies in the following categories?

[ ] Small (1-49 employees)

[ ] Medium (50-999 employees)

[ ] Large (1000+ employees)

## ATC Site Staff Details

How many employees do you have at this site in the following areas?

***NOTE 1 :*** List each employee only once per area of responsibility.

***NOTE 2 :*** See ***ATC Instructor Enrolment Form*** to supply details about your ATC Instructors

|  |  |  |
| --- | --- | --- |
| **ATC Site Staff** | **Indicate “Full Time” (FT) or “Contract” (CT) employees** | **% time allocated to ATC Site training business** |
| ATC Sales Staff - internal  ***e.g****. John Smith* | *FT* | *50%* |
| ATC Sales staff - internal |  |  |
| ATC Sales staff - external |  |  |
| ATC Marketing staff |  |  |
| ATC Administration staff |  |  |
| Other ATC Site Staff… |  |  |

## Corporate / Site Marketing Activities for Training Business

Complete the grid below showing the types of marketing activities you will be carrying out at a corporate and/or ATC Site level. Indicate for each activity:

1. The type of marketing activity to be carried out (i.e. Corporate or Site specific advertising, brochures, Seminars, Open days, direct mailing etc.)
2. Who is the intended audience for the marketing activity
3. How many potential customers do you expect to reach
4. How often will this activity be carried out (e.g. Monthly)
5. What percentage of response to your activities do you expect to receive?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Corporate / ATC Site(s) Marketing Plan** | | | | |
| **Type of Marketing/Marketing Project (1)** | **Target Audience**  **(2)** | **Quantity (3)** | **Frequency**  **(4)** | **% response expected (5)** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

Supply copies of any marketing materials you currently use to promote your training. This material should show examples of marketing style, targeted marketing, standard pricing, and any other relevant information. Enclose a copy of your current training catalogue(s).

## (Academic ATC only) Marketing Activities for Academic Training Business

Complete the grid below showing the types of marketing activities you will be carrying out at a in the academic market. Indicate for each activity:

1. The type of marketing activity to be carried out (i.e. advertising, brochures, Seminars, Open days, direct mailing etc.)
2. Who is the intended audience for the marketing activity (educators and/or students; secondary, post secondary, vocational etc)
3. How many potential students and educators do you expect to reach
4. How often will this activity be carried out (e.g. Monthly)
5. What percentage of response to your activities do you expect to receive?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Academic Marketing Plan** | | | | |
| **Type of Marketing/Marketing Project (1)** | **Target Audience**  **(2)** | **Quantity (3)** | **Frequency**  **(4)** | **% response expected (5)** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

## Training Enrolment Forecasts

How many students do you expect to train on Autodesk products at this ATC Site during the coming year?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Autodesk Student Forecast** | | | | |
| Product/Version and Course \* | Q1 | Q2 | Q3 | Q4 |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

\* Enter on each line in the “Product/Version and Course” column the name and release of the Autodesk product on which you will offer courses, and indicate whether it is a basic, advanced or other level of course. Quote the full name of any Autodesk Authorised courses as defined by the Autodesk Official Training Guides.

## 

## Training on Other Software Products

Which non-Autodesk software products do you teach now at this site?

## Additional Information required

Provide Autodesk with an overview of your business (1-2 pages). You should include information on the following:

* Details about the staff that you currently have dedicated to different roles such as marketing, sales, administration and training.
* What your target markets and industry or academic sectors are
* How you differentiate yourself from the competition
* What other services do you offer your customers e.g. technical support, software sales etc)
* Provide us with information about your growth and expansion plans
* Enclose details about your course curriculum and training materials used

Attach the latest financial statement for your organisation (published accounts, annual reports, or other documents which provide a realistic view of the financial status of your organisation)

# Section 3 – Checklist and Declaration Signature

To apply for ATC status, applicants must complete and return the following documents to the responsible Distributor

Check when complete

1. **ATC Site Enrolment Form & Business Plan (this document)** [ ]  
   (*note:* 1 Site Enrolment Form for each training location)
2. **ATC Instructor Enrolment Form(s), CVs and copies of certificates**

**showing training received on Autodesk products.**  [ ]  
 *(note: 1 Instructor Enrolment Form for each Instructor)  
 (note: 1 Instructor CV for each Instructor)*

1. **Other Attachments**  [ ]  
   (e.g. Business Plan additions, Marketing collateral, photographs etc.)

Please note that compliance with the requirements and qualifications for the ATC program does not guarantee approval of this enrolment form. Other criteria (including, but not limited to, local training demand, population density, number of registered Autodesk software users, local business and industry factors) may also be taken into consideration. Autodesk reserves the right to reject an applicant to the ATC Program at its sole reasonable discretion.

I the undersigned have received and carefully reviewed the Global ATC Program Guide and other information relating to the Industry Sector(s) selected on page 6 of this Site Enrolment Form, meet the requirements specified thereto, and hereby declare that the information given in this **ATC Site Enrolment and Business Plan Form** is correct and complete to the best of my knowledge and belief.

|  |  |
| --- | --- |
| Signature : | Printed Name : |
| Date Signed : | On behalf of *Company Name* : |