



Parking Solutions

SKIDATA[®]
KUDELSKI GROUP

cenmetrix[™]



Perfect parking management begins at your customer's home

Perfect parking management does not only play an important role in the parking facility. It does not begin at the entry, but rather at your customer's home, such as with the reservation of a parking space. And it does not end at the exit. Because bonus points, a valuable overview of all the services used and numerous other benefits ensure that the perfect parking experience continues to have positive effects – for your guests, and also for you. Having all relevant data at a glance ensures professional information post-processing as well as cutting-edge marketing activities and, therefore, a long-term, direct contact with your customers at home.

With SKIDATA you have the right partner by your side to realize this system – which far exceeds the traditional concept of car park management – and so much more. The SKIDATA total solution features a 360° perspective that takes not only your needs into account, but also the needs of your guests. Learn more about the SKIDATA Customer Journey on the following pages.



Customized advertising
Give your potential regular customers a good reason to choose your car park on their next visit and on each visit in the future. Stay in touch with your regular customers and use the information gained for targeted marketing activities.

Register users
Encourage your customers to register with name and address – online or on site. Your customers enjoy exclusive information, special advantages, and earn bonus points, and you receive valid customer data and the valuable opportunity to stay in contact with your guests.

Simple booking
Make it easy for customers to reserve any desired service in advance – from home or underway: from the parking space to charging stations to individual extras. Your visitors will be happy knowing they have confirmed services and exclusive customer care. And you realize revenue sooner and get valuable information about what customers really want.

On the way with enjoyable anticipation
Give your customers a warm welcome and the comfortable feeling of knowing that everything is well prepared upon their arrival. Provide new arrivals, for example, with helpful information sent directly to their GPS or via an informative SMS.

Drive in and direct to a parking space
Score points right from the beginning with comfort and service. Make sure that your new customers enjoy a pleasant entry and reach their parking space easily. Your customers have the guarantee that their booked extras are ready and waiting for them.

Excellent services
Whatever your customers have planned, later they should remember that your car park was the ideal starting point. Make it easy for them to find their way from the parking space to the desired destinations in the area and back to their car afterwards. Provide extra services such as a charging station or having their car washed during the parking.



Benefits and bonus points

Collaborate with other companies. Your guests are sure to enjoy coupons and discounts printed on the parking ticket which can be redeemed while shopping or visiting a restaurant. Award bonus points, for example, for online reservations or the use of the charging station. Points which can be later converted into unique benefits and experiences.



Relaxed departure

Make it easy for your customers to pay for parking and extras by offering an understandable and easy-to-use payment system and a variety of payment methods. Show visitors the way back to their car quickly and directly using automated information above the parking spaces. Clear signage and understandable guidance ensure a safe departure.



Pleasant memories

Treat your customers to the same excellent service on the return trip that you did upon their arrival and remind them of you and your good service when they get back home – for example, with special offers or new information about the attractions in your area.



Enjoy the rewards

Pamper and reward loyal guests with gifts and incentives. Exchange bonus points for attractive special services. Here you have a number of possibilities – such as a VIP parking space for their next visit, or that the customer has his car parked for him (i.e. valet parking).

The flexible SKIDATA total solution makes it easy to increase the satisfaction of your guests. Learn more about the components of the solution on the following pages.



Your customers in the spotlight: The SKIDATA Customer Journey

Your customers want more and more: more comfort, more adventure, more pleasant surprises. SKIDATA sees parking customers in a holistic context. From this perspective, the parking itself is only a part of the overall impression of a destination. Our Customer Journey will help you to reach this goal.

Perfect parking
management

Customer
Journey

Complete
solution



Your business, our complete solution

In order to perfectly serve and impress your guests along the entire Customer Journey, SKIDATA offers you a total solution consisting of:

- Revenue-increasing marketing and sales channels
- Comfortable and reliable access systems
- Perfect integration of add-on systems
- Optimized business processes
- Professional data and reporting management

With SKIDATA you always remain flexible. Together we customize the solution to meet your individual needs and enhance it with the add-on systems that you select. You benefit from a well-conceived, total solution from a single source – and with a single point of contact.

A total solution with continuous innovation

Since 1985, SKIDATA has revolutionized the car park management market with new products and services – for example, the direct entry and exit with a credit card, illuminated multi-colored barrier arms, the first database-driven system, interface concepts for the integration of additional solutions as well as flexible data carriers and the self-monitoring and automation of software. The continuous focus on innovation and development at SKIDATA lets you benefit from the latest technologies and services throughout the entire life cycle of your facility.



Market & Sell

Increase sales through a variety of marketing and sales channels.

Wide variety of sales channels – With SKIDATA, discover new sales channels and make use of all of your competitive opportunities – local, online and in association with strong partners. Make it easy for customers to reserve any desired service in advance, from home or underway: the web-based SKIDATA service **sweb.Reserve** makes parking space reservations easy. With **sweb.Contract** both companies and private individuals can rent and manage long-term parking spaces via the Internet, and send interactive e-tickets with **sweb.Wallet**.

Sales at the cash desk – Make use of the personal contact with your customers at the manned cash desk **Manual.Cash** to offer not only various parking products, such as weekly and long-term parking tickets, but also additional items, for example, for events. With SKIDATA you can offer hundreds of products and different tariffs. As an additional sales channel you have the SKIDATA vending machines available. Use these to sell predefined products and take advantage of the many advertising opportunities.

Customer loyalty, validations and advertising – With the innovative platform **Loyalty.Logic** you can create your own loyalty program. Collect data, get to know your customers better and use the information for targeted marketing. The loyalty program is also the perfect starting point to enter into cooperative agreements with other businesses. Your guests receive coupons and discounts for shopping or reductions on their parking fee for purchases and restaurant visits with **sweb.Validate**. In the US, more than 100 of these validation solutions have already been implemented. SKIDATA tickets, columns, barriers and automated payment machines additionally offer a wide variety of options for advertising messages in the form of text, graphics or video.

