

August 1, 2013

## Enceptia Rebranding

We've been known as D|C|CADD for over a quarter century now and, as D|C|CADD, we have an excellent reputation. So why leave that behind? Well, it isn't because we were acquired or that we're having financial problems. In fact the opposite is true: we're growing, hiring people and opening more offices.

Rebranding as **Enceptia** is an opportunity for us to reset our thinking and broaden our customers' expectations of us. We're known as a top tier Autodesk Partner, but Autodesk and our customers are asking us to go in new directions. We see opportunities in new markets and industries. We're now publishing some of the top-rated applications for Revit and have invested in a complementary software development firm. We're creating advanced learning content and we're even expanding our services to provide traditional IT support and services specifically tailored to the needs of our design clients.

We wanted a fresh look and a new name to go with our enduring business philosophy of delivering great customer support and service. I'm especially excited with what's happening within our company and I believe that the changes, growth and additions will greatly benefit you, our customer. Thank you for your business.



Doug Wietbrock  
President

## Frequently Asked Questions

### 1. Why "Enceptia"?

Finding a short name that's easy to say, spell and remember is challenging. Finding one that has an available domain and which can be trademarked is an even greater challenge. We looked at hundreds, if not thousands, of potential names, and liked this one the best. Beyond that, if you want to get into the weeds, you would find tenuous linkages to Ancient Greek words. "Encep", for example, is a derivation of the Greek words meaning "in the brain". "Tia" has many references, one of which means "new". But, seriously, we just liked the word.

## **2. So, did you sell the company? Were you acquired or did you file bankruptcy?**

No. No change of ownership. No change in management. No financial problems. We just decided that with all the changes and new initiatives and markets we needed a name that wasn't tied so closely to "CAD".

## **3. You keep mentioning changes. What are they?**

We've expanded our reach by opening an office in Houston. We've become a nationally recognized expert in the new Autodesk Fabrication Solutions. We've recently been authorized as one of the few Autodesk Partners in North America to sell and support the new Autodesk Construction Solutions. We're expanding our services to include a set of IT services we call IT4CAD - general IT support and products specifically developed for our customers' unique needs. We're creating training materials to support some of the new Autodesk products and solutions. We've invested in the software developer faciliCAD to help improve their AutoCAD-based solutions for facilities management. And we have more exciting changes planned.

## **4. What will these changes mean to me?**

Hopefully, it will all be positive for you. We've carefully planned and implemented these new initiatives not to disrupt our core competencies - delivering great customer support and service. We're hiring more employees and we're investing heavily to make sure they understand how to support you as we've always done. You may be working with someone new, but the rest of the Enceptia staff has been around for quite a while and will be here to help you in any way that we can.

## **5. Will I be able to continue working with the same people?**

Yes. We're not reassigning staff because of the rebranding, but you may, in time, work with new people as we hire them and adjust our roles and responsibilities. You can always ask to work with someone in particular. Just let us know your preference.

## **6. Will this affect how we contact you?**

No, not at all. Our phone numbers, including our toll-free number, (800) 454-5499, remain the same. Emails to @dccadd.com will forward to our new email addresses. And www.dccadd.com will also forward automatically to www.enceptia.com.

## **7. Do we need to re-file any paperwork with you for accounting purposes?**

No, all contracts and formalities are unaffected. When they renew in the future, we will change them to Enceptia. Payments may be made to D|C|CADD or to Enceptia. We're still the same company.

## **8. Will this affect my software licenses in any way?**

Not at all. Your licenses are with and from Autodesk. If we are your Autodesk Reseller of Record, Autodesk is automatically changing all references from D|C|CADD to Enceptia. This is just a change to clerical records and does not affect your software or licenses in any way.