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## SMC Software makes reservations for growth

### Firm targets sectors in clear need of technology boost

BY MARK HOLAN  
STAFF WRITER

**OLDSMAR**—SMC Software is helping business owners maximize profits through real time centralized reservation and revenue management systems.

So far the company has focused on parking lot and storage space businesses.

"We knew these were two businesses that were really behind the times," said Mike Harley, SMC president and chief operating officer.

But SMC Software also has expanded into vehicle detailing reservations and is looking at other markets.

Harley co-owns SMC Software with his wife, Mayra Harley. She holds the titles chief executive officer and chief software designer. They met at Payless Car Sales, a subsidiary of St. Petersburg-based Avalon Global Group Inc., where Mike was the former chief operating officer.

Their new company began in 2003 as Smart Marketing Concepts Inc., which focuses on building technology for online marketing, such as email functions, social networking and website consulting.

The reservation and revenue management software hit the market in 2009.

SMC has a patent pending on the software, and Mike Harley said he has to be careful about disclosing the software's "magic dust."

#### PERFORMANCE-BASED PAYMENTS

The software system allows users to embed the centralized reservations engine on their own websites, rather than using a third-party aggregator like Orbitz or Travelocity.

A1 Express Airport Parking, which has about 1,200 spaces near Tampa International Airport, began using SMC in June 2010. A1 had been using email reservations and other manual tracking, said Del Smith, president.

"It was becoming very time consuming," he said. "This is much simpler for our customer to use. We've seen reservation growth of over 50 percent over the last 12 months."

SMC Software's other customers include parking lot owners in Charleston, S.C., Chicago and New England. The company recently reached an agreement with Park Right.com for 11 garages in New York, including some near Yankee Stadium and the Manhattan Cruise Port.

SMC Software had just three customers at the end of 2010 but anticipates having 88 by the close of this year.

The company has contracts with storage



KATHLEEN CABBLE

SMC Software's Mike Harley, president and chief operating office, and Mayra Harley, CEO, working on the strategy board.

### SMC SOFTWARE

**BUSINESS:** SMC Software

**NATURE OF BUSINESS:** Reservation system software

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businesses such as Budget Self Storage and is helping to build new relationships between storage businesses and multifamily building owners with tenants that might need extra space.

The cloud-based software also includes point-of-sale revenue management system.

SMC Software is paid per transaction rather than charging up front or monthly fees.

The per-transaction cost can range from \$1.50 to \$15, depending on the industry and sales volume.

"We are completely performance based," Mike Harley said.

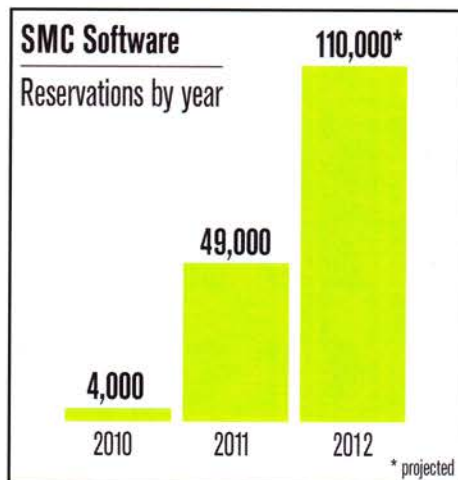
#### RETAINING CONTROL

One big advantage of online parking reservations is that it reduces theft by low-wage lot attendants in what has traditionally been a cash business.

New license plate recognition and integrated gating systems and text messaging will further reduce the need for employees to handle cash.

"We can integrate into anything," Mike Harley said.

The Harleys said they have invested more than \$300,000 of their own money into the business. Revenue this year is expected to reach \$250,000, they say, up from \$100,000 last year.



JULIE SCHAEFER

"We are here more than our house," Mayra Harley said.

The couple said they've declined offers from angel investors and venture capitalists.

"We realized it would turn us in a direction we weren't comfortable with," she said. "We want our customers to be successful, and anything that's a departure from that is a danger."

The Harleys hope to increase the company's visibility as Mike Harley speaks at several parking and storage association meetings later this year.

The couple has been married 14 years, and Mike Harley described their business partnership as "the best."

"Not too many couples can work and live together 24 hours a day. We definitely one day want to put a book together," he said.

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