TD SYNNEX
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Global Design Solutions Leader:
**Empowering Partners with Value**

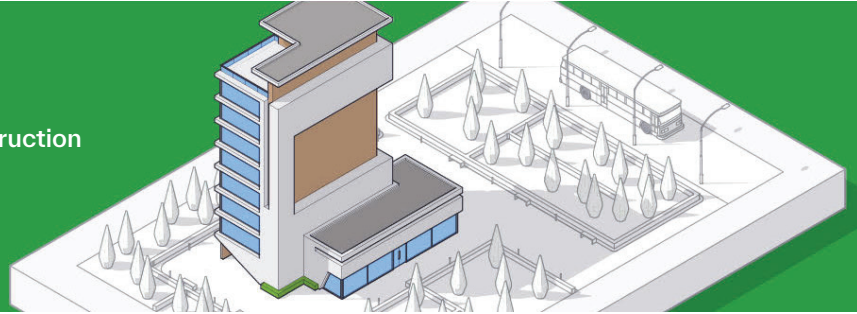SketchUp
Authorized Distributor

# SketchUp Pro

SketchUp's Pro subscription equips design & construction professionals with an ecosystem of intuitive and extendable 3D design and communication tools for unhindered creative expression, smooth collaboration, and compelling presentations.

## Portfolio Experience (Value Statements & ROI)

- Efficient modeling
- Customisable to suit workflows
- Extendable functionality
- **Model across devices:** Desktop (Windows & iOs), mobile (Android & iOs) and web

- **Generate reports:** Export tabular reports from data in model objects, such as Groups and Components
- Quickly generate 2D-4D deliverables
- Accessible and easy to deploy

- Easy to learn
- Powerful, intuitive, and flexible
- Built for creativity and collaboration
- Visualisation and presentation-ready

## What makes SketchUp Pro different?

**Intuitive:**
Compared to other 3D modeling apps, SketchUp makes it easy to create in 3D on desktop, mobile and web.

**Real-world enabled:**
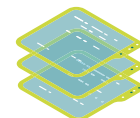Pull in satellite imagery and 3D terrain data to provide accurate site context.

**Shortened time to value:**
SketchUp makes it easy to create, iterate and communicate in 3D, delivering a short time to value.

**Climate insights:**
Provides climate insights pre, during, and post design.

**Extendable:**
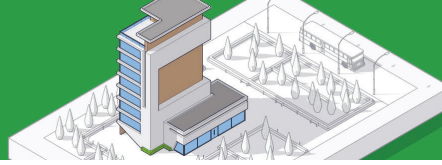Enables expanded workflows through extensions.

**Unparalleled value:**
No other offering delivers this much functionality at such an affordable price point.

**Facilitates in-person, real-time stakeholder collaboration:**
Deliver presentations with a variety of outputs & styles, including 2D documentation, perspectives, panoramas, & 4D views.

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## When is SketchUp Pro an ideal fit (Jobs to be done)

**Principals, Partners, Senior Designers:**
- It's hard to give clear feedback to my design team when I'm not in their 3D tools.
- I need to engage my clients more effectively during meetings and sell them on a design concept.
- It's hard to work on conceptual designs when I'm on the go.

**Designers:**
- I need to quickly capture/translate and test my ideas in 3D.
- I want to populate my designs with pre-built assets to quickly bring my design to life.
- I want to find add-on tools for workflow efficiency.
- I want to communicate my design reasoning to colleagues and leaders.
- I want to present proposals to clients and collaborators to gain consensus.

**Professionals who need to present on-site:**
- I need to showcase products to clients on-site and quickly capture their feedback.

**Construction stakeholders:**
- I spend a lot of time going back and forth with design and engineering teams to resolve construction issues when they arise.
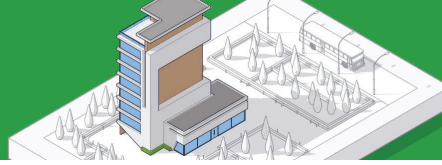- I want to access critical 3D information on-site with the hardware I already have: an iPad.

