

# That CAD Girl

## **Dewberry Case Study, 'Choosing and Implementing Carlson,' at the Carlson 'Break New Ground' Users Conference, April 5-7**

March 27, 2009

MAYSVILLE, Ky., U.S.A. (March 24, 2009) – At the Carlson “Break New Ground” User Conference in Lexington, Ky., April 5 through 7, David Palumbo of Dewberry will be presenting a case study on how the 2000-person professional services firm with more than 40 locations in 18 states recently chose the Carlson Civil Suite for its site-civil engineering needs.

“In April 2007, Dewberry’s site-civil market segment group embarked on a strategic initiative to unify and modernize site-civil work flow across two dozen offices that service this segment,” said Palumbo, PE, Technology Manager for Infrastructure Services at Dewberry. “Carlson Civil Suite was

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selected over two competing solutions as best aligning with Dewberry's desired work flow and site-civil technical specifications."

The Carlson Civil Suite includes Carlson Civil, Carlson Survey, Carlson Hydrology, and Carlson GIS. Together, these four products are a comprehensive set of design/drafting tools that automate all facets of the civil engineering project.

Palumbo, whose duties include facilitating technology solution acquisition and implementation for all of Dewberry's infrastructure services, including site-civil, transportation, and telecommunications, will explain the intensive process Dewberry performed to choose Carlson. Then he will show how Dewberry, an Engineering News-Record "Top 50" design firm, set about to most effectively implement Carlson throughout their extensive company.

"We will have approximately 250 to 300 users of the product when we're done," he said, noting that the project started by first defining a comprehensive work flow and site-civil task specification independent of software and automation tools. It was these specifications that became the basis of

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evaluating vendor solutions.

Palumbo will be joining Robert H. (Rob) Campbell, president and CEO of Juniper Systems, Inc., and Brent Jones, PE, PLS, of ESRI, as a speaker at Carlson's 2nd annual conference designed specifically for surveyors, civil engineers, mining engineers, construction engineers, partner manufacturers, and dealers. Palumbo will be speaking during the Monday evening banquet.

"Working with Dewberry has been a rewarding experience," said Bruce Carlson, president and founder of Carlson Software. "With so many offices, Dewberry had special demands for data sharing and project tracking and also wide-ranging needs for data interoperability across platforms such as AutoCAD, Microstation and ESRI, including compatibility with field data collection and instrumentation," he added. "Our product offerings are focusing on these capabilities. We enjoyed being a part of their competitive product review – that's our preferred business environment!"

The goal of Carlson's user conference is to help users "break new ground" and learn how to optimize the power of Carlson's versatile software. Learning tracks at this two-and-a-half-

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day event will cover the same land development aspects as Carlson Software products: data collection, land surveying, civil engineering, mining and construction and machine control.

Carlson is keeping the cost of the two-day event at \$695 right up to registration to help more people harness the power of Carlson Software and get project ready. Sign up now at [www.carlsonsw.com/conference](http://www.carlsonsw.com/conference). Group discounts are available.

About Carlson Software. Carlson Software, an independent company founded in 1983, develops software solutions to bring the land development professional from concept to completion. The 25-year-old company is well known for its comprehensive civil, surveying, machine control and positioning, plus mining software solutions. Its free technical support and dedication to customer service is unique in the industry. Carlson Software is headquartered in Maysville, Ky., with branch offices in Boston, Atlanta, and Queensland, Australia.

About Dewberry

Dewberry is a 2,000-person professional services firm, specializing in engineering and architectural design; program management; planning; GIS; surveying; and environmental

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services. Established in 1956, the firm has more than 40 locations nationwide, with headquarters in Fairfax, Virginia, near Washington, DC. For more information, visit [www.dewberry.com](http://www.dewberry.com).

Originally posted on **Carlson Connection** by Jim Reinbold