

# SMARTthinking

The newsletter from **Smart Parking** – management through intelligent technology

Issue 1 - Spring 2013

## Welcome

Welcome to the first issue of **Smart Thinking**, the new newsletter from **Smart Parking**.



Charlie Leaper  
Chief Operating Officer

Smart Parking is one of the UK's market leading providers of car parking technology and management solutions, which means that every day, we're helping **hundreds of clients** to manage **thousands of car parking facilities** across the country.

Smart Parking is part of **Car Parking Technologies** - one of the world's largest parking technologies and

consultancy services businesses. With access to the expertise, experience and resources of an international player, we're ideally positioned to continue to create innovations that meet your requirements and the needs of your customers.

Over the coming months, we would like to introduce you to our people, highlight our expertise, and focus on the solutions we're already putting in place for organisations and decision makers like you.

In the meantime, if you have any questions about **Smart Parking**, or you have any feedback on what you've read in **Smart Thinking**, please don't hesitate to contact me.

### Charlie Leaper

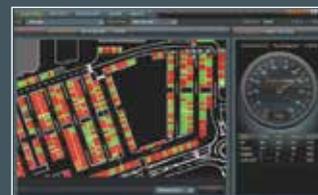
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## More in this issue...

### Smart Parking: part of a global parking business

an introduction to the business and our international resources



### On the launch pad at Parkex -

Parkex 2013 sees **Smart Parking** ready for action

### Smart people -

introducing the Smart Parking team

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CAR PARKING TECHNOLOGIES



# Smart Parking: part of a global parking business



*Brisbane International Airport –  
a Car Parking Technologies client*

Around the world, organisations and businesses offering car-parking facilities are constantly striving to improve convenience and quality, while simultaneously managing access to parking without alienating customers.

With the pressure on car parking capacity constantly growing, this is a balancing act that can represent a real challenge. It's a challenge that's well understood by Smart Parking, one of the UK's market leading providers of car parking technology and management solutions.

As UK Chief Operating Officer Charlie Leaper says, car park operators and decision makers need to consider and deploy increasingly sophisticated solutions if they are to stay one step ahead.

## Best in class

"Road users want to access high quality, hassle-free car parking facilities; they want to be able to pay using convenient technology; and they want to feel that access to space isn't compromised by the small percentage of drivers who abuse the facilities by outstaying their welcome", says Charlie. "It's against this backdrop that Smart Parking is working with hundreds of organisations across thousands of sites in the UK. Our goal is to help our clients by deploying best-in-

class technology backed by highly capable account management to meet and exceed their customers' expectations."

Smart Parking's business approach is supported by access to the resources, expertise and technology of one of the world's leading providers of parking technology and consultancy services businesses - Car Parking Technologies.

## Proven technology

"Car Parking Technologies is a substantial Australasian corporation that deploys industry-driven, technology based solutions to car parking operators across Australia, New Zealand, Asia, the Middle East and across the UK", continues Charlie. "This means that the technology Smart Parking is able to deploy in the UK really is leading edge. We have the resources and commitment to continue to evolve to keep our clients one step ahead."

And with the company set to meet existing and prospective clients at this year's Parkex from the Smart

Parking stand, Charlie is confident that the blend of experience, expertise and resources will continue to be well received across the sector.

"We believe that our products and services represent a compelling solution for car parking providers across the UK", concludes Charlie. "We're looking forward to meeting more decision makers and talking to them about how we can help them achieve their objectives."



*Brisbane Airport 's  
multi-level car park*



# On the launch pad at Parkex



SmartRep in action

Parkex 2013, which this year returns to the NEC in Birmingham, sees Smart Parking ready for action – and ready to engage with existing clients and prospective decision makers seeking new solutions for tomorrow's car parking management challenges.

Occupying **Stand 121** at the show, the Smart Parking team will be on hand to greet visitors, answer their questions about the company and highlight how the company fits into the global business that is Car Parking Technologies. According to Smart Parking Account Manager Andrew Busby, Parkex will also be a great opportunity for buyers to learn more about the technology, applications and parking management expertise that all lie at the heart of the Smart Parking proposition.

## Find out more about us

"**SmartRep**, our parking data tool, is at the core of our solution", says Andrew. "SmartRep is a powerful reporting application that puts all aspects of managing a facility at our clients' fingertips. SmartRep can allow them to review occupancy statistics – whether across the whole site, or on a space-by-space basis. It offers real-time visibility of parking behaviour and compliance, as well as historical rollback information that facilitates accurate future occupancy forecasting. The scalable application can also be used to manage our broader solutions set – which then means it becomes a truly powerful facility management tool."

## Complementary solutions

Complementing SmartRep is Smart Parking's range of highly innovative products – all created to meet the needs of professionals seeking better ways of managing their car parking facilities.

## Smart Parking's products encompass:

**Payment solutions** – including Pay & Walk, Pay by Plate, and Pay & Display

**Monitoring solutions** – including ANPR, self-ticketing, parking attendant provision, Disabled, and Parent & Child (DPC) enforcement

**Enforcement solutions** – full back-office contravention support and administration

**Efficiency solutions** – including space availability display and

guidance, valet management solutions, and marshalling...And remember, if you're at **Parkex 2013**, come and say hello on Stand 121!

"What's unique about our offer is that while it's cutting edge technology, it's all proven and deployed across a broad number of installations", concludes Andrew. "This means that clients looking for best in class solutions can specify Smart Parking confident that their choice will work right first time. We're looking forward to talking to businesses about how they could take advantage of this technology and expertise themselves."

For more information about our product range, including **SmartRep**, contact us for a copy of our brochure, or visit us online at [www.smartparking.com](http://www.smartparking.com)



... and remember, if you're at Parkex 2013, come and say hello on **Stand 121**

# Smart people

Together, the team is responsible for interfacing with clients to ensure that the business continues to exceed expectations and develop innovative solutions to meet the needs of the car-parking sector.

## Meet the team...

The business's account management team comprises **Andrew Busby, Gavin Mullen, Karen Edwards** and **Todd Sothcott**.

**David Edmeades** leads our PCN Collections operation, with **Dave Mackie** managing our technology and business support function.

Other members of the Smart Parking team include Financial Director **Derek Marchant** and Head of Operations, **Charlotte Harvey**.

Chief Operating Officer **Charlie Leaper**, who manages the overall strategy for the business, leads Smart Parking in the UK.

**Paul Gillespie**, Car Parking Technologies' Chief Executive Officer believes that the Smart Parking team is well placed to work closely with the company's existing clients across the UK - as well as being ready to develop new relationships in the years ahead.

As you would expect from one of the UK's market leading providers of car parking technology and management solutions, Smart Parking can point to one of the sector's most experienced team of business professionals.



**Paul Gillespie**  
Chief Executive Officer  
Car Parking Technologies



**Andrew Busby**  
Account Management



**Gavin Mullen**  
Account Management



**Karen Edwards**  
Account Management



**Todd Sothcott**  
Account Management



**Charlotte Harvey**  
Head of Operations

## Client centricity

"As you'd expect from the UK market leader", says Paul "we can point to a strong team of experienced professionals who are well versed in understanding the opportunities and challenges many

of our customers face. Above all else, our focus is on client centricity, which is why we prioritise both excellent technology matched to intelligent parking solutions. I'm confident it's the right approach to adopt as we meet the needs of the market across 2013 and beyond."

Issue 2 of Smart Thinking will be published in Summer 2013



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