

# "I Designed a 10,000-Square Foot Project in a Day with DataCAD"

"One of the key reasons we got this job was because we could turn it around so fast. Without DataCAD, this job would've taken at least a week."



Dick Horowitz is a contract designer with Soep Associates, Boston, MA. He believes the reason they get so many jobs is because of their quality, timing and consistency. Their software choice: DataCAD.

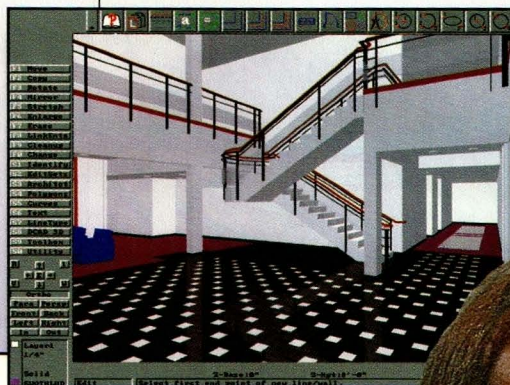
"It's a much surer way to develop the job. There are no expensive misunderstandings. It's just smart business."

"We can do the job quickly and the quality is always there."

for the quality of the drawings to suffer when his team was under pressure to get a job out the door.

"That doesn't happen with DataCAD. We're consistent, yet we have a full range of tools to express our creativity. We can plug into a client's 'corporate style' so that each design looks unique. I had virtually no computer experience, but I was able to use DataCAD."

DataCAD was Dick's first foray into high-tech design. He bought it after seeing a demo at a local user group meeting four years ago and remembers, "It was the first time I ever saw a group of architects getting along!"



"I did a basic floor plan right away and went right to 3D. It was very easy. The ability to create symbols is one of DataCAD's greatest productivity tools. The more I use it, the more potential I see. I'd absolutely recommend it to any designer who wants to be more productive and more competitive."

Dick's been around long enough to see how technology has changed the face of design. He remembers how long it took to execute changes when he did them on the board — and how easy it was

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