1.Your email

Jonathan.aulson@allata.com

2.Other contact

(in case an intake call is needed, who will be the project lead or manager to contact?)

Jonathan Aulson / Johnn Hesseltine

3.Client Name

Towne Park

4.Industry

Parking Services (Turnkey, Hospitality & Healthcare customers)

5.Main Service Line (the main responsible)

Technology & Cloud

Data & Insights

Strategy & Experience

6.Additional Service Line (other service lines helping in the project)

N/A

7.Client Context

(size, revenue, locations, POC, key stakeholders, primary/business offering, etc.)

Size: Over 700 customer sites, including Disneyland (won during engagement with Allata)

Revenue: 1 Billion

Locations: Headquarters in Plymouth Meeting, PA (Philadelphia)

POC: Amy Sowells (asowells@townepark.com)

Key stakeholders: Brian LaChapelle (SVP Finance & Corp Controller), Michael Morgioni (CFO), Amy Sowells (Sr. Finance Manager), Jim Boyer (Sr. Director Business & Performance Analytics)

Primary/business offering: Turnkey parking services (valet) for Hospitality & Healthcare industry

8.Client Situation

(problem we solved, significant pain points, industry trends affecting them, competitive pressures, etc.)

Towne Park, a leader in turnkey parking services for the hospitality and healthcare industries, faced significant operational inefficiencies in their billing and invoicing processes. With over 700 customer sites, including high-profile clients like Disneyland, Towne Park relied on a manual, Excel-based system to collect, process, and invoice financial data. This outdated approach was resource-intensive, error-prone, and consumed nearly half the month to complete their general ledger closing. The reliance on spreadsheets for critical financial processes created bottlenecks, limited scalability, and hindered their ability to respond to the growing demands of their $1 billion business.

Allata partnered with Towne Park to design and implement a modern billing and invoicing system. By migrating their contract data and invoicing processes to a cloud-based solution using Microsoft’s Power Platform and Azure, we delivered a scalable, automated, and user-friendly system that streamlined their operations and positioned them for future growth.

**Significant Pain Points of the Client**

* Manual, Time-Consuming Processes: The Excel-based system required account managers at over 700 sites to manually collect and submit daily and monthly data, which was then processed manually for invoicing. This process consumed significant time and resources, delaying financial reporting and general ledger closing.
* Error-Prone Data Handling: The manual nature of data collection and processing increased the risk of errors, leading to potential inaccuracies in billing and financial reporting.
* Lack of Scalability: As Towne Park expanded its operations, the Excel-based system struggled to keep up with the growing volume of data and complexity of contracts, creating operational inefficiencies.
* Limited Internal Development Resources: Towne Park lacked an internal development team, making it difficult to maintain or enhance their existing processes or implement new solutions.
* Competitive Pressures: In a highly competitive industry, Towne Park needed to modernize its operations to maintain its leadership position and meet the expectations of high-profile clients like Disneyland.

**Industry Trends Affecting Towne Park**

* Digital Transformation in Hospitality and Healthcare: The hospitality and healthcare industries are increasingly adopting digital solutions to improve operational efficiency and customer experience. Towne Park needed to align with these trends to remain competitive and deliver value to its clients.
* Demand for Automation: Automation is becoming a standard in financial management, with companies leveraging low-code platforms to reduce manual effort, improve accuracy, and accelerate processes.
* Cloud Adoption: The shift to cloud-based solutions is enabling businesses to scale operations, enhance data security, and improve accessibility for distributed teams.
* Data-Driven Decision Making: Organizations are prioritizing data integration and analytics to gain insights and drive strategic decisions. Towne Park’s reliance on manual processes limited their ability to leverage data effectively.

9.Client Impact

(risks they faced or situational impact of not addressing the situation, issue, or challenge, operational inefficiencies, who at the client was most affected, etc.)

**Competitive Pressures**

Towne Park operates in a competitive market where efficiency, accuracy, and scalability are critical differentiators. High-profile clients like Disneyland expect seamless operations and timely, accurate billing. Competitors offering more modern, automated solutions posed a threat to Towne Park’s market position. By modernizing their billing and invoicing system, Towne Park not only improved internal efficiency but also enhanced their ability to meet client expectations, strengthening their competitive edge.

