

For Immediate Release

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## Bricscad Gains Major Distribution into North America and India

Veteran CAD Sales and Management Team, led by former Bentley CMO,  
Partners with Bricsys, Provider of “#1 Alternative to AutoCAD”

Brussels, Belgium and Boston, MA, May 27, 2009 (PRWIRE) – Bricsys NV, developers of the Bricscad product, and Global Force DIRECT, a veteran sales group with deep management experience in the CAD industry, today announced that the two companies have reached agreement granting Global Force DIRECT licensing rights to market and sell the Bricscad product and applications across North America and India.

Anthony Flynn, president of Global Force DIRECT, former Chief Marketing Officer at Bentley Systems, Inc., and former vice president of Bentley DIRECT, comments, “The world’s economy is fundamentally turning value-based and nowhere is that more true than in software for the world’s infrastructure and engineering projects. More than ever in my fifteen years in CAD, the vast majority of the market is seeking a ‘new era’ of value and friendliness in their CAD investments.”

Flynn continues, “Seeing this underserved market, we at Global Force DIRECT are pleased to announce our partnership with Bricsys, a CAD company that best meets these requirements: compelling affordability, full-function and high-performance 2D/3D CAD, full DWG compatibility and interoperability, an open platform for customizations and DWG-based applications, a deep appreciation for owner rights and a penchant for support, a large and satisfied user base, and management strength to grow with the market.”

“After significant study, we’re convinced that Bricscad has achieved market acceptance as the #1 alternative to AutoCAD. Erik De Keyser and his team have done a masterful job with their Bricscad product, their technology roadmap, and their overall business. We are excited to be their partner and we look forward to multiplying CAD value for organizations requiring mission critical DWG-based CAD

and applications for their AEC, GIS, and mechanical engineering projects across North America and India—most will be very compelled to save 70-80 percent on their ongoing CAD investment.”

De Keyser, CEO of Bricsys, comments, “I agree wholeheartedly with Tony on the trend toward higher and proven economic value in CAD. In our case, we’ve risen up the price/performance curve largely through an open-systems approach – rapidly and carefully incorporating leading-edge technologies into Bricscad. Going forward, our open business approach is also rewarding the Bricscad community with an expanding ecosystem of powerful third party applications.”

De Keyser adds, “This agreement with Global Force DIRECT is a milestone for our company and community – we are now solidly placed in North America and India. It would be hard to find a person more experienced in the CAD business or more committed to delivering value and efficiencies to engineering projects and organizations than Tony. We are excited to have him and his team as our partner, and even more excited to share this great news with US and Indian organizations.”

Also joining Flynn as partners in Global Force DIRECT are Douglas Maitland, the former Director of Marketing for Bentley DIRECT, North America; Kanti Purohit, a seasoned EDA/AEC sales executive whose appointments included global vice president of sales (through IPO) at Viewlogic Systems, Inc.; and Yatin Suri, a former senior manager in the world’s largest AEC worksharing company in New Delhi.

Given their experience, the Global Force DIRECT and Bricscad teams will be selling, supplying, and supporting Bricscad and providing “new era” benefits to a full spectrum of organizations requiring mission-critical CAD, including: architectural firms listed on the Architectural Record Top 150 Architectural Firms, U.S. State Departments of Transportation (DOTs), engineering and contracting firms listed in the Engineering News Record (ENR) Top 500 Design Firms, design firms from the ENR Top 150 Global Design Firms, building product manufactures, city and town governments and their local contractors, landscape architects, utility and telecommunication companies, power and process plants and their designers, and major manufacturers and their consulting firms.

To learn more about Bricsys or to download Bricscad, visit [www.bricscad.com](http://www.bricscad.com). To contact Global Force DIRECT about Bricscad product or career interest, visit [www.globalforcedirect.com](http://www.globalforcedirect.com) or call +1 617-418-4450 (US) or +91-11-43086342 (India).

In the coming weeks, the companies will announce additional programs for affiliates, consultants, and DWG application developers in North American and India. Interested individuals and organizations can receive early notice on these programs by emailing [partners@globalforcedirect.com](mailto:partners@globalforcedirect.com).

#### About Bricsys

Bricsys is a global provider of engineering software through its network of 70 offices on four continents. Its flagship product, Bricscad based on IntelliCAD, is a powerful DWG-alternative CAD product and application platform that serves AEC, civil engineering, GIS, and the mechanical design markets. Bricsys has over 100,000 customers, has grown each year by 35% during the last four years, and has always been profitable.

Besides its technological strength, Bricsys offers high quality support to every user, every day, and everywhere. Its customers are leaders in their field and require zero tolerance support. Bricsys reports monthly to its customers on the status and development of its software products. Learn more at [www.bricsys.com](http://www.bricsys.com).

#### About Global Force DIRECT

Global Force DIRECT is a global sales organization that specializes in sales 2.0. It is staffed by partners and senior sales professionals who are web-empowered and phone-productive the entire day, and led by management that grew and managed a \$100M phone/web-based sales operation for a \$400M global software leader. Global Force DIRECT can bring transformational rewards to clients, including expanding revenue and reach, opening new global markets, and fundamentally increasing the efficiency of distribution. Learn more at [www.globalforcedirect.com](http://www.globalforcedirect.com).