

2010 GRAPHISOFT Customer Survey

This survey was created to collect input from our global customer community to align our strategies with customer needs and preferences in a turbulent environment and a fast changing AEC industry. The survey should take not more than 20 minutes.

Thank you for your participation!

The GRAPHISOFT Team

1. Please select your country:
2. What is your company size?
 - Solo (1 seat)
 - Small (2-15 seats)
 - Medium (16-50 seats)
 - Large (50+ seats)
3. Please select your job title:
 - Architect
 - CAD Operator
 - CAD Manager
 - Engineer
 - Partner/Owner
 - Other (please specify):
4. When did you buy your first ArchiCAD license?
 - Recently (in the last 12 months)
 - A little while back (in the last 1-3 years)
 - Further back (4-10 years)
 - In historic times (10+ years)
5. What was the single most important factor in your decision to select ArchiCAD/GRAPHISOFT? (Please select the most relevant from the list.)
 - Generic image/Brand
 - Product features and attributes
 - Services and support offered
 - Local/global user community
6. Please elaborate in more detail your answer at the previous question and/or add factors you consider are missing from the list:

7. Which product related value in the GRAPHISOFT offering do you believe is the prime contributor today to your competitive advantage? (Please select the most relevant from the list.)

- Overall Performance
- Comprehensive set of features/functions
- Complete, seamless workflow
- Intuitive user interface
- Local content
- Support of open standards (connection to engineering applications)

8. Please elaborate in more detail your answer at the previous question and/or add values you consider are missing from the list:

9. Which service related value in the GRAPHISOFT offering do you believe is the prime contributor today to your competitive advantage? (Please select the most relevant from the list.)

- User communities
- Technical support
- Training resources
- Subscription program offering
- Personal link to GRAPHISOFT

10. Please elaborate in more detail your answer at the previous question and/or add values you consider are missing from the list:

11. What are those things GRAPHISOFT should be doing better?

12. Please list the AEC/IT industry trends / technology innovations that you believe will have a significant influence on your business.

13. Please share your vision about the architecture profession in a 5-10 year time-scope:

14. Is there any market segment that is not tapped by GRAPHISOFT but you feel inevitable to address with a specific solution?

- No
- Yes (please elaborate):

15. How would you describe to a friend, in one sentence, the ArchiCAD/GRAPHISOFT brand? (Example: in connection with Apple these are the thoughts usually phrased: innovative, stylish, intuitive, highest quality...)

16. Please rate your overall satisfaction level with GRAPHISOFT and our products.

- Not Satisfied at all
- Somewhat satisfied
- Satisfied
- Very Satisfied
- Delighted

17. Please provide us with any further suggestions or comments you may have.
