

## LPA selects aec360 and Microsoft Dynamics 365 to drive their business transformation initiative.



Highly respected integrated design firm to leverage next-generation Microsoft cloud technologies as a core platform for enabling innovative Informed Design approach.

**Atlanta, GA – August 14, 2020:** HSO ProServ today announced its new partnership with LPA, centered around helping LPA transform key technology systems and business operations with next-generation Microsoft cloud technologies. As part of this strategy, LPA will implement Microsoft Dynamics 365, aec360, and the Microsoft Power Platform to better integrate their business development and marketing activities, project delivery processes, financial management practices, and talent management strategies to drive efficiencies, productivity, and real-time insights across their business.

Founded in 1965, and with offices throughout California and Texas, LPA is a fully integrated design firm of architects, engineers, interior designers, and landscape architects, all working together to deliver timeless, sustainable designs that enrich the human experience and ensure a better future. The firm provides a broad set of design services across multiple disciplines, focusing in market sectors that include education, civic, healthcare, sports, mixed-use, and office projects, among others.

*“At LPA, we have built a strong reputation for designing innovative environments that work better, do more with less, and improve people’s lives,”* explained Charlie Williams, Project Delivery Director at LPA. *“A key element of our strategy is Informed Design, which is a data-driven, evidence-based, and collaborative design approach. As an integrated firm, successfully executing this type of design strategy requires a strong platform that can help us break down barriers to collaboration and put data where we need it most – in the hands of our designers.”*

*“With our current ERP software phasing out, we have a unique opportunity at LPA to transform our business processes and technology to help ensure our sustained, long-term success,”* continued Charles Pruitt, CFO for LPA. *“We set out to find a next-generation cloud platform that could help us better connect all areas of our firm. Of the alternatives that we evaluated, it was clear that Microsoft Dynamics 365 and aec360 were uniquely positioned to help us achieve this integration and accelerate the flow of information across our firm. We are making a long-term bet for the next 10 to 15 years and beyond and are excited for the opportunities the Microsoft cloud holds to help us continue to innovate and drive our business forward.”*

Microsoft Dynamics 365 is Microsoft’s next-generation business application suite, built to leverage the power of the Microsoft Azure cloud, Office 365 suite, and Microsoft advanced intelligence tools. HSO ProServ’s aec360 industry solution pre-configures and extends Microsoft Dynamics 365 to meet the unique needs of the AEC industry, and will allow LPA to efficiently manage their finances, projects, clients, and employees within a single platform.

*“LPA is highly regarded as one of the most innovative and forward-thinking design firms in the country,”* explained Andy Yeomans, Executive Vice President at HSO ProServ. *“They quickly recognized that the combination of Microsoft Dynamics 365, aec360, and the Microsoft cloud provided a differentiated opportunity to help them enable this transformation and further distinguish themselves from their peers. We couldn’t be more excited to help LPA complete this important initiative and position their firm for the future.”*

### About aec360

A key offering from HSO ProServ, Microsoft’s leading provider of Microsoft’s Dynamics™ 365 solutions and services to AEC firms, aec360 is a next-generation cloud-based business platform designed to meet the unique needs of the AEC industry. aec360 provides an integrated industry solution for marketing and business development, project management, accounting, and human resource management, and was built to leverage the best of the Microsoft cloud, helping AEC firms to drive productivity, collaboration, and insights across their organization. For more information, please visit: [www.hsoproserve.com](http://www.hsoproserve.com).

### About HSO ProServ

With over 30 years of experience in ERP, CRM, HCM, and business intelligence solutions, HSO ProServ is a Microsoft Dynamics Gold Partner offering industry-specific solutions to firms in key vertical markets like AEC, legal, accounting, consulting, and advertising & marketing. The company is an 11-time winner of the coveted ‘Microsoft Dynamics Partner of the Year’ Award and is also a member of Microsoft’s elite Inner Circle. The global organization has a team of about 800 members across 27 offices in 21 countries. For more information, please visit: [www.hsoproserve.com](http://www.hsoproserve.com).

### About LPA

Founded in 1965, LPA specializes in creating innovative environments that work better, do more with less, and improve people’s lives. An integrated design firm with six studios in California and Texas, LPA’s team includes more than 400 in-house architects, master planners, engineers, interior designers, landscape architects, and research analysts, working across a wide array of sectors. For more information, please visit: <http://www.lpadesignstudios.com>.



Microsoft  
Partner

2019 Partner of the Year Winner  
Dynamics 365 for Sales Award  
2019 Partner of the Year Finalist  
Dynamics 365 for Talent Award  
Media & Communications Award

2019/2020  
INNERCIRCLE  
for Microsoft Business Applications