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## IDEATE, INC. TECH TEAM MEMBERS CAPTURE AUTODESK® LEVEL 5 RECOGNITION

**San Francisco, CA – March 5, 2009** - Ideate, Inc. announces that three members of its tech team, Gaurav Bagga, Teresa Martin and Ron Palma, have achieved Level 5 Applications Engineer (AE) status from Autodesk® for their exemplary performance in the Autodesk 5:1 Technical Mentoring Program.

"Achievement of Level 5 represents many hours of rigorous study, a dedication and commitment to Ideate and a personal investment on the part of each of these three honorees to provide superior customer service. The designation also underscores that Ideate is bringing the best people with the most relevant skills to be our customers' trusted advisors," says Bob Palioca, President of Ideate. "We thank Bagga, Martin and Palma for their hard work. We could not be more proud of their accomplishments."

The program partners one Autodesk Technical Specialist with five Autodesk Reseller Applications Engineers for a year-long mentoring relationship. In that year, the AEs develop a number of competencies that are critical to their role in representing their respective organizations and Autodesk.

The program encompasses 12 skills or competencies that are organized into four focus areas. Participants in the mentoring program are encouraged to develop at least one skill in each of the four focus areas, with a limit of focus on one key area at any given time.

Among the required competencies are development of communications skills, ability to build and progressively serve client relationships, and acquisition of comprehensive technical knowledge that is followed by a demonstrated ability to conduct presentations.

Overall, participants are challenged to cultivate a comprehensive knowledge of Autodesk products so that they can assess client needs and provide appropriate product- and service-based solutions that result in enhanced long-term customer satisfaction.

### **About Ideate, Inc.**

Ideate, Inc., a leading U.S. West Coast Autodesk Value Added Reseller, provides software and hardware, implementation services, training, support, and consulting services for the Architecture, Engineering and Construction (AEC), civil, GIS and multimedia industries. Established in 1992 and headquartered in San Francisco, California, Ideate, Inc. is recognized as an Autodesk® Premier Solutions Provider (PSP) – Building Architecture, Autodesk's highest level of authorization. Employing top architects and structural, mechanical, and civil engineers, Ideate, Inc. provides its

clients with the knowledge and technical resources to make the most productive, efficient use of their software and staff so that they can achieve their optimal competitive advantage.

Ideate, Inc. operates five Autodesk® Authorized Training Centers on the West Coast: San Francisco, CA; Sacramento, CA; San Jose, CA; Portland, OR and Seattle, WA. Ideate's facilities are acknowledged as Autodesk Authorized Certification Centers, providing globally recognized certification courses for professionals who sell, service and support Autodesk products and solutions. The Ideate pledge of personal commitment to its clients' successful implementation of Autodesk software has attracted experienced industry professionals of the highest reputation to join the Ideate staff, so that Ideate has become a recognized leader providing superior service and support. For more information about Ideate, Inc. visit [www.ideateinc.com](http://www.ideateinc.com)

With a specific focus on Building Information Modeling (BIM), Ideate is also developer of Ideate Explorer for Revit®, the simple, powerful tool that helps Revit users explore, quantify and manage the 10,000+ building elements in a Revit building information model. For complete information or to purchase Ideate Explorer for Revit, visit [www.ideateexplorer.com](http://www.ideateexplorer.com) or email: [sales@ideateinc.com](mailto:sales@ideateinc.com) or phone toll-free: 888-662-7238

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