

DynaSCAPE launches the next generation of its business management software for landscape companies

Leading landscape design software company introduces a complete overhaul of its DynaSCAPE Manage program

Burlington, ON – May 2009: DynaSCAPE Software Corporation has announced the release of a completely revamped version of its DynaSCAPE Manage software program. A companion to the company's popular Design software, DynaSCAPE Manage is a modular and web-based program that helps landscape professionals to manage their businesses more efficiently and profitably.

According to Harry Ludwig, DynaSCAPE's lead Business Analyst for the redesign project, the company's overhaul of the Manage program was undertaken to help landscape pros keep pace with the growing professionalization of their industry. Through a series of complementary modules, the new version of Manage aims to make it easier for landscape business owners to be profitable, by helping them to follow all of the best practices for estimating, bidding, sales and management that have emerged in their industry. The program's first new module, Sales and Estimating, is now available for purchase.

"We've designed it to be an end-to-end system, automating everything from sales and lead tracking to estimating, bidding, proposal writing, scheduling, project management, job costing, billing, overhead recovery, budgeting, forecasting and financial analysis," Mr. Ludwig explained. "Many of our customers are looking for software to help them learn and implement the industry's best practices in all of these areas. We designed the new Manage to give them all of the information they need to run their business more efficiently, using a single go-to program instead of having to use a different piece of software for every different business activity."

As part of the revamp, DynaSCAPE has also moved Manage to a web-based 'software as a service' (SaaS) delivery model, which Mr. Ludwig sees as an additional benefit for their customers. "Instead of having to install them locally, users can now access Manage modules securely online, which makes their business management information much more accessible to everyone in their companies who needs it, including managers in the field. All you need is Internet access and the proper authorization."

Mr. Ludwig says that the guiding principles that shaped the redesign came from two main sources: feedback from existing Manage users, and input from some of the leading consultants in the landscaping industry. "We worked closely with our customers and association partners, who told us not only what they liked about the previous version of Manage, but also where they wanted to see improvements," said Mr. Ludwig. "As well, we incorporated landscape business methodologies from some of the top consultants in the business."

One of those consultants, Marcus vandeVliet of MV Consulting in Littleton Colorado, looks forward to telling his own clients about the new Manage program. "One of the reasons that I got involved with DynaSCAPE was the opportunity to help them design a system that supports actual business practices that exist in the best landscape companies," he said. "There's no point in developing a software program that is not functional in the real world. The processes that DynaSCAPE has now built into the software are the same ones presently being utilized by all my landscaping clients. It will allow them to have the information that they need to better manage their businesses. There is nothing in the landscape industry today that's as comprehensive and capable as the new Manage software."

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About DynaSCAPE: DynaSCAPE Software has been providing technology solutions to the landscape industry since 1998. Now used by over 3000 businesses and over 70 colleges and universities across North America, DynaSCAPE has emerged as the industry leader in quality software for the landscape professional.

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