**Benefits of the Solution**

* Increased Efficiency: The new system automated the billing and invoicing process, reducing the time required to close the general ledger from half the month to a fraction of that time. This freed up resources for more strategic tasks.
* Improved Accuracy: Automation minimized the risk of errors in data collection, processing, and invoicing, ensuring accurate and reliable financial reporting.
* Scalability: The cloud-based solution is designed to handle Towne Park’s growing operations, supporting over 700 customer sites and accommodating future expansion.
* Future-Ready Platform: By leveraging Microsoft’s Power Platform and Azure, the solution is easy to maintain and enhance, even without an internal development team. The use of Power Automate for data integration and logic ensures long-term sustainability.
* Enhanced Client Satisfaction: Faster, more accurate billing processes improved Towne Park’s ability to meet client expectations, strengthening relationships with high-profile customers.
* Data Integration and Insights: The solution integrates data from all customer sites into a centralized billing database, enabling Towne Park to leverage analytics for better decision-making and forecasting.

**Risks of Not Addressing the Situation**

* Operational Bottlenecks   
  The manual, Excel-based billing and invoicing process was highly resource-intensive, requiring account managers to collect, submit, and process data from each customer site. This process consumed nearly half the month, delaying the general ledger closing and creating bottlenecks in financial reporting. Without intervention, these inefficiencies would have worsened as Towne Park continued to grow, further straining their operations.
* Increased Risk of Errors   
  Manual data entry and processing are inherently prone to human error. Mistakes in billing calculations, contract configurations, or data submissions could lead to inaccurate invoices, customer disputes, and potential revenue leakage. Over time, these errors could erode client trust and damage Towne Park’s reputation.
* Inability to Scale   
  As Towne Park expanded its operations and added new customer sites, their Excel-based system would have struggled to keep up with the growing volume of data and complexity of contracts. This lack of scalability posed a significant risk to their ability to meet client expectations and maintain operational efficiency.
* Employee Burnout and Turnover   
  The manual nature of the billing and invoicing process placed a heavy burden on account managers and finance teams. The repetitive, time-consuming tasks likely contributed to employee frustration, burnout, and turnover, further exacerbating operational inefficiencies.

**Situational Impact of Not Addressing the Challenge**

* Revenue Leakage   
  Errors in data collection or billing calculations could have resulted in underbilling or missed revenue opportunities. Over time, these small discrepancies could have added up to significant financial losses, directly impacting Towne Park’s bottom line.
* Increased Costs   
  The inefficiencies of the manual process required significant time and resources to manage. As the business grew, these costs would have escalated, reducing profitability and diverting resources away from more strategic initiatives.

**Operational Inefficiencies**

* Fragmented Data Management   
  The use of spreadsheets for data consolidation and invoice creation created a fragmented system that lacked integration. This made it difficult to consolidate data, track progress, and ensure accuracy across all customer sites. Additionally, there was no “source of truth” for contract details outside of the repository of PDFs that were not easily accessible. The system today is becoming the standard for how Account Managers will understand the nuances of how revenue is generated at their site.

**Who Was Most Affected?**

* Finance Team   
  The finance team bore the brunt of the inefficiencies, spending countless hours consolidating data, generating invoices, and closing the general ledger. This repetitive, labor-intensive work likely contributed to frustration and burnout.
* Executive Leadership   
  Delays in financial reporting and limited access to real-time data made it difficult for executives to gain visibility into the company’s performance. This hindered their ability to make strategic decisions and plan for future growth.

10.Client Resolution

(what solution did we design/implement, how did we phase implementation, what tech constraints did we face, what technologies did we use, how did we measure change management, how did we engage stakeholders, etc.)

**(what solution did we design/implement,**

We designed a billing solution with a front end based and react a back end that leveraged data verse for data storage Azure BLOB for document storage and power automate for the logic business logic and data integration layer this solution was implemented as an Azure static web app and integrated to the town park on Prem sequel data warehouse via a data gateway accessed in power automate workflows In order to retrieve revenue and legion workforce scheduling data which then is used in conjunction with contract details stored in the solution to generate billing statements, approve them, and send them to customers as PDFs attached to email. Upon sending the invoices transactional invoice data is sent via another data gateway to an on Prem server hosting Microsoft Great Plains. These transactions are used to update the general Ledger and close the books on the billing cycle every month.

**how did we phase implementation,**

We phased the implementation into 4 major development milestones each of which conducted user acceptance testing phase where the customer had hands on experience in the solution confirming the acceptance criteria.

**what tech constraints did we face,**

We face challenges in the project due to the need to connect our Azure based solution to databases hosted in on Prem servers. Additionally, because of limitations in the way power BI could query in its on demand report generation, there were challenges faced in the way we stored data that would support power BI at the time of report generation.

