Parking Spotter – Tested by Carrefour Romania

Parking Spotter Software is presenting its first success story with the implementation of its solution in Brasov, Romania. The solution has been implemented on the parking premises of Carrefour Romania. We are talking about more than 70 parking spots configured using one camera.

Mission

Carrefour is the second retailer in the world, with more than 10.000 shops in the world and 318 in Romania (hypermarkets, supermarkets, proximity stores and 1 online store). Each day Carrefour Group is welcoming more than 10 millions customers all over the world. Each day, Carrefour Group is welcoming more than 10 millions customers all over the world. Most of their parking lots are outside and they are very large. Parking Spotter is the solution to manage the availability of the parking spots.

Solution

Parking Spotter presented an innovative video analytic solution, based an Artificial Intelligence algorithms, that will helps end users to find the closest available parking spot and parking owners to improve operational flows, All this by analyzing the video images from all the cameras installed inside the parking lot (new or existing ones).

For Carrefour Brasov Pilot Project, Parking Spotter solution was configured to analyze images from one security camera and we delivered very good recognition of more than 70 parking spots.
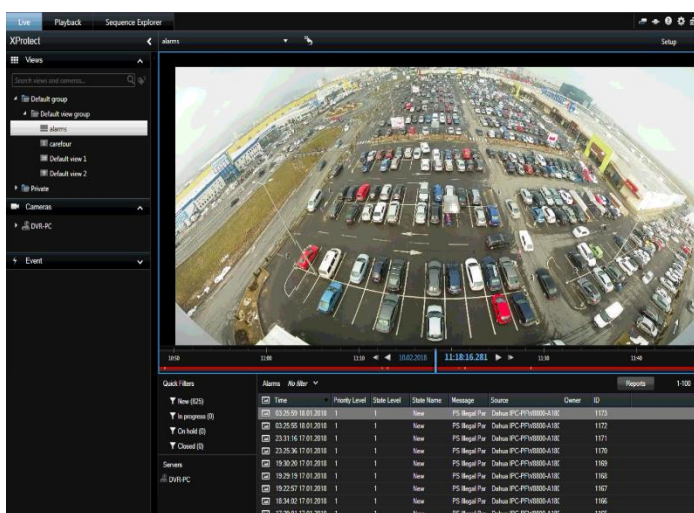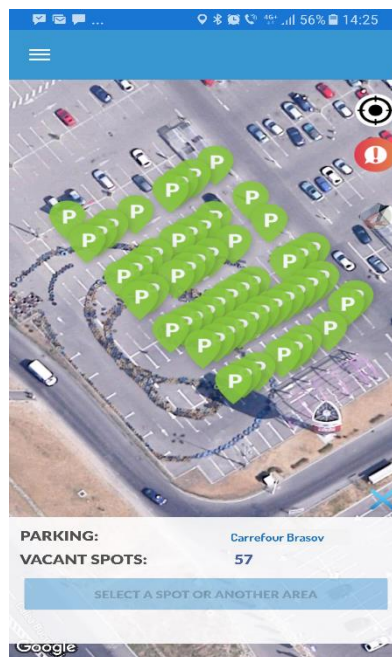
The Result

The End Users, using Parking Spotter Mobile app (Android and IOS), are able to:

- Search for a spot in 4 easy steps
- See how many parking spots are available inside Carrefour parking
- See which exact spots are available
- Select an available parking spot inside Carrefour parking lot
- Get guided to the closest available spot
- Raise an incident (accident, burglary) to Carrefour Security operators in case they find their car damaged
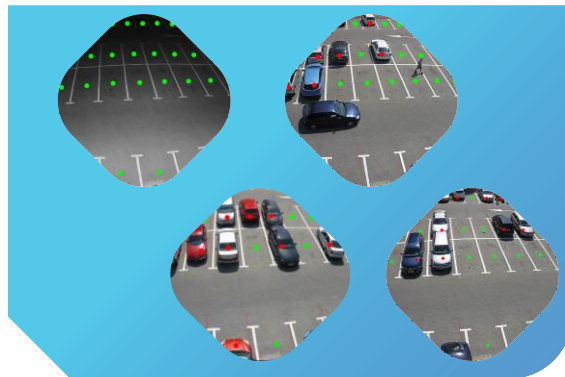
The main focus of Parking Spotter mobile app is to increase customer satisfaction by saving precious time used to find an available parking spot.

Alarm Management. Using Milestone Systems integration, Parking Spotter is able to trigger into Carrefour Security Dispatch alarms like:
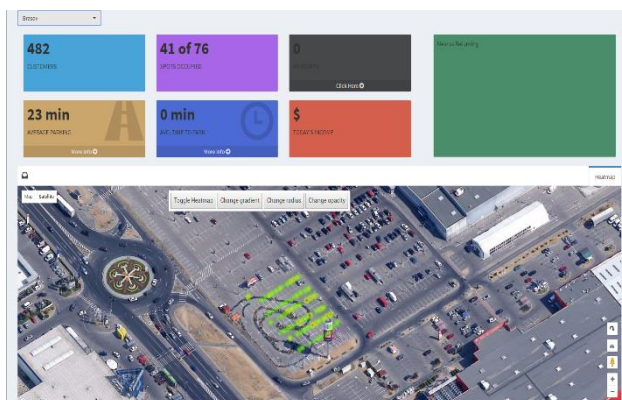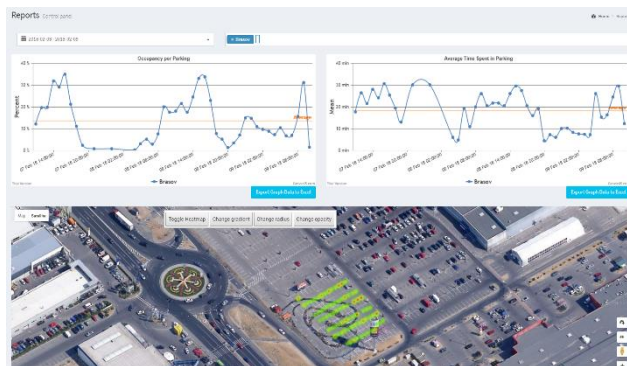
- Parking on No Parking Zone
- Parking In Bus Stations
- Parking On Emergency Exits
- Parking on Crosswalk
- Manual alarms raised by End users from the mobile application for different reasons: car accident, stolen car inside the parking lot etc.

Parking Owner Application is available for Carrefour Brasov administrators to extract several Business Intelligence reports from the application such as:

- Occupancy rate;
- Average time spend in the Parking;
- The traffic peak times;
- Parking Heat Map over selected period;

View live statistics of the Carrefour Brasov parking like:

- the number of available sport,
- the number of cars parked on the premises
- the average parking duration.
- the parking Heat Map

Conclusion

"Parking Spotter is providing a very useful and valuable solution, not only for Carrefour Romania, but also for the entire city. This solution has also an enormous potential for a larger scale project, even in public parking, by diminishing traffic jam and time spent by people in traffic, in order to find a place to park their cars. After having this solution tested on a 70 spots parking sector, we will explore the opportunity to continue the implementation in the near future, in order to deliver to our customers a pleasant, easy and safe parking experience when they come shop in our stores." Florian Tudor Commercial Property Manager Carrefour Romania.

About Parking Spotter
Parking Spotter is a very innovative solution that helps end users to find the closest available parking spot and parking owners to improve operational flows, all these by analyzing the video images from all the cameras installed inside the parking lot.

About Carrefour
Carrefour has always been very attentive to new technologies which can make easier and more enjoyable the customer experience. They are promoting and implementing each day the most valuable technologies which are compatible with their business development strategy.