SKIDATA MARKET & SELL offers you:

- Reservations and sales of a variety of parking products and services through modern sales channels – online, mobile and local
- Targeted customer retention through loyalty solutions
- Generation of valuable customer data for personalized marketing and sales campaigns
- Possibilities for cooperation with other companies and a stronger combined appearance

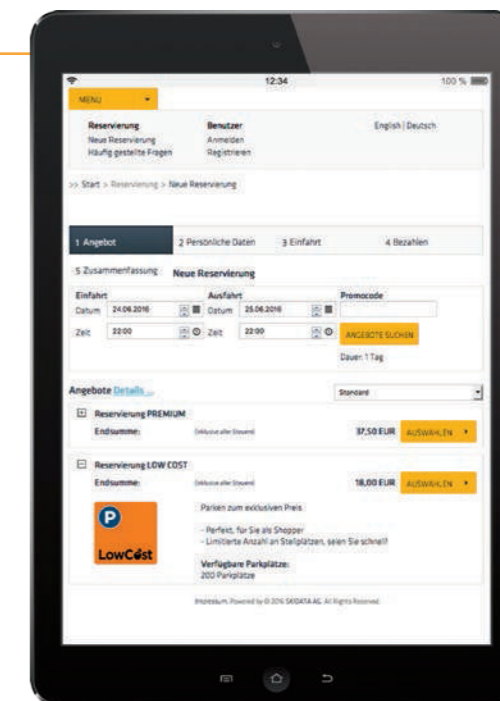
sweb.Reserve

Online parking space reservations

With the reservation software **sweb.Reserve** your customers can book a parking space online and either pay immediately or later, as desired.

Online product sales

Use **sweb.Reserve** to sell your parking products and additional services such as weekly, event and congress cards. Create **sweb.Reserve** in your corporate identity and integrate the service including Responsive Design into your social media channels.





sweb.Validate

Online validations management

With the web-based service sweb.Validate, you increase both your garage utilization and your turnover through the sale and marketing of parking validations to surrounding business partners. Shops, offices or hotels provide convenient and easy electronic discounts to your parking customers. sweb.Validate also offers full transparency and traceability in the issuance of validations and prevents fraudulent use.

Validation.Cash / 'Multi'

Discount and validation solutions

Take advantage of the extensive validation possibilities to cooperate with local and regional entrepreneurs in offering your customers the best conditions for a relaxed shopping experience while increasing garage utilization at the same time. Accept vouchers or discount cards from the area surrounding the parking garage or use the validation equipment.



Contract parking sales for end customers

With sweb.Contract B2C, every contract parker can complete his contract for a parking space directly over the Internet.

Contract parker management for business customers

With sweb.Contract B2B, businesses can manage the parking permissions of their employees themselves.

sweb.Contract B2C/B2B



Electronic tickets

sweb.Wallet generates and sends all parking products (weekly, event, long-term parking tickets, validations, etc.) as interactive e-tickets for wallets such as Passbook.

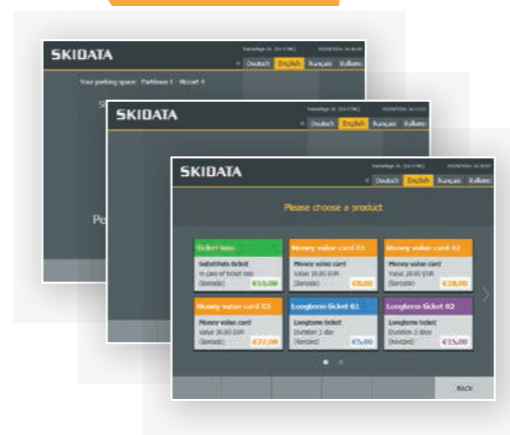
sweb.Wallet



Product sales through vending machines

Advertise and sell your parking products such as weekly and event tickets on site via the automated payment machine Power.Cash 'Touch'.

Power.Cash 'Touch'



Advertising

Advertising opportunities

Use your parking system as a marketing tool. Tickets offer the perfect opportunity to integrate individualized vouchers. Even with the SKIDATA columns, barriers and automated payment machines, you do not only have first-class parking products, but also many opportunities for advertising messages in the form of text, graphics or video.

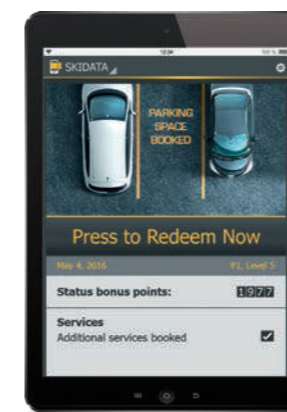


Manual.Cash

Marketing and customer retention

The SKIDATA Loyalty.Logic platform enables you to develop and operate your own customer program to easily and comfortably build the loyalty of your guests to your brand and to get to know them better.

Loyalty.Logic



Personal product sales

Take advantage of the cashier occupied checkout for the consultation and sale of parking products and additional services such as car washes, repair service, etc. Produce tickets, for example, for free access at conferences, and send them to your customers.





Access

Investment security thanks to comfortable and reliable access systems.

“High Performance” access technology – At over 8,500 installations, operators are already benefiting from SKIDATA car park management – from simple system solutions to complex, interconnected network installations with several hundred devices. Here, SKIDATA access components – Power.Gate, Lite.Gate, Barrier.Gate, Keytag.Gate, PlateTech.Logic – convince through their scalability, durability, speed and comfort. For all of its solutions, SKIDATA puts great emphasis on a modern, usability-oriented design.

