

Carlson Software

Go with the Winner: Carlson Leads in Surveying Software

If developing user-friendly, technically advanced surveying software were a footrace, you'd see Carlson Software way in the lead.

The company got off to a fast start when Bruce Carlson, as a practising licensed surveyor, started writing surveying software in 1983 and produced a program that did what surveyors needed it to do. Carlson has stayed in the lead by listening to its customers and providing the upgrades and improvements that they want and need.



"Carlson Software is a proven solution provider in the land survey market," says Carlson. "With Carlson Survey, C&G and Simplicity, we have the largest user base of office survey software in the U.S., the highest rate of customer retention over our 25-year history, and the only company with free tech support since the day of its founding."

"Carlson Survey does it all for us," says Reed Adams, LS, director of land surveying at Koontz-Bryant in Richmond, Va. "It's a big timesaver on all different levels. Every surveyor should have Carlson in their CAD toolbox," he adds. "It's the complete survey package with the best technical support on the market."

In addition, Carlson Software provides the most popular third-party data collection solution with its SurvCE product, which is available in 11 languages and has been selected by five of the world's leading equipment manufacturers making SurvCE the worldwide market standard.

"More and more land surveyors are purchasing Carlson Survey and SurvCE for accuracy and efficiency," Carlson notes, "and for cross-manufacturer

compatibility and consistent interface and smooth data uploading and downloading."

Governments and highway departments are turning to Carlson SurvCE for its powerful roading and GIS features plus its wide-ranging total station and RTK GPS equipment compatibilities.

Carlson attributes this success to the "positive feedback loop" the company has encouraged in the survey market. "With our wide product range that includes Carlson Civil, Carlson Takeoff for construction estimation and Carlson Grade for machine control, more civil firms and construction companies with survey departments are also choosing Carlson Survey and SurvCE," says Carlson, who is known for his personal, hands-on leadership of the company. "This gives us invaluable feedback that is used to develop our annual releases that are always chock-full of customer-driven new features."

In the early years of Carlson Software, Carlson was both programmer and salesman. "I got to know many of our customers and would sometimes even program at their office or home to add the features they needed," he recalls.

"Our software production is now led by Dave Carlson, who heads up the best programming team in the industry," adds Carlson, "and those customers are still with us because we've never lost our emphasis on service and delivering customer-driven features."

So, for the land surveyors, construction companies, government offices and civil engineering firms out there looking for winning survey solutions, look to Carlson Software.

"With your purchase of Carlson Survey and SurvCE, you'll get products that benefit from a 25-year history of customer input and intense industry usage," says Carlson. "You can be secure in the knowledge that you have the most efficient solution available—a comprehensive, full-featured product that has a short learning curve and produces work with the least number of keystrokes. In short, a product that is a standard in the industry."



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