



“It’s all about productivity.”

Designer Patrick DuChene says that with DynaSCAPE, he can draw and estimate a \$100K job in a single day.

CUSTOMER PROFILE

Patrick DuChene is a professional landscape designer who has worked with some of the Northeast’s most prestigious landscape companies and one of the top 100 landscape companies in the United States. He is a firm believer in the power of computerized systems to increase productivity, and has introduced DynaSCAPE Design and Manage360 to several of the companies that he has worked with over the years.

LOCATION

Branchburg, New Jersey, USA

DS BUSINESS SOLUTION

Manage360, including:
Sales & Estimating
Job Management

RESULTS

Increased productivity
Huge time savings
Ability to do estimates on the road
Quicker turnarounds on estimates
No need to keep recalculating prices
Professional output wins more jobs

THE CHALLENGE

In Patrick DuChene’s mind, it’s simple: there’s the “old school” way of doing things, and then there’s DynaSCAPE. A professional landscape designer who has worked with several multi-million dollar companies, Mr. DuChene knows from past experience how tedious it can be to prepare every design and estimate manually.

“When I started designing, I was doing everything by hand. It was really time-consuming: drawing designs on paper, getting them copied, coloring the copy by hand, and then, if any revisions needed to be made, it was back to the drawing board.”

Similarly, once the drawing was done, preparing the estimate was another long process. “I had designed an Excel spreadsheet to help me prepare my estimates, but I was getting frustrated because of the disconnect between my design software and my estimate,” he says. “I needed a way to streamline the process and get as many proposals out as I could, as accurately as I could. So I started to look into DynaSCAPE Manage360’s Sales and Estimating product.

THE SOLUTION

“Manage360 brought everything together for me, because you can’t sell a job unless you have a proposal, and it has to be accurate. I can trust Manage360 to do all of the right calculations.” As a result, Mr. DuChene estimates that he’s “about five times faster now, especially with the complicated jobs. It’s made a big, big difference.”

Partly, he says, that’s because of his new ability to create an estimate directly from his designs, and to use kits to calculate expenses quickly. “On a commercial project, for example, where each tree needs mulch, labor, stakes and so on, I can prepare a kit and then click on 100 trees in my drawing, and Manage360 will automatically calculate how much time I’ll need, how much mulch I’ll need, everything. It streamlines the whole estimating process.”

THE BENEFITS

“For me, it’s all about productivity,” he continues. “In our industry’s sales cycle, it’s the estimation process that takes the longest time, and that’s partly because a lot of guys are using two or three different programs to prepare an estimate. They’re doing things in Excel, they’re going online and maybe typing numbers into a mulch calculator, they’re using MS Word, and maybe even Publisher – it’s so disconnected and time-consuming.

“With DynaSCAPE Software, you stay on the same road from start to finish. So your productivity increases dramatically. Estimates that used to take days can now be completed in just a couple of hours.

“In fact, because I have DynaSCAPE Design, Color and Manage360, I can now design, colour and estimate a one hundred thousand dollar job in a single day. Of course, that’s on a day without any interruptions. But even on an average day with the usual distractions, I can still do \$50-75K. So if my estimates are generating a 17% profit for example, at the end of the day, on that one \$100K job, that’s \$17,000 profit. Which means that I make back more than I’ve invested in the software, and in my time, with a single job and sometimes in a single day!”

Another benefit that Mr. DuChene appreciates is the ability that Manage360 gives him to prepare his estimates on the road. “I have a wireless card for my laptop, so now I can get online at a customer’s site and do my estimate right there. I can turn around a lot of work, and I don’t have to calculate how much of this and how much of that I need, because I’ve already done it. It’s just a matter of plugging the data into Manage360 and having it spit it back out.

“So, I can do proposals all day long, at people’s houses, and get things turned around quickly, right on site. When I got the wireless card, the first appointment I took it on was a clean-up. I had all my kits set up in Manage360, so I just typed up how many square feet of mulch, and It generated the proposal, I typed in my text specific to the job, emailed it into the office, they had it emailed back to the customer that day, and I signed a large job in less than 24 hours.

“I couldn’t have done it that easily before. It does all the tedious work for me, which allows me to turn proposals around quicker, increasing sales, which is important, but also frees up more of my time to provide my clients the customer service they expect and deserve. My ability to turn around proposals and designs sets a precedent right off the bat that you’re aggressive, you want the work and you do what you say that you’re going to do.”

He finds that having a web-based program has an abundance of benefits. “If your computer ever gets lost or stolen, you don’t lose any of your data. In addition, I can work remotely when I travel, which allows me to stay productive. There have even been times when I’ve been somewhere without my computer and I’ve needed to access estimate information. With the web-based program, I can simply pull up anything I need on my smart phone or tablet.

To Mr. DuChene, Manage360 is just the latest in the line of DynaSCAPE products that is giving him a real edge over

his competitors. “You can only sell so much work doing things manually, and since I started using DynaSCAPE Design, Color, Sketch3D and now Manage360, the designs and proposals that I submit are like nothing else out there. DynaSCAPE lets me produce presentations that are far superior, compared to any other.”

Though he tried other landscape programs, what first convinced him to choose DynaSCAPE was the quality of Design’s output. “It’s better thought out. It’s like the difference between buying a BMW and just a regular Chevy car: they’re both cars, you can get from A to B with both of them, but BMW sells for a higher cost because you get quality. If you want something that will give you an edge, you won’t get it for nothing. It’s an investment, but you make your money back immediately. And then you’ve paid for something that you have forever, and that will give you a dominant edge over your competitors.

“Part of my income is commission, and you don’t make commission if you’re not selling work. To sell work, you have to have a good product. My average job is now \$75-100K, and my clients tend to be the type of people who don’t want anything less than the very best. When you’re working for people like that, you’ve got to bring the good stuff, you know?”

And to Mr. DuChene, that good stuff is DynaSCAPE. “I’ve introduced automation, and DynaSCAPE Software in particular, to several of the companies that I’ve worked for in the past. And they’re all using it now, and benefitting from it. Just recently, one owner told me that he would never do business without it again.

“There are products that are made to make money, and then there are products that are made to make people money. DynaSCAPE is made to help people in our industry make money, because it’s really well thought out. I know the people at DynaSCAPE are passionate about the industry, and about making something that makes the industry better. As opposed to some of these other software companies, where it’s just all about pretty pictures.”

Asked if he’d recommend DynaSCAPE software, and Manage360 in particular, to other landscape professionals, Mr. DuChene answers without hesitation, “Of course!” And then adds with a smile, “Other than anybody in my territory that I compete with.”