Payment made easy – Whether at the manned cash desk Manual.Cash, the automated payment machines Power.Cash, Easy.Cash, and Credit.Cash or directly at the exit – even when paying, with SKIDATA you offer the easiest operation and a wide range of payment methods. Whether payment via mobile phone, NFC, Apple Pay, credit card, bank card, cash, or coupon – all of these are made possible.

A wide range of ticket types – Diversity is also present in the ticket types. Whether for short-term or contract parkers – you have the choice between RFID cards and tickets, 1D/2D barcode, Print@Home, magnetic stripe, NFC or mobile ticketing. Or simply forego all of these by using license plate recognition. You can even integrate customer, employee or city parking cards. All SKIDATA data carriers are characterized by the highest security with regard to encryption and data and also offer the best performance and multiple printing options.

SKIDATA ACCESS offers you:

- Perfect design and best usability guarantee stress-free parking operations
- Comfortable payment options at the manned cash desk, at modern automated payment machines and at the exit
- Optimal, reliable operation of the access components for targeted revenue management
- A variety of ticket options for different customer groups



Payment for all needs

The premium product of the SKIDATA automated payment machines, Power.Cash is also available in two additional versions. These models include a touchscreen (Power.Cash 'Touch') and the lower, barrier-free access model (Power.Cash 'Accessible'). Both models impress with maximum flexibility, long-life and higher cash and ticket capacities.



Power.Cash / Power.Cash 'Touch'

Cashless payments

The cashless alternative Credit.Cash provides your customers an easy, secure and fast payment by card.

Credit.Cash



Easy.Cash



Payment made easy

The standard among SKIDATA automated payment machines, Easy.Cash combines modern design with versatile functionality and proven technology.

Power.Cash 'Accessible'



Manned cash desk

At the manned cash desk you offer your customers special service and personalized advice. And with the multifunctional POS cash desk, your employees have the entire parking space management under control – right up to the preparation of financial reports. Using SKIDATA coding devices, parking tickets can be processed and then either printed out or loaded onto a data carrier.

Manual.Cash 'Parking'



Mobile.Gate

Mobile handheld solution

Ticket issuance, cash desk, exit and validations all in one device: mobile handheld solutions provide high flexibility for car park management.



Versatile data carriers

Whether short-term parking ticket, reusable RFID card, e-ticket or keytag for hands-free entry and exit of contract parking customers: SKIDATA has the right data carrier for every application.



Data carriers





License plate recognition
Thanks to PlateTech.Logic, the vehicle license plate is all that is needed to go straight into the car park. No stopping at the parking column to take a ticket – only the highest comfort for your customers.

PlateTech.Logic

Hands-free entrance
Without waiting and without lengthy handling of tickets through the car window, just quick and uncomplicated parking: Keytag.Gate – consisting of a reader and a transponder (keytag) which is attached to the windshield of the vehicle – makes this possible.



Keytag.Gate

Ampere.Gate

Electric charging column
The Ampere.Gate provides a comfortable execution and settlement of the entire charging process for an electric car in your parking garage.



Lite.Gate 'DoorReader'

Door and gate access
With the access readers Lite.Gate 'DoorReader' and Keydetector.Gate, only authorized individuals and vehicles have access to secured buildings and parking garages – also outside of the opening times.



Keydetector.Gate





Integrate

High flexibility thanks to the perfect integration of add-on systems.

With the open SKIDATA system and its flexible interfaces, you can easily and securely integrate add-on systems. You take advantage of the many benefits of the complete SKIDATA solutions, and at the same time you do not have to give up familiar or desired products from other manufacturers. In this way you always remain flexible. And the best part: as systems integrator, SKIDATA can provide you a complete solution from a single source – you don't have to worry about anything.

Integrate people access solutions for buildings, observation decks, event locations or stadiums. Or choose from a number of integrated partner solutions and their third-party products: for example, electric charging stations, license plate recognition, e-commerce or single-space systems. There are also more than 100 reader systems and data carriers, 200 integrated payment solutions, as well as opportunities for integrating toll solutions.

Parking.Logic makes all this possible. Using the SKIDATA Business Enabling Platform you can also integrate services such as mobile payment apps or external reservation systems, management information systems, CRM, ERP or Business Intelligence. A specially dedicated and experienced SKIDATA team is responsible for a perfect-fitting and carefree integration.

SKIDATA INTEGRATE offers you:

- A single point of contact for a perfect-fitting and seamless integration by a specially dedicated and experienced SKIDATA team
- A wide choice of options from the large network of SKIDATA pre-screened and certified partner companies and their solutions
- Specific integration of your own existing systems, such as IT infrastructure and IT solutions including ERP, CRM or management information systems
- Custom integration of employee identification cards, loyalty cards, parking guidance systems, license plate recognition, single-space systems, etc.

Parking guidance system

Signs and parking guidance systems

Signs let customers receive an overview of the number of free parking spaces available on each of the different levels before entering. Clear parking guidance leads customers quickly and safely to the nearest available parking space.



Example illustration

License plate recognition

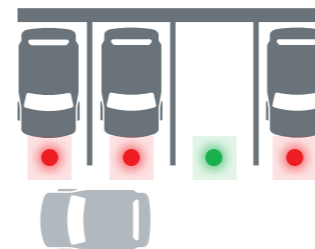
With the license plate directly into the parking garage. No stopping at the parking column to take a ticket. At the same time, a license plate recognition solution also protects against fraud – for example, with lost tickets - and provides opportunities for customer personalization.

LPR-System

Intercom & Video

Single-space solutions

Through customized single-space solutions, the next available parking space is quickly in view and saves the customer a long search.



