

CUSTOMER SUCCESS STORY

Propark America Shifts from Manual to Automatic with RSI

CUSTOMER

Propark America

INDUSTRY

Parking Lot Management

LOCATION

Hartford, CT

OTHER INFO

\$50M Annual Revenue

400 Locations in 14 States

1,100 Employees

SYSTEM

SAGE MAS 200 ERP

F9 Financial Reporting

Web-based Time & Attendance

Web-based Cash Receipts

Biometric Thumb Scanners

Just as automobiles have become more efficient over the years, so has parking management. That's what Propark America discovered when they decided it was time to shift away from the handwritten timecards, duplicate data entry and manual processes that had company growth stuck in neutral.

But today, managing 1,100 employees at 400 locations across 14 states, Propark is a picture of automation, generating over \$50M annually with major hotel, airport, restaurant, hospital and special event clients. And they credit much of the growth and efficiency to their technology partner, Realized Solutions, Inc. (RSI), that helped re-engineer business processes and implement the right technology to rev up operations.

Manual Processes Causing a Weekly Pile Up

"Doing anything with our old system—payroll, reporting, cash receipts—was an extremely painful process," notes Propark CFO Tim Willey. "All of our locations were submitting data manually, from handwritten timecards to spreadsheets of daily cash receipts. That data was then re-entered into our accounting system at corporate." Factor in staff at hundreds of locations, some of whom worked multiple lots for multiple clients in a given pay period, and basic payroll processing and accounting became something of a weekly pile up.

"It was taking 4-5 days for our payroll department to manually re-enter each employee's time and attendance data, then review and post entries," says Tim. "There was no rest for the weary because they'd have to do it all



over again the following week. It was a real struggle to get payroll processed on time, not to mention getting our books closed at the end of the month and financial statements to our clients in a timely fashion."

Putting the Brakes on Duplicate Entry

Propark had been using Sage MAS 200 for a long time so Tim called on his MAS 200 consultant Mark Semmelrock. According to Mark, "During my meeting with Tim, I realized that the scope of Propark's challenges went beyond the core accounting system. That's when I introduced our development partner RSI."

RSI develops custom technology solutions for the parking industry. After a detailed needs assessment and business process mapping, RSI got right to work by implementing a web-based application for time and attendance that integrates with Sage MAS 200. Now, managers at each location can log on remotely to Propark's secure intranet and submit data online directly into MAS 200 for payroll processing - no more hand-written time cards, no more spreadsheets, and no more duplicate data entry. Tim says, "By automating our payroll process, we've reduced errors, eliminated duplicate data entry, and are saving the equivalent of half the salary of a full time employee."

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- Tim Willey
CFO
Propark America

Driving New Efficiencies in Cash Receipts

Propark also required an overhaul of its cash receipts processing. Tim says, “Managing cash receipts is the single biggest challenge for a parking lot management company.” Collecting and reporting on receipts from a variety of sources - valet, special events, monthly parkers, daily parkers, etc. – and tracking receipts by location created a recordkeeping pile-up for Propark.

“Getting that traffic jam under control was one of our biggest successes,” Tim says, referring to RSI’s ability to automate their cash receipts processing. Managers can log in remotely, enter deposits for their location, and break out cash receipts across revenue categories. Propark now reconciles deposits coming into the bank on a daily basis and has a much better handle on cash flow. Tim adds, “RSI has cut our month-end closing process by 10-15 days which is massive. Plus, they’ve built in secure review processes to save us an additional \$60,000 per year in labor costs—time previously spent manually reviewing cash receipts before approval and posting.”

Financial Reporting Shifts Into High Gear

“The quality and timeliness of our financial reports is significantly improved,” says Tim. Data gets into the system quickly and accu-

rately allowing Propark to run real-time reports that show where they’re at with revenue at any of their lots and use that information for projections. In a collaborative effort, Mark Semmelrock worked alongside RSI to enhance Propark’s reporting capabilities, implementing an Excel-based financial reporting tool called F9 which allows Propark to pull data from MAS 200 and tailor financial reports for each client. Tim says, “We’re able to create charts, format the data, and deliver whatever our clients need. In fact, we actually show potential clients our reporting capabilities up front. It’s a huge selling feature in getting new customers.”

Along for the Ride

Tim is grateful to have RSI along for the ride. He says, “They understand our industry and have built custom technology solutions that are a perfect fit for us. Plus, they did a great job of working with our MAS 200 provider to ensure that everything flows seamlessly into our accounting system.”

Propark is also working with RSI to implement thumb-scanning biometrics technology to streamline payroll even more while reducing the potential for fraud. Tim says, “Biometrics is something we’ve always had on our wish list but didn’t know it was so feasible until we worked with RSI. I’m glad their hands are on the wheel, helping us to navigate technology and adapt our business as we grow.”

Realized Solutions, Inc. (RSI)

Realized Solutions, Inc. (RSI) is a Connecticut based custom software developer and Application Service Provider (ASP). Incorporated in May of 2003 in the State of Connecticut, the company provides custom software solutions to various organizations; including, the Parking Industry, Financial Institutions, Manufacturers, and Insurance Companies. We offer our practical experience and genuine expertise as a reliable, high quality alternative to in-house resources. Our team is experienced in all aspects of the development process; from analysis, design and implementation to application testing and project management.

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