

# Parking Malmö – Administrative Surveillance Parking and CRM

**Client:** Parking Malmö

Parking Malmö has business in the area of Parking Surveillance, in own facilities as well as contracted by others. By contract with the City of Malmö, Parking Malmö runs parking surveillance for public grounds (on-street), vehicle movements and service and maintenance of parking fee vending machines.

**Country:** Sweden

**Industry:** Services

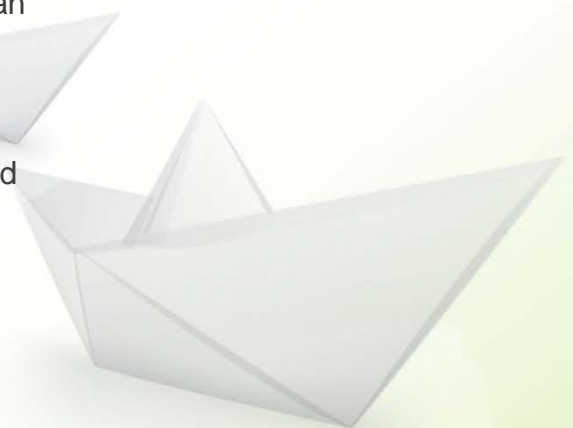
**Business challenge:** The objective of the project was development of administrative parking surveillance system - ASP. The aim of the ASP system is to create an exhaustive, administrative system for parking operation with emphasis on surveillance. The system supports administration of the whole operation: from contract, through planning and scheduling, to work in the field and followed up by reporting and analysis.

**Solution:** Administrative Surveillance Parking and HAPPY a custom CRM solution

**Benefits:**

The surveillance system enables to increase the parking safety, which leads to increased customer satisfaction.

On the other hand, the Happy CRM system enables Parking Malmö to get closer with the customers and to tighten their relationship. It also boosts the overall performance since the HAPPY CRM system cooperates with external systems.



---

---

**Seavus** signed agreements with Parking Malmö, for development, integration, support and training for ASP (Administrative Surveillance Parking) and HAPPY - a custom CRM solution.

The ASP system is an administrative system for parking operation with an accent on surveillance. The system supports administration of the whole operation; from contract, through planning and scheduling, to work in the field and followed up by reporting and analysis.

Both ASP and CRM enable reports generating, which are built using the Crystal Report engine.

The system generates reports with data from:

- Invoices
- Payments
- Area management
- Customers data
- Customers' ledgers
- Agreements management

The reports display all types of data that are stored in the database.

The HAPPY and ASP systems are conceived as a multi tier business applications with extendible functionality that cooperate with several external systems.

**Technologies utilized:** The application is developed on .NET framework 1.1 running on MS SQL Server 2000 as a database server. The application is a standard three tier based that uses XML web services to integrate with more than five 3rd party systems.