Single-space monitoring

Intercom and video solutions

Whether at the entrance or exit of the parking garage or at the automated payment machine: responding quickly and competently to questions or emergencies contributes significantly to customer satisfaction and increased safety. Choose according to your needs from a variety of Intercom solutions, such as Voice over IP solutions. Bidirectional video enables you to provide personalized, individual attention – just as if you were there on site.



People access solutions

Combine your parking and people access: The people access system Handshake.Logic provides the customer with a card valid for both the entrance to the stadium, for example, as well as the entrance to the car park. Thanks to the perfect integration of both solutions, your parking system easily reads the ticket and the guest enjoys hassle-free access with just one card.

Handshake.Logic



Flex.Gate

Data carriers

Existing data carriers

RFID cards, chip cards, magnetic stripe, 1D/2D barcodes, customer, city, and employee cards, etc. can all be read via the built-in reading technology from SKIDATA. Optionally, a specific reader can also be integrated.



Electric charging systems

Use electric charging columns to offer your customers to opportunity to recharge their car during their parking.

Electric charging systems



Country-specific payment solutions

Different payment terminals can be integrated to meet country-specific needs. Whether by debit card, credit card, cash in advance, mobile phone or online – let your customers choose how they want to pay.

Payment

Fiscal solutions

Fiscal solutions

SKIDATA provides you with all the necessary legally compliant fiscal solutions: printers, storage media, on-line systems, etc.

Virtualization

Integration in IT-Infrastructure

SKIDATA provides you with all the necessary IT equipment or the SKIDATA system can be integrated into your existing IT environment. With a virtualization and bundling of your IT infrastructure into one or two large processors, you save a lot of administrative effort and time.

Data interfaces

Data interfaces to IT systems

The smooth data transfer to and from external IT systems such as ERP or CRM enables efficient, automated and error-free operation of your IT system.

Customer systems

Integration of customer applications

Customer systems can be seamlessly integrated. An example: If a new employee receives an ID card, not only can the access authorization to the company be saved, but also the access permission for the parking garage. Conversely, the SKIDATA system also provides data and information - such as who parked when and for how long.

Web-based Services

Business Enabling Interfaces

Business Enabling Interfaces

Easily and efficiently integrate a wide range of external applications, such as information services, mobile payment, or e-commerce, through the Business Enabling Interfaces. Ensure the operational quality of your parking system as well as the efficiency of your car park even with numerous partners. Manage these business partners and keep control of your business and your car park through the full integration of your business and audit processes into your parking system.

Integrate





Optimize

Efficiency increase through targeted optimization of operational processes.

Control and monitoring – Centralized, locally or remotely – you control and monitor your system according to your needs with less effort and lower costs. With the SKIDATA solution you receive operational data in real time. Use this for more overview and control, to optimize your work processes and to provide fast and professional customer support. You also benefit from a clear and comprehensive system configuration and operation. Monitor all third-party systems and handle the cash management perfectly. In this way, you ensure the correct operation of your facility.

Best service – Certified SKIDATA experts with industry know how guarantee knowledge transfer in special customer trainings to make sure that you know all the functions and benefits of your solution and can get the most out of it. Through a progressive-learning training concept and certification program, our technicians become equipped with the knowledge that you recognize as solution-oriented in order to provide you with fast, competent support. In addition, optimal maintenance plans and security against viruses (Security.Care) ensure trouble-free operation of your system. And if you ever need assistance, SKIDATA service teams are always there for you – worldwide and directly at your site.

SKIDATA OPTIMIZE offers you:

- Simple local, centralized or mobile control and monitoring of your facilities
- Fast and professional customer support and optimized Workflow Management
- Trouble-free operation of your system through optimal maintenance schedules and maximum availability of local service teams
- Field-experienced SKIDATA professionals with industry know-how guarantee knowledge transfer through professional customer training



Control Center

Customer service, system monitoring and on-site system control

Monitor the status of your system, control all on-site devices in your parking facility and offer the best customer service.

The Parking.Logic Control Center is the simple solution for individual parking garages, but also for large control centers where several employees monitor and control a number of parking facilities on many displays.

Mobile Control Center

System control via mobile phone and tablet

Maintain a constant overview of business-relevant information, such as the condition of your devices, via your mobile phone or tablet computer. If necessary, you can even intervene – to open a barrier, or to provide information to your customers by phone.



Remote Access

Remote access to your system

Access your entire system from your stationary or mobile office computer, whether for control or management purposes.



Remote Event Messaging

Notification of important events

All system-relevant information, warnings and alarms, such as barrier arm breakage, full coin box or nearly empty ticket box, can be automatically sent to predefined recipients via SMS or e-mail.



Web-based Services

sweb.Control

Centralized monitoring and control

You do not necessarily have to be on site in order to perfectly manage your parking system. With the web-based solution sweb.Control, you can monitor and control all of your national and worldwide distributed parking facilities and devices centrally and from anywhere. In addition, sweb.Control also has an automation that can perform certain functions all by itself – such as managing tasks in which an error could occur, and using logic to prioritize problem-solving processes. To ensure an efficient workflow, you can also set these using sweb.Control.

Centralized customer center

Bundle the calls of your customers from all parking facilities into a single customer service center. For quick, competent and efficient support your employees will always have insight into the relevant information. They see the status of the system as well as what the customer has done and at what time, and offer the best support, in that they can even take control over and operate the screen of the automated payment machine.

Mobile control and customer service

The mobile solution for control, monitoring and customer support. You have a continuous overview of the status of your facility, can talk to the customer, and can intervene for the purposes of customer service and support – even when underway.

sweb.Control 'Mobile'



Web Key

Management via web-based locking system

With electromechanical security locks (Web Locks) you assign individual permissions for unlocking the devices, define specific access times and manage the Web Key via any Internet access point.

