

CASE STUDY

FAYETTEVILLE, AR CUSTOMIZED IPS ENFORCEMENT SOLUTION



OVERVIEW

Located in northwest Arkansas and surrounded by the Ozarks and Boston Mountains, the City of Fayetteville offers visitors endless outdoor activities with parks and green spaces throughout. The home to the University of Arkansas, Fayetteville provides the community with an eclectic mix of nightlife entertainment, inspiring public art, and a booming restaurant scene.

To upgrade and consolidate existing technology, maximize enforcement productivity, and provide efficient citation management solutions, the City partnered with IPS Group to create an integrated Enforcement Solution that streamlines daily operations, simplifies procedures, and improves customer relations.

CHALLENGES

- 1 UPGRADE CURRENT TECHNOLOGY**
The previous system limited the ability of the City's parking network to expand services and efficiently address their unique needs. The lack of automation and access to real-time data challenged the team in maintaining an up-to-date system.
- 2 INTEGRATE THIRD-PARTY TECHNOLOGY**
Fayetteville wanted to improve functionality and maximize enforcement productivity by integrating third-party solutions. Citations took several days to be resolved since the City's existing software did not integrate properly.
- 3 MAXIMIZE ACCURACY WITH REAL-TIME DATA**
Fayetteville needed a customized back-office system that was synchronized with the mobile handheld enforcement devices used in the field. With access to real-time citation, scofflaw and habitual offender data and alerts, Field Ambassadors have the information they need to ensure they cite properly.



JUSTIN CLAY
PARKING MANAGER | FAYETTEVILLE, AR



Before we partnered with IPS, we used separate software platforms for citations, online payments, and adjudication, which operated with very little—if any—integration. We recognized the need to upgrade our technology and consolidate our platforms into one solution that could give us real-time access to information as it was happening, as opposed to waiting for a period of up to a few days at a time.

SOLUTION

✓ IPS ENFORCEMENT MANAGEMENT SOLUTION IMPLEMENTATION

Implementing the robust IPS Enforcement Management Solution has allowed the City's parking team to access data in real time, stream-line the adjudication process, and improve business efficiencies. Motorists have the convenience of managing citations online via the IPS Public Citation Portal. The IPS team also collaborated with the City during implementation to customize the solution to scale with its expanding needs.

✓ SEAMLESS INTEGRATION, CUSTOMIZATION AND DEDICATED SERVICE

IPS Group helped Fayetteville to integrate all hardware and software technology in a single, seamless fully integrated back-office platform. The IPS customer service team responds quickly and provides expertise with all new customizations for any of the City's parking program requirements.

✓ QUICKER, ACCURATE CITATION ISSUANCE

IPS mobile handheld devices give field ambassadors access to any particular license plate's history and realtime citation information. Real-time data helps influence enforcement decisions and maximizes accurate citation-issuance.



BENEFITS



Customized Enforcement Solution to meet City's expanding needs



Third-party integration maximizes resources and expands functionality



Access to real-time data streamlines the citation process, and improves the customer experience



IPS handheld devices help ambassadors manage citations in the field, improving enforcement efficiency



Seamless integration: enforcement, smart parking meters, "tap-and-go" and mobile contactless payments and more



RESULTS

One of the main benefits that IPS Group brought to our parking network was the ability to offer a fully integrated solution for all things parking, from enforcement, to permitting, to event management. It's been really beneficial for us as we continue to expand the services that we offer.

JUSTIN CLAY

PARKING MANAGER | FAYETTEVILLE, AR

WATCH
CASE STUDY
VIDEO



KEITH MACEDO IT DIRECTOR | FAYETTEVILLE, AR



[IPS Group's] EMS automatically looks to where you're at on the map, and in real time hits our database and lets us know what parking lot you're in, and what are the closest parking spots to this location that you're at. Having access to that data and being able to institute more customer-friendly approaches to our enforcement is a real benefit.



ABOUT IPS GROUP

For over 20 years, IPS has delivered world-class solutions through its Fully-Integrated Smart Parking platform, comprised of Smart Single-Space Meters, Multi-Space Pay Stations, Pay Station Upgrade Kits, Vehicle Detection Sensors, Smart Cash Collection Systems, Mobile Applications, Enforcement & Permitting Solutions, Hosted Data Management Software with Advanced Data Analytics, and more.

Contact us to schedule a virtual demo, or to learn more about our Smart City technology solutions: 877.630.6638 | ipsgroup.com