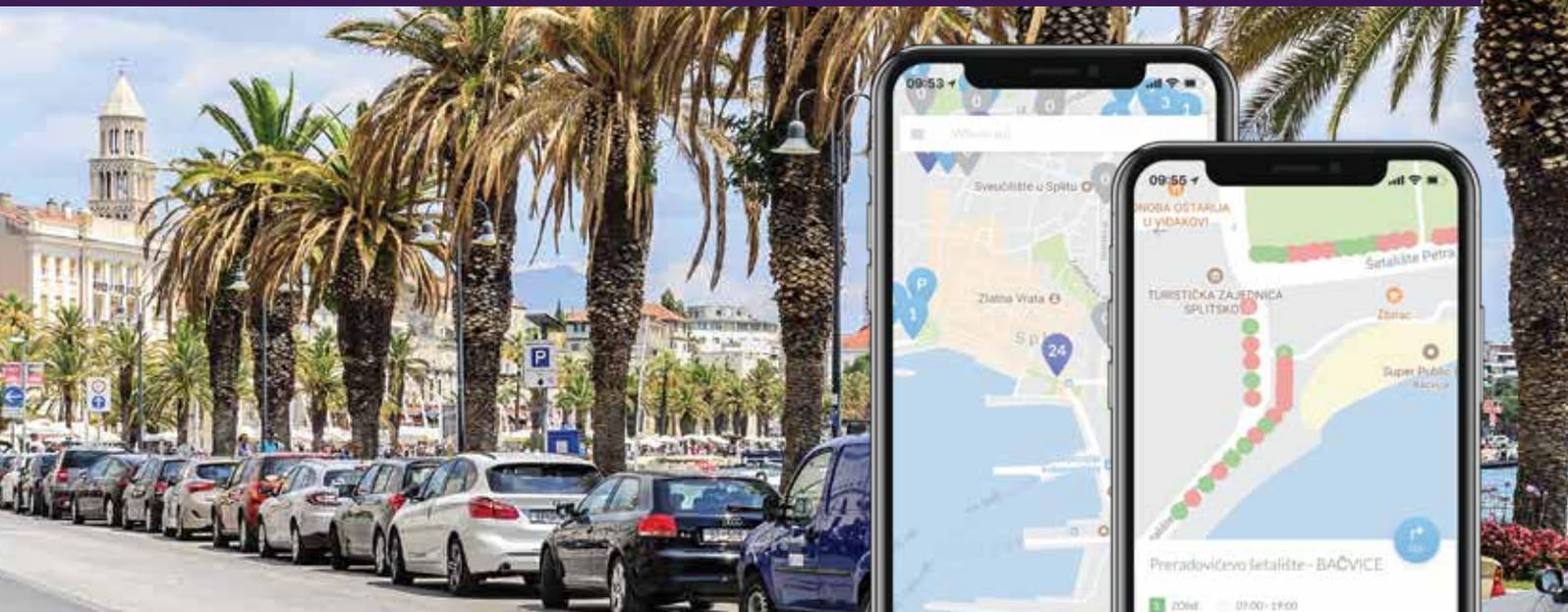


# Parking - City of Split, Croatia

## Mobile Payment App Integration Case Study

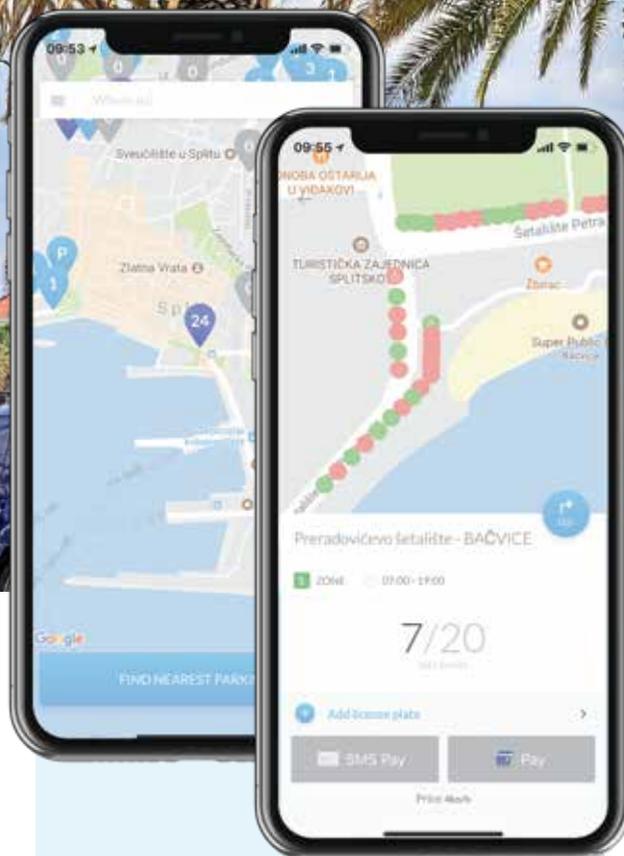


### Overview

The utility company Split Parking manages parking payment and enforcement in the City of Split, a major tourist destination on the Dalmatian coast with more than 2 million overnight stays registered in 2017.

