



HURT & PROFFITT
INCORPORATED

Hurt & Proffitt SITEOPS® Fact Sheet

What is SITEOPS?

SITEOPS is conceptual site design software that allows civil engineers, architects, and land developers to evaluate more information in the early stages of a project, design more efficiently, and minimize site development costs. Hurt & Proffitt is skilled in using SITEOPS to produce conceptual site designs to quickly generate layouts, grading, and storm water drainage combinations in a matter of minutes.

When in the land development process should I use SITEOPS?

The earlier SITEOPS is used in the land development process, the faster you will arrive at the best cost-efficient, preliminary site plan. SITEOPS streamlines the revision process, enabling same-day (and sometimes same-hour) answers. You can literally see the cost impact of moving a building, changing a parking lot slope, or adding an outparcel, without having to manually re-grade and perform a separate estimate.

What are the benefits?

UNMATCHED SPEED—The patented generative design capabilities in SITEOPS can solve incredibly complex engineering feats, comparing millions of layout, grading, and piping combinations for a site within hours. Revisions are easy: adjust a building's location and watch as the system automatically redraws parking, driveways, islands, grading, storm water piping, and more.

COST OPTIMIZATION—SITEOPS with grading and piping provides incredible time and cost savings while reducing project risk for site planning and land design. It identifies improved layout solutions and grading savings on sites from a single-acre retail parcel up to larger projects such as distribution centers, shopping centers, schools, industrial, and mixed use projects.

THE POWER OF "WHAT IF"—SITEOPS with grading and piping gives engineers the ability to produce conceptual site designs faster, and to be able to present more options to land developers. The ability to give your client more than your competitor offers is a powerful edge in a tough economy.

TECHNOLOGY—SITEOPS is patented, revolutionary technology for land development, combining evolutionary computation, cloud computing, generative design, and operations research. SITEOPS optimization uses an array of powerful servers, capable of handling highly complex algorithmic functions to consider thousands to millions of combinations of layout, grading, and piping options for a site.

EASE OF USE— All SITEOPS modules are fully integrated, eliminating the need for some third-party software. And, all SITEOPS products are CAD agnostic, allowing for easy output importation into many other CAD programs via DWG and LandXML formats. These applications are used standalone and are not an add-on to a specific CAD program.



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