

High Quality output, ease of revisions help Ecoscape choose DynaSCAPE



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– Designer Michael Strubeck.

Company

Ecoscape Solutions Group.

Location

Huntersville, North Carolina

Type of Business

Full service company offering turnkey solutions in landscape design, installation and maintenance, irrigation design and installation, site grading, and hardscape and outdoor living area design and installation. Customers include a wide range of builders throughout the Charlotte, NC area

Website

www.ecoscape.com

THE CHALLENGE

Ecoscape Solutions Group is a busy full-service landscaping company in North Carolina that employs over 250 people. As one of the company's three landscape designers, Michael Strubeck knows the importance of creating very professional-looking drawings, since the appearance and accuracy of his designs can make all the difference between losing and landing a bid. He says that he especially values the ability to make quick revisions and to add explanatory notes, neither of which he regards as easy to do on hand-drawn designs.

He is also very aware of the time pressures of his seasonal industry. "I'm very organized, so it's really important to me to be able to get at my designs quickly," says Mr. Strubeck. "Often a colleague will run into my office and say 'Hey, I need this design in a hurry.' When I was producing my mechanical drawings by hand, I would have to go through them all individually, unscrolling each one, looking for the right one. It was too time consuming."

THE SOLUTION

For these reasons, Mr. Strubeck went looking for a software solution to help him create and organize his designs. He concluded his search by recommending DynaSCAPE Design & Quote to his boss and colleagues. "I had a DynaSCAPE demo that I had been given at a trade show. I tried it and liked it a lot."

Before settling upon DynaSCAPE, Mr. Strubeck did some comparison shopping. "I looked at other landscape design software as well, but I kept thinking, 'it's not DynaSCAPE'. I also tried using AutoCAD, but it's not geared for the green industry the way DynaSCAPE is."

The benefits

Mr. Strubeck says that the main benefit of switching from mechanical drawings to DynaSCAPE Design is the way the software supports his desire to produce consistently impressive designs. "I take a lot of pride in my designs. When I unroll them in front of the client, I want the quality and care to show. DynaSCAPE helps me to show that. It allows me to be able to put forth really clean, professional designs."

How else has Ecoscape Solutions Group benefited from his choice? Mr. Strubeck recounts that at first, it wasn't the time-saving benefits of DynaSCAPE that he noticed as much as improvements to two other areas of the designer's work flow, namely,

revisions and organization. He points out several benefits that he, his company and his clients have been enjoying since they switched to DynaSCAPE Design:

- **Easier revisions**

"My drawings have different layers, dimensions, lighting, and other options. The ability to make quick changes to any part of that is really important to me. We get a lot of revisions. With mechanical drawings, making revisions is a big deal, and it's messy. With DynaSCAPE, it's much easier."

- **Better organization**

"Now, when someone asks me for quick access to one of my drawings, I just open up DynaSCAPE Design and it's there at my fingertips. It saves time for my guys in the field, and for my managers."

- **High quality output**

"DynaSCAPE Design allows us to put forth really clean, professional designs. The line weight is a big thing. With their fine lines, DynaSCAPE designs really bounce off the page. We're looking forward to being able to add colour into the designs also!"

- **Easy to learn**

Mr. Strubeck says that it didn't take Ecoscape's designers long to get up to speed on how to use DynaSCAPE Design. "The videos helped a lot. There's a lot of video available. I used to watch them at nights, pausing them along the way to take notes and try what was being shown. The training classes also helped a lot, and we also frequently got additional help from DynaSCAPE's tech support team."

- **Increased sales**

"We charge for our designs, so it really helps to have a portfolio full of very professional-looking samples," says Mr. Strubeck. "That way, the customer can see exactly what they'll get, what they're paying for. That makes a big difference for sales."

- **More notes and details**

"Our customers benefit from the accuracy of the drawings and the extra information and detail in the drawings. It's a lot easier to add notes with DynaSCAPE Design than with mechanical drawings, so we tend to add more information to our drawings now. From the customer's point of view, the more notes, the better."

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