**what technologies did we use,**

We used a combination of Azure, Logic Apps, Static Web Apps, Azure functions, source PDF generation libraries, React, msal, odata, & Microsoft power platform including data connectors power automate and data verse

**how did we measure change management,**

In terms of change management related to user base, the users of the solution are the corporate billing team, of whom there are less than 5 members. 100% of user base were successfully onboarded. The more relevant metric is the number of customer sites which are invoiced using the solution vs the legacy Excel method. Deal structures at Towne Park are categorized by deal type. These include Fixed Fee, Per Labor Hour, Revenue Share, Management Agreement, Hybrids (of the preceding types), and Custom. The Custom deal types were not targeted to migrate onto the solution in the MVP as there is low ROI on the amount of customization that would have been required. These sites are expected to either have their deals renegotiated into a more standard configuration, or future development enhancements will be pursued, or a combination of both strategies. The other, non-Custom, deal types were all fully implemented. Due to our phased rollout approach (by deal type), all other deal types have been brought live except Management Agreements, whose corresponding customers will be live on June 1st.

**Current stats (Billing):**

* Total Locations
  + 771 Customer sites (currently in acquisition mode)
  + Breakdown of total
    - Sites on Billing
      * 556
    - Waiting to onboard
      * 118 (Management Agreements)
      * Onboarding date
        + May-June
    - 10%-ers (Enhancements required)
      * 97
      * Onboarding date
        + ~50 over next 2 months
* Total Users
  + ~4 (Billing team)

**Net-new support needs (Forecasting):**

* Operations
  + ~475 Account Managers
  + ~130 Associate Managers
  + ~75 District Managers
  + ~35 Area/Regional Managers
  + ~7 Regional VPs
* Finance
  + ~16 Finance Users

**how did we engage stakeholders, etc.)**

Stakeholder engagement followed pretty standard Agile methodology, with daily standups, biweekly backlog grooming and sprint demo ceremonies, UAT sessions based on development milestones, super user training sessions and Quick Reference Guide training material, and on onsite go live in Philadelphia.

11.Client Outcome

(what business goal was the client trying to achieve,

how did we measure success,

what efficiency improvements did we deliver,

how did we improve their customer service/experience,

what new capabilities did we deliver,

include any recognizable stats here, examples, ROI achieved, time saved, financial savings, etc.)

12.Images / Screenshots (if you have a pertinent screenshot that might be used)

(Non-anonymous question

)

**Upload file**

File number limit: 10Single file size limit: 10MBAllowed file types: Word, Excel, PPT, PDF, Image, Video, Audio

13.Links to resources

(you can link a Miro board, or any other document or site to be evaluated as a possible source of additional information)

[Finance Systems Modernization - Miro](https://miro.com/app/board/uXjVNq-EF7Y=/)

14.AI

(was AI used in the project?)

No AI

AI enabled

AI delivered

AI Assisted

15.How was AI used?

(If AI was used, how did we used it and how did it help?)

16.Partners

Databricks

Snowflake

AWS

Azure

Workato

SnapLogic

17.Tech stack

.net

java

react

vuejs

python

databricks

snowflake

angular

javascript

typescript

ruby

php

swift

kotlin

go

rust

scala

hadoop

spark

mysql

postgresql

mongodb

redis

cassandra

elasticsearch

Firebase

18.Cloud stack

None

AWS EC2

AWS S3

AWS Lambda

AWS RDS

AWS DynamoDB

AWS CloudFront

AWS Elastic Beanstalk

AWS Redshift

AWS Glue

AWS Kinesis

Azure VMs

Azure Blob Storage

Azure Functions

Azure SQL Database

Azure Cosmos DB

Azure App Service

Azure Kubernetes Service

Azure DevOps

Azure Data Factory

Azure Synapse Analytics

19.Can we mention the client's name in the story?

Yes

No

20.Client POC/Testimonial/Quote:

(client name, position, if applicable, include a client quote). You can enter more than one if needed.

21.Tags

(these tags will help us to identify group of projects for future opportunities).

AI Delivery

AI Enabled

AI Assisted

.net

java

react

vuejs

python

databricks

snowflake

angular

javascript

typescript

ruby

php

swift

kotlin

go

rust

scala

hadoop

spark

mysql

postgresql

mongodb

redis

cassandra

elasticsearch

firebase

AWS EC2

AWS S3

AWS Lambda

AWS RDS

AWS DynamoDB

AWS CloudFront

AWS Elastic Beanstalk

AWS Redshift

AWS Glue

AWS Kinesis

Azure VMs

Azure Blob Storage

Azure Functions

Azure SQL Database

Azure Cosmos DB

Azure App Service

Azure Kubernetes Service

Azure DevOps

Azure Data Factory

Azure Synapse Analytics

22.Additional highlights, notes or callouts?