

## The Platform Behind the Growth: Site Landscape Development's Journey from \$20M to \$40M with Acumatica



### OVERVIEW

Site Landscape Development is a commercial landscaping company serving the Dallas-Fort Worth area. Founded in 2007, the company operates across two lines of business: new construction (warehouses, large commercial developments) and ongoing maintenance for warehouses and HOAs. With 300 full-time employees and approximately \$40M in annual revenue, the company has built its growth on a deliberate focus on technology adoption. President Andrew Craft joined six years ago and has led the company through a significant expansion and a full-scale technology transformation.

### KEY RESULTS

- Revenue growth over 5 years from \$20M to \$40
- Revenue target of \$100M for the next 5 years
- Employee growth from 150 to 300+ over the last 5 years

The clearest measure of what Acumatica made possible is the growth trajectory itself. Site Landscape Development had roughly \$20M in revenue when it was implemented in 2020. Today they're at \$40M, with a clear goal to reach \$100M in the next five years. The platform didn't cause that growth, but it's what makes it achievable. As Andrew put it, they will never outgrow Acumatica. New branches, acquisitions, additional complexity: the system handles it. Beyond scale, the shift to Acumatica brought financial controls that simply didn't exist before. Transaction history is locked. Security is granular. The team knows that what's in the system is accurate and that nobody can quietly edit the record. For a company that has grown to 300 employees, that matters.

Andrew also points to Acumatica's flexibility with data as a competitive advantage that becomes clearer over time.

#### Company

Site Landscape Development  
[www.siteld.com](http://www.siteld.com)

#### Industry

Commercial Landscaping

#### Number of Employees

300 Employees

#### Location

Dallas-Fort Worth, TX, U.S

#### Products

Acumatica Advanced General Business

- Payables
- Financials
- Cloud platform access
- Role-based security controls
- Aspire
- Velixo
- Job costing capabilities

#### Partner Details

Site Landscape Development  
[www.siteld.com](http://www.siteld.com)



i-Tech Support, Inc.  
[www.i-techsupport.com](http://www.i-techsupport.com)

Whether it's direct integrations, ODATA, imports, or straightforward exports to Excel, CSV, or PDF, getting information in and out of Acumatica is consistently easier than any other system in the stack. With eight major data sources now connected to the business, including GPS fleet tracking, fuel cards, toll data, field operations, and payroll, that flexibility is what holds the whole picture together. When he wants to connect something new or pull data in a different way, there's always a path to do it.

"Acumatica, it's just easy to get information in and out. There's a lot of stuff we haven't been able to use because of other systems' inability to connect to it. Whereas Acumatica, I don't even think about it. I know there's three ways that we could do it in an afternoon".



“ *Acumatica is just solid. It works. It does its job. I honestly haven't thought about it this way because usually I'm thinking about fires. What's going wrong somewhere, what do I need to fix. And that's rarely, if ever, Acumatica. Which is a good thing.* ”

- Andrew Craft  
President  
Site Landscape Development

## THE CHALLENGE

Site Landscape Development had run on QuickBooks since its founding in 2007. Over a decade of financial history, estimating, invoicing, and payroll all lived in QuickBooks. By the time Andrew Craft joined as President, that system had become unreliable, creating operational risk at critical moments. Remote access ran through a Citrix environment that worked roughly 80% of the time. At peak periods, only two or three people could be in the system simultaneously. Security controls were basic, and the system offered limited ability to restrict changes to historical transactions. As the company scaled, those limitations became harder to manage.

The breaking point came on a Wednesday when the QuickBooks file crashed completely, with payroll due the following Tuesday and 150 employees depending on it. That moment made the path forward clear: the company had outgrown its platform, and staying on it was no longer a reasonable option.

## THE SOLUTION

In 2020, Andrew attended the Landscape Technology Show and found what he was looking for: a combination of Acumatica, Aspire (field operations and estimating), and a payroll platform, all with built-in integrations. The existing integrations mattered as much as the software itself. Developing custom connections during an implementation of this scale was a risk Site Landscape Development wasn't willing to take.

The company went live in November 2020, implementing Acumatica, Aspire, and Inova simultaneously. Acumatica serves as the financial core, handling GL, financials, payables, and reporting. Aspire manages scheduling, estimating, invoicing, and field operations. Inova handled payroll, completing the operational picture across all three platforms. After go-live, the team added Velixo for advanced financial reporting, giving Andrew greater analysis capabilities than he had ever had before.

The implementation wasn't without its challenges. Migrating over a decade of QuickBooks data required significant work, and running three simultaneous go-lives is not something Andrew would recommend lightly. But the decision to get past implementation quickly rather than drag it out over a year proved to be the right call. i-Tech supported the process throughout, navigating the messy legacy data and getting the system up and running.

## KEY CAPABILITIES IMPLEMENTED

- Acumatica Select General Business for GL, financials, payables, and financial controls as the central platform
- Aspire integration for scheduling, estimating, invoicing, and field operations
- Velixo for advanced reporting and financial analysis across Aspire and Acumatica
- Cloud-based access replaced an unreliable Citrix environment
- Granular security controls and locked transaction history replaced QuickBooks' open editing model
- Job costing capabilities to track cost detail at the line-item level

## WORKING WITH I-TECH

Andrew describes himself as someone who likes knowing how things work. For a while, he handled most customizations himself. What changed his approach wasn't a bad experience. It was realizing that i-Tech's team could do in a Zoom call what would take him hours to figure out on his own. What stood out wasn't just the technical depth. It was how i-Tech approached the work. When Andrew asked for help building a cash flow statement, the team offered him a choice: they could do it, he could watch, or he could drive while they guided him through it. For someone who genuinely wants to understand how the system works, that flexibility made a real difference. His standard now: if it takes more than a few minutes, it goes to i-Tech.



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