

AUTODESK PICKS KLUE FOR UNIFIED COMPETE + WIN-LOSS

# Driving Double Digit Increases to Win Rates

## The Problem

Autodesk is a large enterprise with many products and competitors, with a dedicated CI Manager, Dylan D'Urso, in charge of building and enabling the CI program for its Construction business. Scale and automation were key criteria for their program, so after a full evaluation of CI tools, Autodesk chose Klue for their CI platform.

Soon after, Autodesk leadership pursued a formalized Win-Loss program, as they were not getting the level of actionable insight needed from internal interviews with account teams. They wanted to hear directly from customers, so they began an evaluation of various Win-Loss vendors available in the market.

## Why Klue for Unified Compete & Win-Loss

“ Klue took our program from a ‘nice-to-have’ to a ‘must have’ across our org and have become an integral part of our Competitive Intel strategy. We trust them to deliver actionable insights that support every team. **The team at Klue constantly pushes us to improve, by sharing best practices captured from their years of experience.**”



**Dylan D'Urso,**  
SENIOR COMPETITIVE INTELLIGENCE MANAGER  
AUTODESK

Autodesk initially launched its Win-Loss program using Clodz, but after just one quarter determined they were not the best partner to help accomplish their long-term goals, so they evaluated a 2nd research vendor, but came across a different issue - the quality of interviews were just not up to their research standards.

When Klue announced their acquisition of DoubleCheck Research for unifying Compete and Win-Loss, Autodesk chose Klue to launch a pilot Win-Loss program, with Dylan taking the lead. Within ten minutes into the first interview recording, Dylan knew they had found the long-term partner they were looking for.

In June 2023, Autodesk made the switch to Klue to launch a unified Compete and Win-Loss program across multiple regions.

“ We didn't choose Klue initially, but we wish we had. With our first, and even second vendor selection, the emphasis was clearly on insight visualizations, but the interviews were lacking in quality and depth. Klue's approach is different, and we saw this from the very first interview they provided. **They're best in class in services, and are now building the insights tech with input from customers like us.** We just didn't have this experience with other vendors.”

**Dylan D'Urso,**  
COMPETITIVE INTELLIGENCE MANAGER  
AUTODESK

## Defining Win-Loss Success

“ Our Quarterly Win-Loss Analysis Report is so valuable in enabling our team on what to change and improve for better results. It's working!”

TECHNICAL SALES MANAGER  
AUTODESK

For Autodesk, success of their Win-Loss program meant the following:

- A consistent and reliable cadence of high quality interviews
- Empowering multiple teams with results - across Sales, Customer Success, R&D and Marketing. Expectations were high, as they believed they were already delivering on this “success” despite the poor quality of previous interviews
- Complete and thorough onboarding and a detailed research design process for their Win-Loss program
- Choosing a partner, not a vendor

Dylan believes their unified Compete and Win-Loss program was taken to the next level, with the quality of insights from every interview, and Klue's ability to work dynamically off of key research objectives rather than sticking to a static script. Klue acts as an extension of the

“ The amount of prep that went into designing our program built confidence and trust that Klue was going to deliver. **They took the time to learn our business from the start, and continue to build that understanding every day,** so we're able to put more trust in them to execute the program we've designed together. This is only possible because Klue is a partner, not a vendor.”

**Dylan D'Urso,**  
SENIOR COMPETITIVE INTELLIGENCE MANAGER  
AUTODESK

## Results

“ Our Quarterly Win-Loss Analysis report is a helpful way for me to feel a sense of empathy with our customers and users. It also helps me stay abreast of the top concerns / priorities of our sales org.”

DIRECTOR, EXPERIENCE DESIGN  
AUTODESK

Autodesk's Compete and Win-Loss program is driving strong measurable and qualitative results:

- **Double digit increases in Win Rate** where Klue was leveraged, since program launch
- Quarterly Win-Loss reports are **one of the most consumed CI resources globally**, and has helped them measure changes in customer sentiment
- **Elevating their CI program** by capturing the attention of strategic stakeholders who need more than battlecards
- **Quarterly invites for Dylan and team to present findings** to new groups and seeing their research referenced in key business decisions
- Increased engagement from the R&D team who use product insights to **validate roadmap and identify new areas of focus**
- **Increased understanding of emerging competitors** above and beyond what was possible before
- **Improvements to Salesforce CRM data hygiene** to validate competitor win/loss reasons and adjust as needed

## Customer Overview

Autodesk is changing how the world is designed and made. Our technology spans architecture, engineering, construction, product design, manufacturing, media and entertainment, empowering innovators everywhere to solve challenges big and small. From greener buildings to smarter products to more mesmerizing blockbusters, Autodesk software helps our customers to design and make a better world for all. For more information, visit [autodesk.com](https://autodesk.com) or follow @autodesk. #MakeAnything