**DIY-ers:**
- I'd like to better plan my projects by thinking through them in 3D, but I don't want to spend a bunch of time learning software.
- I want to take my 3D projects to the shop or worksite without the risk of breaking my computer.
- I spend a lot of time doing manual measurements for my home remodel projects.

## What's included

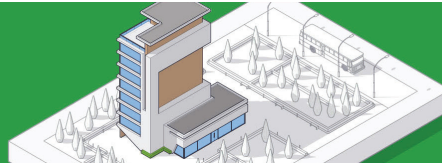| PRODUCT | DESCRIPTION |
|---|---|
| **SketchUp for Desktop** | **Desktop 3D Modeling**<br>Professional, robust, accurate. Access our well-loved SketchUp Pro desktop modeler to model anything you can imagine quickly and intuitively. |
| **SketchUp for Web**<br>*Requires internet connection* | **Web-based\* 3D Modeling**<br>Our web-based modeler is a streamlined version of our desktop app that uses the same core technology. With SketchUp for Web, you can ditch the installers and create in 3D straight in your browser. |
| **SketchUp for iPad** | **Create & Collaborate on iPad**<br>SketchUp for iPad is like your favourite sketchbook, but better. It combines the ease of sketching by hand with the power of 3D. With support for Apple Pencil and smart drawing tools that turn doodles into 3D shapes and configurable objects, SketchUp for iPad lets you create in 3D quickly and easily. Your files are stored in the cloud and synced across your devices, so you can access them whenever and wherever you need them. |
| **Trimble Connect Business** | **Unlimited Project Collaboration**<br>• View, share, and access project information from anywhere — at any time with Trimble Connect.<br>• Trimble Connect is a cloud-based platform that connects the right people to the right constructible data at the right time.<br>• With Trimble Connect, you can view, combine, and share any 3D models, perform clash detection, and Assign ToDos, all in 3D.<br>• With Trimble Connect Business, you get unlimited projects and unlimited storage. |

# SketchUp Pro

## What's included (continued)

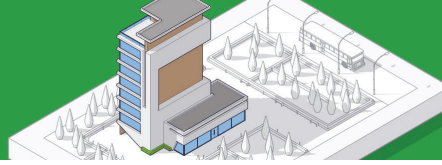| PRODUCT | DESCRIPTION |
|---------|-------------|
| Extension Warehouse | **Supercharge your workflow**<br>Search, install, and manage SketchUp extensions from one easy-to-use location. SketchUp's Extension Warehouse is home to hundreds of free and paid apps for rendering, drawing, productivity, energy analysis, and more. |
| 3D Warehouse<br>*Limited to 100 downloads a day or 1000 downloads a month. Unlimited access to pre-built 3D models** | Access to over 4.8 million pre-built 3D and 2D content from the world's largest 3D model library.<br>**Access & customise Live Components**<br>Access a growing repository of Live Components and pre-built parametric models for architecture, construction, and interiors. Parametrically customise dimensions on objects such as windows and timber framework to suit your project needs. |
| LayOut | 2D Design & Documentation Users can scale their model to paper space and add annotations, dimensions and more using our 2D documentation application, LayOut. The best part is when a user's 3D model changes, their 2D documents track that change, too. |
| PreDesign | Filters through design ideas and presents those that have the potential to be most suitable to your project based on an analysis of historical climate data for your site. |
| Mobile Viewer<br>Android & iOS | **Augmented Reality Viewing**<br>Place objects in a real-world setting right from your phone or tablet using SketchUp's AR Mobile Viewer. |
| AR/VR Viewer | Experience 3D projects in augmented, virtual, and mixed reality on a supported device. Supported devices include Oculus Rift, Meta Quest 2, 3 & Pro, and Microsoft HoloLens 2.<br>**Supported Devices**<br>Hololens 2 – WMR \| Meta Quest 2, 3 & Pro \| Oculus Rift \| Oculus Quest \| HTC Vive \| SteamVR |
| Style Builder | **Customised graphic styles**<br>Create customised line styles using imported digital or hand-drawn strokes. If you can draw it, you can make it into a Style. Combine with unique textures and colours in SketchUp to inject your creative flair into every model, render, and animation. |
| Interoperability | **Supported File Types**<br>**SketchUp for Desktop**<br>**Import:** SKP, STL, DWG, DXF, DAE, KMZ, 3DS, DEM, DDF, IFC, IFCZIP, BMP, JPG, PNG, PSD, TIF, TGA, PDF (Mac Only)<br>**Export:** STL, PNG, DWG, DXF, DAE, KMZ, 3DS, FBX, XSI, OBJ, VRML(WRL), SKP, IFC, JPG, PNG, TIF, EPS, PDF (Mac Only)<br><br>**SketchUp for Web**<br>**Import:** SKP, PNG, JPG, DWG, DXF, DAE, KMZ, 3DS, DEM<br>**Export:** SKP, PNG, STL, DWG, DXF, DAE, KMZ, 3DS, FBX, XSI, OBJ, VRML<br><br>**SketchUp for iPad**<br>**Import:** SKP, PNG, JPG, STL<br>**Export:** SKP, PNG, USDz, STL, OBJ, MP4 |

