

MSA Professional Services Selects Dynamics 365 and aec360 to Drive Cloud Transformation.



Multi-disciplinary A/E/C firm selects Microsoft Dynamics 365 and aec360 as its next generation cloud-based business management platform.

Atlanta, GA – March 15, 2021: HSO ProServ, author of the aec360 business management suite, today announced that MSA Professional Services, Inc. (MSA) has selected Microsoft Dynamics 365 and aec360 as the firm's new cloud-based business software platform. MSA will begin working with the aec360 team to deploy an integrated marketing, business development, project management, accounting, and business intelligence platform based on the Microsoft cloud.

With roots back to the 1930s, MSA is a multi-disciplinary A/E/C firm specializing in the sustainable development of communities. With over 350 planning, engineering, and architectural professionals across 17 offices, the firm serves public and private clients throughout the United States, offering a wide range of multi-disciplinary planning and design, surveying, engineering, GIS, and environmental services.

"As MSA continues to grow and expand, we're also looking to elevate our technology to help our professionals and business services perform at the very highest levels," explained Joseph Parchem, Director of Information Technology for MSA. "When our legacy software provider announced the end of support for our current platform, we set out to find a next-generation solution that would serve our needs for the next 10 to 15 years and beyond. After thoroughly evaluating the landscape of A/E/C software systems, Microsoft Dynamics 365 and aec360 stood out as the most complete and sophisticated alternative to meet the needs of our business."

Microsoft Dynamics 365 is Microsoft's next-generation business application suite, built to leverage the power of the Microsoft Azure cloud, Office 365 (now Microsoft 365), and Microsoft's advanced intelligence tools. The aec360 industry solution pre-configures and extends Dynamics 365 to meet the unique needs of the A/E/C industry, helping firms like MSA to gain a 360-degree view of their finances, projects, clients, and people within a single integrated cloud platform.

"As forward-thinking firms like MSA continue to evolve and look to leverage technology to better serve their clients, employees, and stakeholders, it's important to have purpose-built solutions that also leverage best-in-class cloud technology," explained Andy Yeomans, Executive Vice President at HSO ProServ. "By selecting Microsoft Dynamics 365 and aec360, MSA will enjoy the best of both worlds – an industry specific solution built for A/E/C firms that also leverages the #1 cloud for business. We're very excited to help MSA successfully complete this journey and position their firm for continued success well into the future."

About aec360

As Microsoft's leading provider of Microsoft's Dynamics™ 365 solutions and services to AEC firms, aec360 is a cloud-based business platform designed to meet the unique needs of the A/E/C 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 drive productivity, collaboration, and insights across their organization. For more information, please visit our website at www.aec360.com.

About MSA Professional Services, Inc.

MSA specializes in the sustainable development of communities and is proud to be 100% employee owned. With roots reaching back to the 1930s, MSA has grown from a rural land survey company into a multidisciplinary network of approximately 350 engineers, architects, planners, funding experts, surveyors, GIS experts and environmental scientists who are committed to making communities better places to live, work and play. Based in 17 offices in four states with solutions that reach clients across the nation, MSA is dedicated to making every project and every hire a commitment to long-term success. For more information, please visit www.msa-ps.com.



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