



How LMN Empowers Landscape Companies with Advanced Analytics

LMN's software helps landscape companies improve operational efficiency by enabling management to keep a close eye on revenue, schedules, crews, customers, invoicing, payments, and more. This tracking leads to an increased understanding of what's happening within the business, which in turn leads to the optimization of processes, less waste, and more profit. The current LMN software evolved from a product built around budgeting and estimates, so data analytics has been at the core of the company from day one.

3000+ Customers actively use LMN's software

3M Jobs managed using LMN

2000+ Integrated into LMN's customer portfolio

GoodData cloud workspaces

The company

LMN is the industry standard for landscape business management software. Customers using LMN range from small firms to nationwide companies with thousands of employees. As well as helping companies enhance their operations, LMN also offers training software. In just over a decade, the Greenius platform has trained more than 200,000 employees in landscape-specific courses. Among other things, the software can be used to monitor training progress, incentivize performance, and set up training goals via automated tools.

The whole basis of our business software is — ‘How am I operating? Am I efficient? Am I not? Am I making money? Can I pay myself? This is why GoodData has been a natural fit for what we’re trying to do; it enables us to provide more information in different ways, giving customers an even better set of tools to make the right decisions.’

Steve Fox
VP, Technology & Product Data, LMN

THE CHALLENGE:

LMN wanted to improve the customer experience by providing more interaction with the analytics. Previously, customers primarily exported their data as static reports to get a ‘moment-in-time’ perspective of the health of their business. Each time LMN needed to create a specific dashboard, they had to design, build, and develop it.

LMN also identified the need for a data warehouse to take the load off their backend system. Each time a report was created it beat up their transactional databases. This put a ceiling on what they could do due to concerns that the servers might become overloaded or go down.

From a front-end perspective, LMN was looking to move away from static dashboards and offer customers filterable, customizable views, along with real-time data to more accurately track the health of their business. At the same time, the system needed to offer flexible access controls, so that data could be easily shared, while still being secure and only seen by the appropriate users.

“We went into the demo session with GoodData without knowing exactly what it was, but it quickly became clear the solution was perfect for us. We liked the way you could manage the data between parent and child workspaces. The ability to have that type of control — and the way it was embedded inside the product itself — perfectly fit with what we wanted to do.”

Steve Fox
VP, Technology & Product Data, LMN

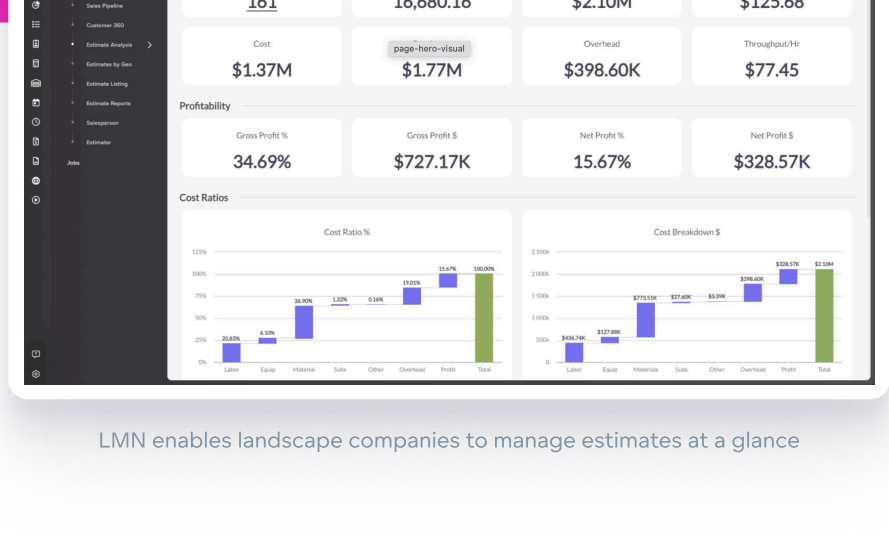
THE SOLUTION:

The GoodData team implemented a cloud-based solution with seamless data connection. The introduction of a multi-tenant architecture enabled flexible access controls and ensured the analytics would easily scale as LMN's already robust user base continued to grow.

Visualizations built in the GoodData® solution were embedded into the LMN software using React SDK and white-labeled to match the LMN brand. Real-time querying was introduced, along with a host of self service features, allowing end users to drill into their data while maintaining the option to download CSV files if and when desired.

