

W.D Wells saves time and boosts profits with DynaSCAPE Quote and Manage Software



Company

W.D Wells & Associates

Type of Business

Landscape Design/Build with a Wholesale Nursery Division

Website

www.wdwells.com

Location

West Grove, Pennsylvania

Products

DynaSCAPE Design & Quote Software

The Results

Sixty per cent improvement to turnaround time for generating designs and proposals, improved efficiency in project management and time savings that increased the company's capacity to address new business opportunities.

“DynaSCAPE reduced the time to generate an estimate or proposal by 60 per cent or more, allowing us to take on more work, respond quicker and be more accurate. Improved efficiency led to better productivity and profitability...”

– Design/Sales Manager Dan Maffei.

THE OPPORTUNITY

W.D. Wells needed a faster way to create high quality residential and commercial designs and quickly turn them into estimates. The company also wanted a more efficient way to manage new construction projects, while increasing its capacity to meet the needs of a growing market.

THE SOLUTION

The year 2005 has turned out to be an exceptional one for the staff of W.D. Wells and Associates, a mid-sized, family-owned design-build operation that recently adopted a new way of doing business.

In January of 2004, W.D. Wells turned away from the traditional process of manual design and estimating practices that had remained largely unchanged since the company's founding in 1974. They began running DynaSCAPE and in less than a year, their staff of four full-time designers and one design assistant, had exceeded the company's best sales forecast, doing so without increasing their staff or overhead.

“Bringing DynaSCAPE on board definitely made the difference between having an average year and having one that beat all our expectations. The integration between the design and bidding process, one of two major strengths of this software, gives our staff the ability to instantly produce quality takeoffs and detailed project estimating from the finished design directly.”

“DynaSCAPE reduced the time to generate an estimate or proposal by 60 per cent or more, allowing us to take on more work, respond to clients quicker and be more accurate in our numbers. Improved efficiency led to better productivity and profitability that continues to this day” – Design/Sales Manager Dan Maffei.

DynaSCAPE's ability to group portions of the plan into work areas lets Maffei's staff break down projects into components, price these separately and present the total package in a way that makes it easy for clients to understand their options.

This feature was put to the test when DynaSCAPE was used to complete a very complex job this year valued at over US \$400,000. The project had many components to it including planting, walkway and patio construction, retaining walls, lighting, water features and swimming pool construction. DynaSCAPE

enabled Maffei to manipulate, share and store information easily, which as the sole designer and estimator on the project, kept these components from becoming a burden to manage.

When sold, a single small crew built the project, consisting of a project manager and three additional workers. The integration of DynaSCAPE's design and business management tools made it easy to carry out every aspect of the work, on-time and on-budget, including administering the subcontracting of the swimming pool and other carpentry items. Without the functionality of DynaSCAPE, with the easy way it generates estimates, contracts, work orders and other documents, I would have needed an additional 20 to 30 per cent of management time to ensure the proper communication and documentation took place – time that would have shown up negatively on the bottom line and time I wouldn't have had to produce timely change orders, and to work with greater ease on other ongoing projects.

“The purchase and implementation cost of DynaSCAPE, which included the time taken to train our staff and set up our database, was recovered faster than anyone imagined possible. DynaSCAPE continues to prove its worth to us on a daily basis.”

– Design/Sales Manager Dan Maffei.

For more information on the DynaSCAPE Suite of products you can:

- register for an online software presentation at www.dynascape.com.
- contact us toll free at 1.800.710.1900.