Expert Services



SKIDATA.Care Pack

Expert Services

SKIDATA Expert Services include all services offered by SKIDATA for a fully optimized operation. Because the uninterrupted operation of your SKIDATA systems is essential for your business success. With the modular SKIDATA.Care Pack you get the best service matching your requirements. Select the appropriate options and pay only the service that you need.

Troubleshooting.Care		Upgrade.Care		Security.Care	Spare Parts.Care	
Prioritization.Care	Connect.Care	Maintenance.Care	Security.Care			Spare Parts.Care
Hotline.Care						

Security.Care

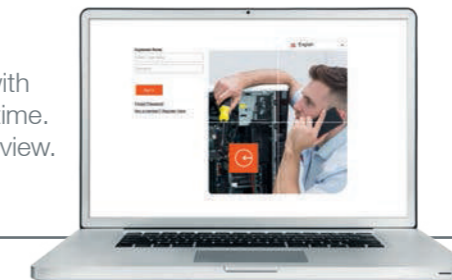
Antivirus service

As part of the SKIDATA.Care Pack, the “Managed Antivirus Service” (Security.Care) offers you the best virus protection for your facility. In cooperation with the world’s leading antivirus experts, SKIDATA ensures the best possible protection and trouble-free operation of your system.

SKIDATA Customer Portal

SKIDATA Customer Portal

The web-based SKIDATA Customer Portal enables you to monitor and actively manage service-relevant information about your system, such as devices, service contracts and error messages in real-time. The reliable connectivity of our systems makes it possible for us to proactively deal with potential problems at any time. You always have a full overview.



Customer training

Customer trainings

SKIDATA customer trainings guarantee the continuous training and development of your employees, so they are always ready and able to achieve the best results. The trainings help you to optimize the efficiency, productivity and cost effectiveness of your employees. SKIDATA offers basic and advanced training to meet the needs of various target groups.

Optimize





Manage

Make informed decisions with the help of professional data & reporting management.

Meaningful reporting – SKIDATA makes smart tools available to you to manage your business perfectly and to achieve targeted development. The reporting solutions give you access to all your data such as turnover, number of parking customers, etc. – and not only from a single parking garage but you get detailed information from single or multiple facilities. In this way, the management and centralized reporting of all your parking garages is possible. Make use of this data to understand how to improve the quality of your operations and therefore increase your sales, as well as for your internal auditing. From the collected data you can also generate information which will help you, for example, to analyze customer behavior and use the results to steer the development of customized products.

Mobile reporting – Compare business metrics in a summarized, structured report with clear graphics. You always stay mobile: all you need is a web browser to establish a secure connection to your management data – anytime, anywhere. This ensures that you are always well informed and capable of intervening at any time.

SKIDATA MANAGE offers you:

- Generation and analysis of data to get to know your customers better
- Mobile access to management data for a quick overview anytime, anywhere
- Consolidated and detailed information and reports on single or multiple facilities
- Efficient control over your business and detailed analysis of your data

Parking.Logic Software Module

Software Module

Choose from a variety of optional Parking.Logic software modules (customers, delayed payment, card return, rate management, etc.) for optimal management of your end customers, business partners, employees and your system.



Parking.Logic Reports

Local reports and statistics

Create custom reports with the level of detail that you choose, and which are either predefined or situation specific. These can be automatically sent by e-mail, either as a PDF or in data format.



Main Data Center - MDC

Centralized administration

With the Main Data Administration Unit you manage articles, customers, employees and much more. In addition, you can also produce contract parking cards and collect data for further processing - all of which are centralized for all your national and worldwide parking facilities.



sweb.Report

Web-based Services

Centralized reports and statistics

sweb.Report is the central reporting solution for all your national and worldwide distributed parking garages. It allows you to clearly and efficiently manage and optimize your business by merging data from multiple car parks and over a number of years into informational and graphical reports. In this way you always remain flexible – able to create customized reports tailored to your business needs. With just a web browser, you have access to your data at any time and from anywhere.



The SKIDATA system architecture

The SKIDATA system architecture illustrates the interplay of all the products and services described. The Parking.Logic software is the center of the SKIDATA car park management solution, and allows you to control individual parking facilities or your entire system. In addition, you can extend your solution as needed using web-based services, which are connected via the SKIDATA Business Enabling Platform.

