

# DynaSCAPE 5-minute corporate video – script

At DynaSCAPE, we design software that helps landscape companies do their work more efficiently and professionally. We have both Design and Business Management solutions that are specifically tailored to meet the day-to-day needs of the landscape professional.

As a landscape company, your focus is on winning projects and completing them to your customers' total satisfaction. Our job is to provide you with the tools to help you win those projects and make them not only outstanding, but also profitable.

Our overall mission is to help raise the level of professionalism in the landscape industry with the tools that we create.

Our greatest satisfaction is knowing that every day, those tools are helping our customers to win new jobs and achieve new levels of excellence. The designs and projects that DynaSCAPE users create and manage with our software are well planned, well presented, and in many cases, award-winning.

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The very first tool that we created, **DynaSCAPE Design**, is a CAD-based program that helps you to draw spectacular, information rich designs. It saves you time by automating all of the repetitive aspects of landscape design preparation, and its output features crisp line weights, professional symbols, and an artistic flare that makes it hard to believe that you didn't draw it by hand.

**DynaSCAPE Color** adds value to your drawings by letting you show your landscape ideas in full and attractive color. With it, you can add a hand-coloured look and feel to your drawing using an entire spectrum of colour swatches, textures, opacities and shadings.

**DynaSCAPE Sketch3D** takes landscape design to a whole new level by letting you showcase your design ideas in full three-dimensional splendour. It imports your 2D CAD drawings into Google Sketchup, and adds a huge library of landscape-specific 3D components to your design toolkit, including plants, ponds, pools, rose arbors and more.

We also developed a tool to help you improve the way that you run your company. **DynaSCAPE Manage360** is a comprehensive business management system, built specifically for landscape companies, that lets you follow best practices to manage your sales pipeline, prepare estimates, recover your overhead, manage your jobs, and track the profitability of your business. It dovetails seamlessly with DynaSCAPE Design, and it's entirely web-based for easy access from any Internet-connected location or device.

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We're proud to say that we're the technology solution of choice for over four thousand landscape companies to date, with hundreds of new DynaSCAPE users every year. And, our programs are used as the industry standard to teach landscape design and management in over one hundred schools across North America.

Some of the top landscape companies are using our software, and it's helping them not only to win jobs, but also awards. Here are just a few examples of those award-winning companies and their designs.

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In addition to the software that we develop, DynaSCAPE also offers a full range of related services. We support our software with a responsive Help Desk and informative instructional documents and videos. We also do a lot of training, both in person and online, for beginning and more advanced users. In addition, we offer consulting services on a variety of topics related to landscape business management.

In the landscape community, we support the education sector by providing affordable software to schools and students, and we are proud to partner with professional organizations like the Canadian Nursery and Landscape Association, the Professional Landcare Network, and the Association of Professional Landscape Designers through sponsorships and other initiatives.

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Today, DynaSCAPE is recognized as a standard of landscape professionalism. Our software is always continuing to evolve with the latest advances in technology, and our ear is always to the ground concerning best practices in both landscape design and business management.

Our goal is to provide our customers with the tools to operate at a level of excellence and professionalism that gives them a real competitive advantage. We've helped thousands of landscape professionals to do just that, and we look forward to doing the same for you.