

Case Study: Celgene

Celgene Corporation is an integrated global biopharmaceutical company, headquartered in Summit, New Jersey. In winter 2015, Celgene installed the Park Assist's M4 camera system in their brand new garage structure.

Celgene has entrusted the Park Assist M4 System to boost employee parking efficiency, improve traffic flow, and control reserved parking spaces for what they anticipate would otherwise be a major traffic flow issue.



Why They Purchased

Efficient Employee Parking: As a business that values a streamlined and efficient mode of conduct, Celgene selected Park Assist as their innovative parking guidance solution for their new car park. Park Assist ensures optimum use of Celgene's parking garage by effortlessly guiding employees to every available space. This will get



people to their desks as soon as possible and will provide them with a swift exit at the end of the day. Leveraging Park Assist's License Plate Recognition (LPR) technology, our M4 system calculates, monitors and can enforce assigned parking for multiple divisions or user groups within the Celgene campus complex. Parking allocations can be changed at will to reflect the shifting needs – or to reserve the most convenient spaces for executives and visitors.

Future-Proofing: With employee efficiency in mind, Celgene is attracted to the Park Assist M4 System and its solutions. The Park Assist business intelligence software suite provides the ability to add new value-adding features in the future. Celgene is interested in the addition of the *Park Surveillance* extension, to capture streaming video whenever motion is detected in or around a space.

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