



Slovakian company PosAm makes car parking easier with Azure-based mobile app

If you're a driver, chances are you know the struggle of finding a parking lot in a crowded urban area. Slovakian software provider, PosAm, came up with a solution. The company's smart parking app, ParkDots, is used each day to optimize parking for more than 21,000 drivers. Connected to IoT sensors, it reduces the time it takes to park while helping parking operators manage occupancy and enforce fee collection. The app is hosted entirely in Microsoft Azure for easy workflow management, fast service deployment, and scalability.



Customer

PosAm
Website: posam.sk/en/
Country: Slovakia
Industry: Smart Spaces
Customer size: Medium (50 - 999 employees)

Customer profile

Founded in 1990, PosAm develops innovative software solutions in the areas of workforce management, insurance, transport and public administration.

Software and services

Azure
Azure DevOps
Azure Data Lake
Azure Kubernetes Service
Azure Log Analytics

“We [...] no longer have to install virtual machines, set up a virtual private network, or configure web app firewalls ourselves. We simply use existing Azure services for that, and can concentrate on developing our solution.”

Michal Broska,
Chief Product Officer, PosAm

Solving the city’s parking problem

Today, more than 25,000 parking spaces are managed by ParkDots, a smart mobile app developed by PosAm to support over 21,000 drivers in 25 Slovakian cities and abroad using Internet of Things (IoT) sensors catering to advanced parking scenarios. “Besides confirming you paid, there was nothing special about the regular 20-year-old SMS parking system,” starts Michal Broska, Chief Product Officer at PosAm.

Now, thanks to the app, drivers can find a parking spot up to 40 percent faster cutting carbon emissions by 25 percent. “Parking operators, including municipalities, car parks, and electric car charging posts, all benefit from improved occupancy monitoring and swift payment collection. They also save up to 60 percent on transaction costs for fee collection compared to SMS and other channels,” confirms Petra Dzurovčinová, Commissioner for Innovation of the capital city of Bratislava.

A single-cloud experience

“Before, if we wanted to add a service, we had to purchase a virtual machine, buy storage, and build and operate the service ourselves,” remembers Broska. “This was inefficient and costly. We wanted to bring the development, test, and production environments under one cloud.” PosAm then moved to the Azure cloud, unlocking considerable costs savings, ease of operation, and accelerated time to market.

For maximum flexibility, ParkDots leverages Azure Kubernetes services. “It enables a high degree of automation and we can seamlessly upgrade modules,” points out Broska. “A standardized runtime environment is supported by development tools which helped us introduce DevOps culture and practices to the project,” he stresses. “Then there’s Azure Log Analytics to easily and thoroughly search log messages. It enables flexible configuration with the possibility to set limits and back up important system logs. The graphical user interface is used by developers and operators for quick problem identification,” he details. Finally, Azure Data Lake is used for storing structured and unstructured data intended for further processing in the context of Big Data, “We have cheaper storage and no longer need to install virtual machines, set up a virtual private network, or configure web app firewalls ourselves. We simply use existing Azure services for that, and can concentrate on developing our solution, optimizing labor costs,” explains Broska.

Planning to double its portfolio size within the next year, PosAm is currently expanding on automation, optimizing the compute capabilities, and bolstering the SMS integration. The company is also enhancing its parking enforcement system. “We are working on an inspection car that can read up to 5,000 plate numbers in an hour; extremely effective as compared to manual methods,” concludes Broska.

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