To help get set up, LMN worked with GoodData's professional services team. “It was about trying to understand the best way to structure things to get the performance we wanted and the different types of reports,” said Fox. “The Slack channel was super important; I felt I knew the team because we were often in communication with the same people. That aspect was very reassuring during the initial setup.”

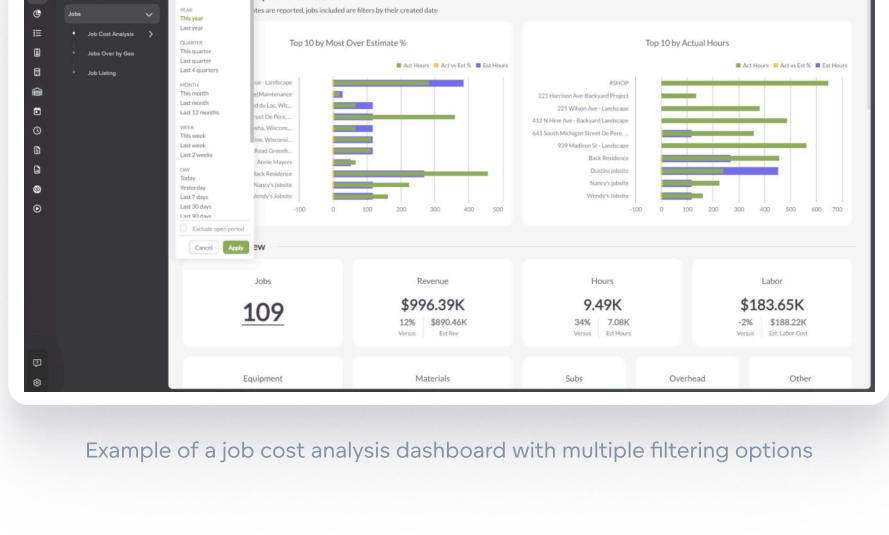
On the day of deployment, LMN provisioned more than 2,000 GoodData workspaces to their customers. The first week alone saw 100 active workspaces with more than 1,200 active users.



LMN enables landscape companies to manage estimates at a glance

“With GoodData we can map the data to how we want it and group it together to tell the stories in different ways. Then, of course, there’s the flexibility to be able to brand dashboards with LMN and provide different views, like overviews and drill-downs, allowing us to provide more detailed information. All of this helps us to deliver the information we need for our customers to be able to make informed operational decisions.”

Megan Richardson
Director of Product Experience, LMN.



Example of a job cost analysis dashboard with multiple filtering options

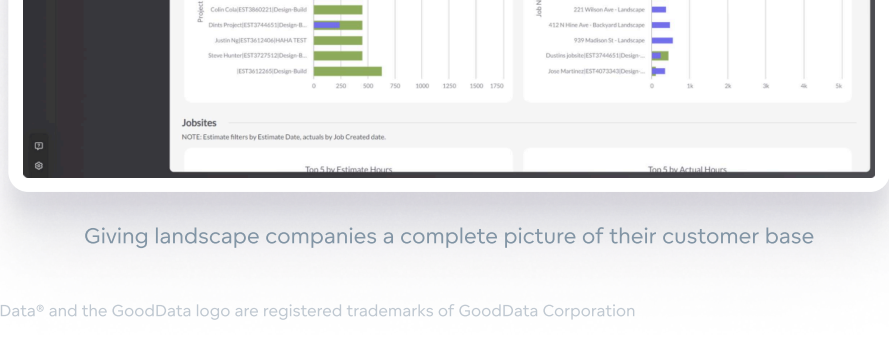
Scalability
Multi-tenant architecture allows LMN to scale its analytics as the business grows.

Self-service capabilities
LMN's customers can easily interact with the analytics and get real-time data.

Embedding
Dashboards and visualizations are seamlessly integrated to match LMN branding.

THE RESULTS:

All LMN's customers now have access to the new self-service solution. Over three thousand customers actively use the LMN software, which equates to several hundred thousand users per week. LMN can now support paid licenses with enhanced analytical features and is ready for customer growth with its pricing-per-tenant multitenant setup. Their next big features will be adding GoodData to their training product, Greenius, and Multi-location reporting to help drive better insights in larger organizations.



Giving landscape companies a complete picture of their customer base