1. Your parking facility – the perfect combination of the Parking.Logic management software and all hardware components

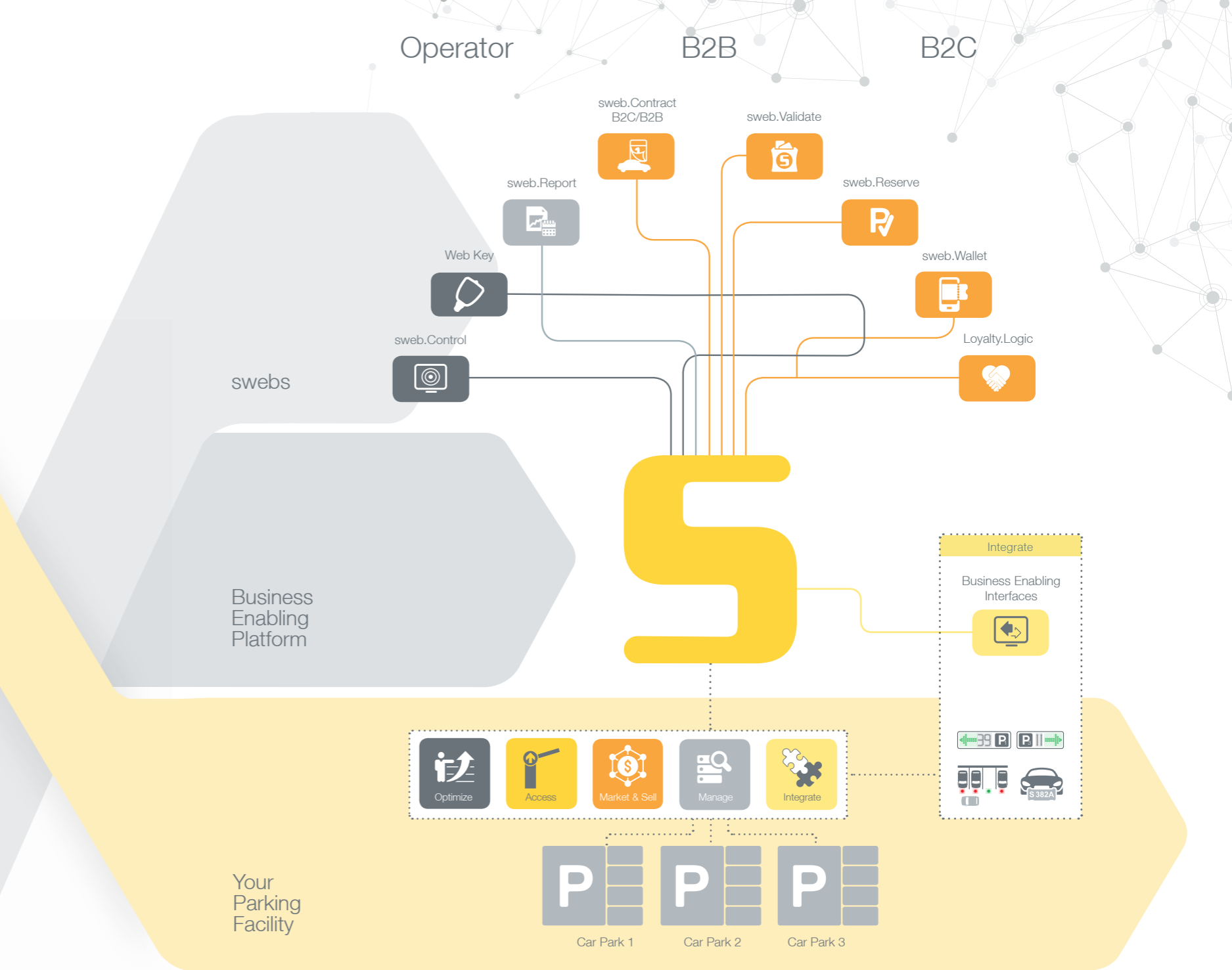
The Parking.Logic software is the core of the SKIDATA car park management solution. With a large number of optional modules, extensive configuration possibilities and numerous interfaces for the integration of additional systems, Parking.Logic perfectly meets your needs. The annual software upgrades continually extend the functionality of the solution and make your investment future-proof.

2. Added value through the SKIDATA Business Enabling Platform

Do you want to expand your parking management with online services? Whether with the web-based services from SKIDATA or from third-party suppliers – the intelligent SKIDATA Business Enabling Platform makes flexible integration possible. The multiple functional components of the platform make a wide range of applications available to you: from e-commerce and data warehousing to the centralized monitoring and control of your facilities. Your applications are globally hosted and your data is protected by the highest security standards and certified processes.

3. swebs – the SKIDATA web-based services

Choose from a variety of web-based services for more control, overview, comfort and independence. sweb® (SKIDATA's web-based services) are individual 'software-as-a-service' modules which can be combined specific to your needs. From online reservations and customer loyalty programs to the remote management of your operations and comprehensive reporting across multiple parking garages – you have all the data and information available to you anywhere and anytime, with just a tablet or PC. Or integrate cloud-based, third-party solutions such as mobile payment apps, external reservation systems, or information services.





The SKIDATA city

The SKIDATA city

Whether for a single car park or many parking facilities spread over a wide area, and whether for parking operators, shopping centers or hotels – the individual components of SKIDATA's complete solution can be implemented flexibly and distributed over your entire infrastructure. By connecting with the business world surrounding your operations, you provide your customers with perfect car park management that begins right at their home.



Business Center

Arena

Headquarters

Management
Customer Care
Marketing
Operations

Frequent Parker Solution

Ticketless Solution

Hosting

Commercial Solution

Server Room

Travel Agency

Remote Office

Shopping Center

Home

rm-101

cenmetrix

SKIDATA use cases

The SKIDATA solution can cover a wide variety of use cases. Selected examples are described here.

Ticketless solution:

Without a ticket directly to the parking space

- The system detects the license plate as an access medium
- Maximum comfort for your customers
- Prevents fraud
- Ideal for shopping centers, retailers or hotels

Based on Parking.Logic in combination with the PlateTech.Logic system for license plate recognition, your guests enjoy the highest comfort, because thanks to the direct entrance to the parking garage there is no need to stop to take a ticket. The chance of ticket loss is eliminated and fraud risk is also reduced.

How it works

At the entrance, the system automatically detects the license plate as an access medium – ideally combined with the intelligent Barrier.Gate 'Smart' barrier which is used without a parking column. Or even omit a barrier completely. The license plate is also read automatically upon exiting. Should a

payment be necessary, this is done using the Power.Cash 'Touch' automated payment machines, with a credit card directly at the optional Lite.Gate exit column, or at a manned cash desk.

sweb.Reserve for complementary services

Using the service sweb.Reserve, not only can your guests reserve their parking space in advance, but you can also sell additional services such as weekly, event and congress cards easily and conveniently over the Internet.

