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CADD Microsystems Achieves Platinum Status, Autodesk's Highest Tier for VARs

One of Only Two in North America, CADD Microsystems is Recognized for Excellence in Customer Satisfaction and Expertise in Architecture, Engineering and Construction Solutions

ALEXANDRIA, VA – November 1, 2011 – CADD Microsystems, Inc. today announced their designation as an Autodesk Platinum Tier Value Added Reseller (VAR), with Architecture, Engineering and Construction authorization. Platinum Tier partners comprise the highest level of the Autodesk [Value Added Reseller](#) program, which incorporates Autodesk software solutions along with proven and measurable technical expertise in a specific industry or unique business. Platinum partners provide their customers with best-in-class full solutions from pre- and post-sales support, consulting, training, implementation, and customization. CADD Microsystems works closely with Autodesk to help customers design, simulate and analyze their ideas, increase operational efficiencies and maximize their return on investment in Autodesk software solutions.

“Platinum Tier partners represent the top five percent of all Autodesk VARs, and understand that a healthy business is achieved through the success of their customers,” said Steve Blum, senior vice president of worldwide sales and services at Autodesk. “CADD Microsystems has raised the bar by developing a deep understanding of their customers’ business, pain points, and goals. They also have a solid understanding of solution selling and implementation.”

“We talk a lot about differentiating CADD Microsystems, and we have the highest Autodesk authorization to prove it,” said Jeff Gravatte, CEO of CADD Microsystems. “Achieving Platinum clearly differentiates our company and validates our approach to excellence in customer service, teamwork and collaboration.”

Autodesk considers CADD Microsystems to be among the best at implementing Autodesk solutions for the architecture, engineering and construction industry. To qualify for Autodesk Platinum Tier status, CADD Microsystems demonstrated technical and industry expertise that

includes a strong knowledge of customers' business needs and the ability to partner with customers to meet those needs. In addition, meeting rigorous sales, personnel, and customer satisfaction measurements to support their level of expertise and commitment to customer success was a key requirement for Platinum Authorization.

“The component of Platinum Authorization we are most proud of is our Net Promoter Score (NPS). The NPS is an industry-recognized metric of customer satisfaction; it essentially measures the customer’s willingness to refer your company to others. The NPS score is the toughest qualification for Platinum Authorization and we are very proud to have one of the highest scores possible,” explained Gravatte. “Compared to others in our industry, CADD Microsystems has a higher percentage of customers who are willing to recommend us, and that says a lot about how we take care of our clients.”

About CADD Microsystems

CADD Microsystems is based in Alexandria, Virginia, with offices in Baltimore, Maryland. CADD Microsystems is an Autodesk Platinum Partner with more than 23 years of experience with architectural, engineering and construction design software solutions. Staffed with registered architects, professional engineers and LEED accredited consultants, CADD Microsystems collaborates with customers from needs analysis through implementation, including process consulting, data migration, custom development and training. CADD Microsystems has been the number one Autodesk federal dealer since 1991, and works closely with federal, state and local government agencies as well as commercial design firms to provide solutions in support of Building Information Modeling and other mission critical objectives. Learn more at www.caddmicro.com.

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