

OPPORTUNITY

Paying for car parking has lot of hassles like searching a parking slot, extending parking duration, paying for parking etc., which is time consuming. Even the existing parking solutions like parking meters, scratch cards, pay and display machines and in-vehicle meters address limited pain points.

A complete parking solution is the call of the day which offers the car owners an alternative and more convenient method to make the parking payments. C-SAM understands this need and has developed a Mobile Parking Solution which enables the user to make parking payments using mobile phone in a secure manner.

C-SAM'S MOBILE PARKING SOLUTION

C-SAM provides a unique and patented **Mobile Transaction Platform (MTP)** that enables the Service Providers to offer Mobile Parking and other Value Added Services (VAS) electronically, wirelessly and securely to their customer on the mobile phone.

MTP consists of a downloadable mobile application (**OneWallet**) for Consumers and an intelligent backend system (**Wallet Service Center**) that establishes secure interfaces with Service Provider's backend systems.

Consumers have access to a host of Mobile Parking functions ranging from checking available balance to recharging the account.

C-SAM's carrier-grade platform has evolved through extensive research and development over the last eleven years for which eleven patents have been issued and twenty applications are pending. The platform supports different handset environments and mobile carrier networks, as well as



Near-Field-Communication (NFC) based secure proximity transactions over mobile phones for payment & non-payment applications. C-SAM's unique security architecture enables providers to configure different trust models, and effectively aggregate applications from disparate domains without adversely affecting their existing risk management practices.

The platform's device and network agnostic solutions, with support for multiple mobile device platforms and channels, and support for search and transaction based advertising, personalized coupons and promotions, and integration of 3rd party open content, coupled with development tools and APIs for quickly developing & launching additional services provides customer with the necessary competitive advantage.

MOBILE PARKING SERVICES

C-SAM's Mobile Parking solution contains several canned services and functionalities.

Supported services include:

Parking		Account Management	
<ul style="list-style-type: none">• Find Parking Location• View Parking Slot Availability	<ul style="list-style-type: none">• Manage Entry/Exit Time• Pay for Parking• Pay Fine	<ul style="list-style-type: none">• Parking Account• Recharge Account	<ul style="list-style-type: none">• Transaction history• Transaction Status• Violation history
Information		Value Added Services	
<ul style="list-style-type: none">• Locator Services	<ul style="list-style-type: none">• Weather/Traffic	<ul style="list-style-type: none">• Mobile Ads• P2P/Bill Payment	<ul style="list-style-type: none">• Refer-a-Friend• Other services



BENEFITS

Consumer	Provider
<ul style="list-style-type: none">• Increased Convenience• Ability to maintain electronic records• Access to other Value Added Services• Time Saving	<ul style="list-style-type: none">• Acquire New Customers• Offer New Products & Services• Enhance Customer Relationship• Offer Personalized Solution• Reduce Churn• Reduced theft, fraud and mismanagement

IMPLEMENTATION

The MTP consists of a turnkey solution, which includes the product, system integration, training and maintenance. C-SAM would set up and brand the MTP as per Service Provider's requirement, and develop the necessary secure interfaces with its back-end systems. The MTP can be scaled to offer other payment and value added services.

C-SAM Support for multiple deployment models, including On-Site, Hosted and ASP/SaaS. Additionally, C-SAM provides Tier II & III Technical Support and with option for integrating MTP with Service Provider's Self-Care Portals.

Platform support for multiple user and transaction based business models, to build the necessary ecosystem of service providers and partners, to offer subscribers a rich bouquet of secure transactional services on their mobile phones.

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