You provide maximum comfort, for example, for shopping center, retail or hotel customers. In addition, this is the ideal solution for parking operators where the first hours are offered free of charge – for those situations in which the customer's comfort is even more important than the generation of parking revenue.

Parking.Logic

PlateTech.Logic

Barrier.Gate 'Smart'

Power.Cash 'Touch'

Lite.Gate

sweb.Reserve



Frequent parker solution:

Less effort and more customer comfort

- Reduced administrative effort and ticket costs
- Self-service online parking authorization management done by the customers themselves
- Convenient and fast access via RFID cards or transponders
- Ideal for business parks or P&R with frequent parking customers

Do you have many repeat parkers in your parking garage, for example, in a business park or Park & Ride? Use this to reduce your administrative effort and your ticket costs.

How it works

With 'sweb.Contract' businesses and individuals can rent and manage parking spaces over the Internet. The reusable and printable RFID card can be used as a contract parking card or prepaid card which your loyal customers can purchase at reduced rates. Your frequent parkers hold these against the column, and the gate opens automatically. Even greater comfort is provided with the Keytag.Gate long-range reader. Contactless and 'hands-free', the reader provides quick access without waiting and without lengthy handling of tickets through the car window. With the keytag transponder easily mounted onto the windshield of the car, the gate opens automatically.

High usability for you and your customers

All customers can also use an existing credit card or prepaid card for entering and exiting. Additionally, you can integrate customer or employee cards into your system or an LPR system to enable entry and exit via the license plate. Visitors can get a ticket at the entry column, as usual. Parking and other services can be paid for at Easy.Cash automated payment machines. The compact Lite.Gate provides the ideal support for this application: high comfort for your parking customers, a cost-saving solution for you.

Parking.Logic

sweb.Contract

RFID keycards

Keytag.Gate + Keytag

Easy.Cash

Lite.Gate



Commercial solution:

The comprehensive high-end parking system

- High-end solution for all customer groups
- Includes license plate recognition, parking guidance system and single-space monitoring
- Additional services such as validation and loyalty system
- Ideal for city garages, airports, convention centers, stadiums and shopping malls

The comprehensive high-end parking system from SKIDATA is the ideal solution for demanding operations, such as city garages, airports, convention centers, stadiums and shopping malls. Whether VIPs, short or long-term parkers, employees, or repeat guests, it allows you to serve all customer groups.

Comfortable entry & exit

All this is provided by the Power.Gate column in combination with the Coder Unlimited. Frequent parkers can use their parking card for direct entry and exit, and short-term parkers will be issued a ticket. A wide variety of other data carriers, such as employee or customer cards (for example, Miles & More) can also be used for direct access, or as a discount card. An easily understood parking guidance system in combination with a single-space solution leads your guests quickly and safely to the next available parking space. Payment is made on the high-quality automated payment machine Power.Cash which scores with versatile payment

options and long operating periods, as well as its high cash and ticket capacity. Using the license plate recognition system PlateTech.Logic, you can increase both security and fraud prevention, for example, in the case of a lost ticket, or can even allow for comfortable contactless exiting with a paid ticket.

sweb.Services for more success & control

You increase both your garage utilization and your turnover through the sale and marketing of parking validations to surrounding business partners using the web-based service sweb.Validate. With Loyalty.Logic you design your own loyalty program and get to know your customers better. Control and monitor your facility locally, centrally or mobile via sweb.Control. With the centralized reporting solution sweb.Report you also optimize the efficiency and clarity of your business operations.

Highest quality meets scalability and integration possibilities

A very positive first and last impression of your destination is provided through the superior design, easy operation and versatile advertising opportunities of all SKIDATA devices and solutions. The SKIDATA system can be remotely serviced and also provides the scalability to meet your specific needs. If you require additional systems or would like to incorporate your existing solutions, such as IT systems, SKIDATA will ensure their seamless integration.

Parking.Logic

PlateTech.Logic

Power.Gate

Coder Unlimited

Power.Cash

sweb.Validate

sweb.Control

sweb.Report

Loyalty.Logic

Parking guidance system + Single-space solution

Perfect parking management

Customer Journey

Complete solution

System architecture

Use cases

Our commitment



1 Excellent consultation

Shared expertise for your customized solution. Together, your business experience and our know how lead directly to the optimal solution. Whether standard or customized – after comprehensive consultation and analysis of your needs we develop a solution for you and with you that boosts business.

Our commitment to your business

 A circular diagram consisting of three yellow arrows forming a clockwise cycle. The arrows are positioned around the central text, with one arrow pointing from the top section down to the right, another from the right section down to the left, and a third from the left section up to the top.

As a complete solution provider and partner, we are always at your side and grow with your needs. We advise and offer well-conceived standard or customer-specific solutions. We implement them professionally, including third-party systems, offer support at any time with the best service and high-quality upgrades and enhancements, and guide you through the entire product life cycle.

3 Best service

Proven support for the operation of your facility. We make sure that the solution works smoothly, make updates available, and provide you with the right service. Specific trainings will prepare you and your teams for the optimal operation. Our team is always available to you and will support your solution with perfect service.

2 Perfect implementation

Professional project management of your solution. Professional project management and detailed planning ensure a successful implementation. As your general point of contact, we are responsible for the overall coordination of all stakeholders and contributors.

