

In a drive to improve customer services and the move to a digital platform, local authorities need to provide innovative and easier ways for customers to use and pay for services.



## Key benefits

### ADVAM solutions enable you to...

- More effectively manage payment for parking and services
- Understand your customers to deliver a better experience
- Improve the way customers and residents pay for your services
- Be in line with digital and customer focused initiatives
- Create operating efficiencies
- Support financial management structures, with integration into your backend systems
- Manage your staff and contractor parking

## ADVAM – for local government

Effective customer interactions and efficient payment processing are vital elements in the provision of higher quality, lower cost local government services. ADVAM enables you to more effectively manage payments for parking and other services including, rates, permits and fines.

ADVAM is experienced in integrating our solutions across a range of council-wide back end IT systems, and our flexible options mean that you can provide a choice of payment routes – online, via mobile, or over the telephone.

Our expertise in parking means you can transform the efficiency and effectiveness of your off-street and on-street assets, begin to understand who parks in your car parks and more effectively engage with your customers.



## ADVAM solutions for local government

- **ParkCharge** – provide ticketless parking, make it easier for people to park, improve your understanding of your customers and achieve higher levels of loyalty
- **AltitudeReservation** – enable Prebook parking, find out who your customers are, provide special offers and secure a competitive advantage
- **PathToPay** – the proven e-commerce payment processing solution. Manage payments made online and over the phone including licences, fines, and rates
- **StaffPark** – ticket-free, account-based parking for employees and contractors
- **UnattendedPayments** – the complete and trusted unattended payment solution that can be integrated with a kiosk or to manage parking payments
- **ePark** – the parking app that lets you remove the hassles of cash

## About ADVAM

ADVAM delivers world leading payment solutions enabling our clients to engage with their customers.

From our offices in Australia and the UK, ADVAM's expertise stretches across the globe.

Each client benefits from our depth of experience and industry knowledge. By working with our clients and alongside industry partners, we manage the complete integration of the business processes, enabling you to focus on improving your customers' experience.

## The ADVAM advantage

### Specialist expertise

- Work with local government organisations in Australia and the UK
- Full integration with local government back end systems, equipment, financial and CRM applications

### Leading integration

- Managed integration with existing back end solutions
- Access control agnostic. ADVAM connects to your access control and enforcement equipment
- Integration with your online platforms, delivering a consistent brand experience

### The ADVAM gateway

- Transactions authorised in real time by your preferred acquiring bank
- Immediate transaction confirmation to your customer

### Redundant and secure

- PCI DSS Level 1 compliant ADVAM Gateway
- EMV certified terminals – enable secure contactless payments
- Supported by ADVAM ISO 9001 accredited processes
- Transactions are processed via a fully redundant link to the banking network
- 24x7 global support

### Online management portal

- Manage products and tariffs
- Create special offers and connect with loyalty rewards
- Easily access transaction and customer/staff information
- Access data to enable customer analytics