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## SketchUp Pro Objection Handling

| | |
|---|---|
| **I only need to measure. Why can't I use the Free viewer app instead?** | With the SketchUp Viewer apps, you can navigate 3D projects, take measurements, and view them in Augmented Reality (AR) from your iOS or Android devices for free. If you need to mark up, create, or edit 3D models from your iPad, you'll need to purchase a Go, Pro, or Studio subscription. |
| **Why can't I access SketchUp for iPad with my existing enterprise subscription?** | SketchUp for iPad is only available in our subscription offerings. If your team isn't ready to switch to an enterprise subscription, you can access SketchUp for iPad through our entry-level subscription offering, SketchUp Go, starting at $119 USD/year. |
| **Can we mix and match different subscriptions?** | Yes, you can mix and match subscription types within the same account. |
| **How can we purchase?** | • Directly through our sales team. Please review this internal FAQ on **how to purchase SketchUp** before placing the order.<br>• Indirectly through a reseller or distribution partner. Users can **find a partner in their area** from our website<br>• **SketchUp eCommerce Store**<br>• **Apple App Store**. Users can buy SketchUp Go directly from the Apple App Store through an annual subscription. |
| **How can I manage my subscriptions?** | You can manage your SketchUp Go subscription through the Account Management Portal (AMP). **Learn more about the AMP**. |
| **I purchased SketchUp for iPad from the App Store, but I want to upgrade to Pro; how do I do that?** | If you purchase SketchUp Go through the Apple App Store, you'll need to **cancel your subscription from the Settings app** on your iPhone or iPad, or in the App Store on your Mac. Then, you can purchase a new SketchUp Pro or Studio subscription **through our website**. Or you can **reach out to our sales team** to discuss your options. |
| **What do you provide for training or support?** | In-App Learning We've packed SketchUp for iPad with self-paced tutorials and skill-building videos so you can learn straight in the app.<br>**SketchUp Campus**<br>• **SketchUp for Web Fundamentals Course**<br>**Demo Materials**<br>• **SketchUp for iPad Demo Script**<br>• **Demo File**<br>**SketchUp YouTube Channel** **Skill Builder/Playlist Content** |
| **What are the hardware & software requirements?** | The app can be installed on a wide range of **iPad Pro**, **iPad**, **iPad Air**, and **iPad Mini** models and requires **at least iOS 15**. For performance reasons, we recommend that customers (especially those likely to be working with large, demanding files) **use the most powerful tablets they can get their hands on (iPad Pro with M2 chips)**.<br><br>The application experience is centered around the use of a **second-generation Apple Pencil**. However, folks can also use the app with a first-generation Apple Pencil, as well as other third-party stylus peripherals that are supported by iPadOS. The app also supports **Magic Keyboard & Trackpad**, **Bluetooth enabled**, **three-button, and scroll-wheel mice**. For folks who just have a plain old iPad without any other peripherals, **we also support multi-touch interactions**. SketchUp can also be installed on **iPhones**. When the app is installed on a phone, users will be able to use the phone version of the app in *Viewer* mode. |
| **When is SketchUp coming to Microsoft Surface or Android tablets?** | Unfortunately, we can't share information about future product development, but we'd love to hear how we can make SketchUp better. Please post your feedback **in our forums**. |