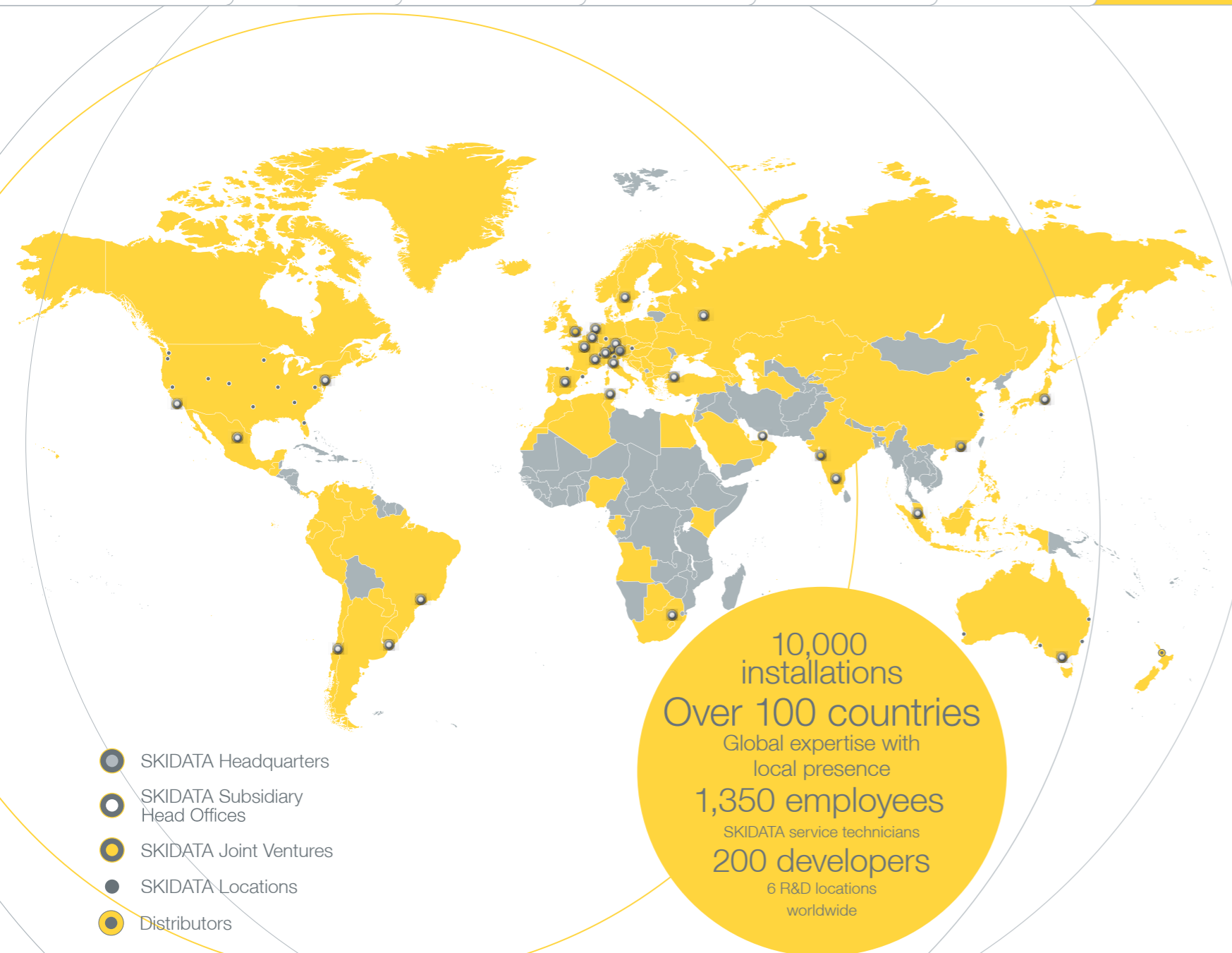
With SKIDATA worry free to the perfect total solution

With its roots in classic people and car access control management combined with the current level of expertise as a total solution provider, SKIDATA offers comprehensive parking solutions which allow you to sit back and relax. This includes, among other things:

- A **seamless and efficient integration** of the car park management into the overall business processes
- **Maximization and securing of revenues** as well as innovative solutions for **customer loyalty**
- Centralized, automated and optimized car park management
- **Professional advice** in an increasingly complex business environment with the greatest variety of offerings
- **Future-ready innovations** and investment protection
- **Flexibility and openness** of the system

Worldwide the complete SKIDATA expertise is in high demand. We are represented in over 100 countries with a total of 10,000 installations. With 25 SKIDATA country organizations, 4 joint ventures and more than 100 local partners, SKIDATA is always nearby with the right skills in the areas of parking, ski and events.

A total of 1,350 employees are strongly committed to bringing your business forward. Over 600 SKIDATA service technicians are always standing by your side. 200 developers at 6 R & D sites are working to develop new solutions and innovations that not only provide real added value to your current daily business, but also to prepare you for future challenges.



- SKIDATA Headquarters
- SKIDATA Subsidiary Head Offices
- SKIDATA Joint Ventures
- SKIDATA Locations
- Distributors






















More than
8,500
installations
in the parking
area

The SKIDATA business segments

Benefit from SKIDATA's worldwide experience and solutions!
With more than 8,500 installations in the parking area and over 10,000 installations in total, SKIDATA is active in these business areas:

- | | |
|---|---|
| Parking Operators  | Airports  |
| Office Parking  | Residential Parking  |
| Retail  | Park & Ride  |
| Shopping Centers  | Cities & Municipalities  |
| Hotels & Public Buildings  | Public Transport  |
| Mountain Destinations  | Tourist Destinations  |
| Stadiums & Arenas  | Theme & Amusement Parks  |
| Trade Fairs & Exhibitions  | Festivals  |
| Pools & Wellness  | |

SKIDATA®

K U D E L S K I G R O U P

SKIDATA Headquarters
Untersbergstrasse 40 • 5083 Grödig / Salzburg
tel +43 6246 888 • fax +43 6246 888-7
www.skidata.com • info@skidata.com

Parking Solutions 2017

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