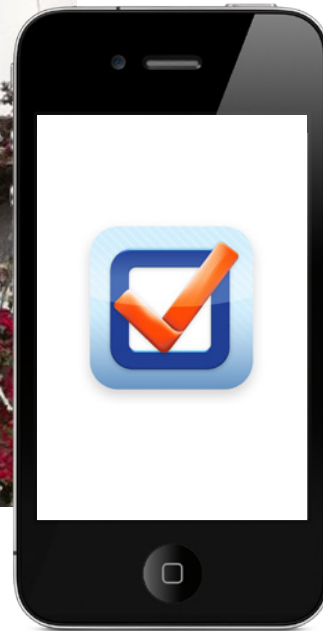


# Case Study

## ProntoForms for Landscapers



*“ We were jotting down notes on paper, sending multiple emails and communicating in variety of inefficient ways, without enough focus... When the AT&T rep showed me ProntoForms, it blew me away.”*

– Memo Torres, Founder  
Memo & Co. Landscapes

For more information: [www.prontoforms.com](http://www.prontoforms.com)



## Seeding Success

The business of landscaping is a creative and image-conscious one. Businesses in this space must be reliable, expert and have a strong sense of scenic flare. But the great ones are the ones that constantly look to the future. Memo & Co. Landscapes certainly falls into this category.

Founded by Memo Torres, Memo & Co. Landscapes is a two-year old Los Angeles-based company on the rise. It serves commercial properties, including hotels and movie studios.

While the business was strong out of the gate in terms of delivering quality end results for its clients, Torres knew his business had to become more efficient and more organized.

"Up until a few months ago, we were jotting down notes on paper, sending multiple emails and communicating in variety of inefficient ways, without enough focus," says Torres.

So, he set out to upgrade the tools at his employees' disposal, electing to purchase iPhones for his team through AT&T business solutions. During the iPhone purchase consultation, one of the applications demonstrated to him was ProntoForms. Torres was immediately intrigued by the mobile business solution and thought that it could really make a difference in his business's performance.

ProntoForms is a mobile business application that helps to do away with paper forms and greatly improves productivity. ProntoForms is available on all major smartphones and tablets and ties effectively into any back-end office system.

*"With the ProntoForms spreadsheet and calculation functionality, as well as the lookup table feature, proposals for new clients are now done in five minutes, a task that used to take me up to an hour to accomplish."*

*"Initially, I was just after some phones that could take high quality pictures, to serve as my eyes on the job site. But when the AT&T rep showed me ProntoForms, it blew me away."*

Soon after, Torres had ProntoForms integrated on his employees' iPhones. It was like a whole new world for everyone involved.

*"We were able to really synchronize everything. We built out forms for reporting, invoicing, even client proposals. Features like the lookup table have allowed us to be more efficient overall. From the field, we can type up an invoice and even look up jobs, contacts and addresses. "*



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