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## Qualifying Questions & Indicator for Upsell

**Are you finding:**

- There's a lot of time/effort spent managing internal design reviews?
- You'd like to engage your clients more effectively during meetings?
- Is expensive to purchase and deploy
- Requires specialist teams and extensive training
- Other tools are too rigid and hinder true creativity
- Needs high-end expensive hardware to run
- Giving the right stakeholders access to your 3D projects is risky or time-consuming?

**Indicators that customer should be upsold to Studio:**

- Involved in creating large or detailed production 3D models
- Needs to create 2D drawings or construction documents
- Wants to create visualisations with a rendering engine
- Would like to present designs in mixed or virtual reality
- Wants to leverage climate insights and strategies to inform early-stage design decisions
- Wants to scan a building or home to capture as-built conditions in 3D.

## SketchUp Pro is an ideal fit for:

| Ideal Pro Customer | Business Need |
|---|---|
| Architecture, engineering, and construction (AEC) professionals, interior designers, urban designers, landscape architects. | **Design professionals at small, medium, and large AEC firms who want to:**<br>• Capture and refine their ideas within a customisable 3D environment<br>• Import project assets as a springboard for generating and developing their design<br>• Engage in live, collaborative working sessions with internal and external stakeholders<br>• Manipulate, analyse or render 3D geometry as part of their unique workflow |
| Designers and field sales teams at BPM firms, furniture manufacturers, industrial designers, and other commercial manufacturers. | **Project stakeholders who need to leverage 3D models for review, analysis, and visual post-processing.**<br>• Sell a client on a solution by presenting in 3D<br>• Visualise a solution in physical space using mixed reality<br>• Architectural visualisers, Building performance specialists<br>• Professionals who need to design and showcase real-world objects |
| Virtual design and construction (VDC) managers, project engineers, project managers, superintendent at general contracting/ construction firms, digital twin specialists, asset managers | **Construction stakeholders who need to generate 2D - 4D assets to drive projects from pre-construction to post-construction/occupancy.**<br>• Effectively investigate build intent with design/engineering teams.<br>• Communicate construction details and logistics to field teams in 3 - 4D and XR to proactively uncover and resolve issues on-site. |
| Woodworkers, 3D enthusiasts, 3D print creators | DIY-ers |

| Price | Competitor | Price | Competitor | Price | Competitor |
|---|---|---|---|---|---|
| $0.00 | BricsCAD Shape | $749.00 | SketchUp Studio | $1,865.00 | AutoCAD |
| $349.00 | SketchUp Go | $720.00 | BricsCAD Pro | $1,980.00 | Vectorworks Design Suite |
| $280.00 | Communicator for BricsCAD | $995.00 | Rhino 7.0 | $1,995.00 | Bentley Microstation |
| $299.00 | SketchUp Pro | $1,080.00 | Vectorworks Fundamentals | $2,250.00 | ArchiCAD Solo |
| $350.00 | BricsCAD Lite | $1,360.00 | BricsCAD BIM | $2,545.00 | ArchiCAD 22 - Full Version |
| $460.00 | AutoCAD LT | $1,500.00 | BricsCAD Ultimate | $2,675.00 | Revit |
| $495.00 | RevitLT | $1,530.00 | Vectorworks Architect | $3,270.00 | AEC COLLECTION |
| $605.00 | AutoCAD Revit LT Suite | $1,530.00 | Vectorworks Spotlight | | |

## Resources

- Pro Subscription Page • SketchUp for Desktop Page • 2023 Partner Reference Guide • 2023 Launch Blog