There are about **92,000 registered vehicles** in Split and only 7,000 parking spaces that are charged. The tourist influx during the summer and the **increased demand for parking space** caused many cars circling the city as drivers were looking for parking space, resulting in frustration and increased traffic congestion.

Looking for a solution to reduce traffic congestion and pollution from vehicles, lower drivers' frustration levels and increase tourist satisfaction, the City embarked on a **Smart City Parking project** that would implement **1,300 parking sensors**, and an accompanying Smart Split parking **smart-phone application** aimed at faster and easier location of vacant parking spots.



### Existing situation

Sales and payment of parking tickets in Split is enabled via Pay & Display parking ticket machines, newsstands, a web shop and mobile app, and SMS pay-by-phone parking by Infoart.

Aside from Pay & Display parking machines, all other parking sales channels issue electronic parking tickets and are connected to existing parking ticketing and enforcement system through the IGEUS platform.

# Challenge & Solution

The newly developed and custom-tailored Smart Split parking smart-phone application tightly integrates with the parking sensors network central system and displays parking spots occupancy in real-time using Google maps, shows parking places designated for people with disabilities, guides drivers to the selected parking spot and enables payments using the app. However, the app lacked integration with the existing parking ticketing and enforcement system.

The described scenario was a perfect fit for PayDo unified payment services and IGEUS - a multichannel payment and integration platform for parking (on and off-street), e-mobility, ticketing and public transport. It enables various service providers to employ different sales and payment channels to deliver their digital products and services, easily and securely to their customers.

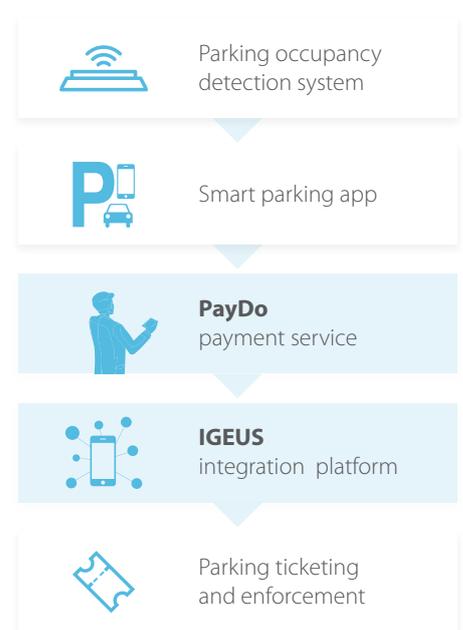
By incorporating different business models in its core, IGEUS offers flexible and unified billing and clearing processes to Infoart and third party solutions. The reporting interface provides daily insight into the number of transaction executed through various sales channels, number of transactions per day and various analytics charts.

Using a well-defined and comprehensive API, integration of the Smart Split parking app with the IGEUS platform was a breeze, enabling a fast and straightforward implementation of a sophisticated mobile parking app and a new sales channel in the City of Split.

The next step was to provide added functionality to mobile parking payment users, such as multiple payment options, setup of a personal/-family or business account for parking payments, management of vehicle use and associated parking payment rights, and saving the most frequently used parking locations and vehicles (license plates) to favorites enabling fast and simple parking payments.

Enter PayDo – a modern payment service that provides all of the above extended functionality. PayDo lets users enable parking payments for their family members and friends using their personal account or employees, customers, and company visitors through one single business account.

**The seamless integration of an extensive smart parking solution with PayDo registration and payment services and the IGEUS open platform that links sellers of electronic goods and services with different sales channels into a single delivery and payment system was a first step on the path to a smart city in the mobility field.**



*„In light of the increased demand for parking space, especially during high season, the Smart Parking project posed a big challenge and opportunity to alleviate traffic congestion problems, reduce carbon pollution, make finding a vacant parking space faster, and increase residents and visitors satisfaction.*

*The project marks a successful cooperation between the city administration and various companies as well as the timely integration of multiple systems via the Infoart IGEUS platform. All these integrated solutions facilitated the path to a greener and smarter city.“*

**Marko Bartulić, CEO, Split Parking**