

SMARTthinking

Smart Parking – expert management, intelligent technology, measurable results

Making progress

Welcome to issue 6 of **Smart Thinking**, the newsletter from **Smart Parking**.

All organisations, whether they operate in the public or the private sector, need to ensure that they put in place the resources and the talents to anticipate the needs of their existing and future customers. **Smart Parking** is taking such steps with the appointment of new senior talent to future proof our development. You can read more about this and meet our new colleagues in this latest issue of **Smart Thinking**.

We're delighted to announce that we have secured an exclusive contract to provide parking management services across Asda's UK estate of almost 600 retail stores, and we're celebrating with Westminster City Council as our parking solution **SmartPark** secures a string of awards from the parking and technology sectors.



Paul Gillespie
Group Chief Executive Officer

There's plenty of other news in here too, including how our **SmartPark** solution is meeting the needs of capital cities across Europe, how we're about to help a town cope with their expanding shopping centre, and news about new re-seller partners for us in some key markets.

If you have any questions about **Smart Parking**, or you would like more information on the stories within this issue of **Smart Thinking**, please don't hesitate to contact me.

Paul Gillespie
Group Chief Executive Officer
Smart Parking

Issue 6 - June 2014

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Exclusive contract with Asda
- we're providing management services to almost 600 stores

Taking our service delivery forward - Peter Coakley joins as Head of Service Delivery

New head of operations
- Larry Eade will ensure we set new standards in client service quality

Re-seller agreements
- new partnerships for the Middle East, Spain, Central and Latin America

Supporting Sevenoaks
- we're helping consumers take advantage of Sevenoaks' new shopping facilities

Awards success!
- Westminster and SmartPark win BPA and Real IT awards

New clients for Service Support
- Auckland providers sign up to our new support service

InterTraffic - a real success!
- drawing the crowds in Amsterdam

A capital solution - we're becoming the preferred choice for capital cities across Europe

Helping Waipa manage parking in Cambridge
- our sensors help manage access to CBD parking

Smart Parking secures exclusive management contract with Asda

Smart Parking has secured an exclusive contract to provide parking management services across Asda's UK estate of almost 600 retail stores.

The arrangement means that **Smart Parking** will build upon its existing relationship with the retailer, and it will see the company become Asda's exclusive provider of parking related services.

Smart Parking will maintain and develop its core patrol and enforcement provision, including the management of Disabled and Parent & Child parking, for the retailer's current and planned new stores. Asda donates all profits produced from PCNs issued to vehicles contravening its DPC rules to the retailer's nominated charity. In parallel, the company will work closely with Asda to review the operation of sites where the deployment of enhancements, including ANPR and **Smart Parking's** innovative, barrierless Pay & Walk solution, will deliver an improved parking experience for Asda customers.

Tony Wilson, Asda's Strategic Development Manager, said that high quality car parking played an important role in building shoppers' perception of the retailer. "Asda customers really value consistently well run car parks. Our relationship



*Smart Parking -
an exclusive contract with Asda*

with **Smart Parking** plays a key role in ensuring that our shoppers get the car parking experience they deserve, and our new agreement with the company means that customers can expect a continued commitment from Asda to provide quick, safe and easy parking."

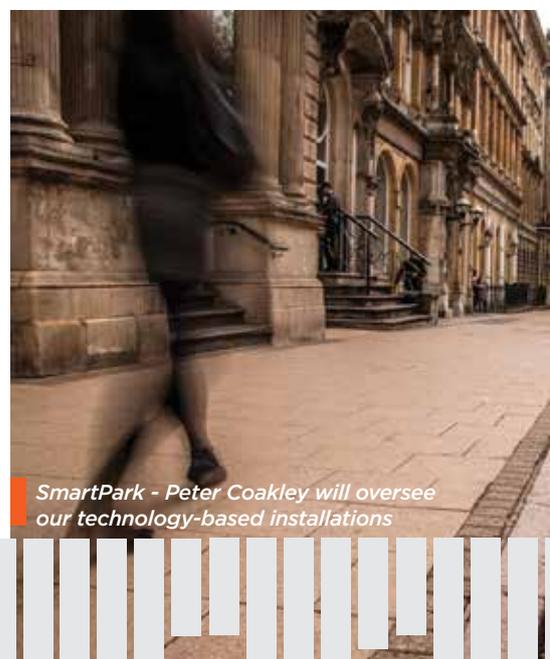
Commenting, **Smart Parking's** Charlie Leaper said that he was delighted to be able to extend the business's relationship with Asda. "Our association with Asda goes back a number of years, so we are very pleased that this will continue and develop. We're looking forward to putting in place new technology where it's appropriate to do so, and we're confident that this, alongside our tried and tested management services, will be well-received by Asda's customers."

Taking our service delivery forward

Peter Coakley has been appointed as Smart Parking's Head of Service Delivery to oversee all aspects of our technology-based installations.

Peter's core focus will be on ensuring that the critical phases of project deployments, including contractor relationship management and the delivery of each element of the installation process are all successfully coordinated.

Peter will also liaise with our clients and their contractors to ensure the highest standards of scheme execution efficiency. This will include managing key



*SmartPark - Peter Coakley will oversee
our technology-based installations*



Head of Service Delivery
Peter Coakley

New head of operations at Smart Parking

logistical factors, such as securing installation permits and overseeing bay suspensions, and accounting for practical challenges that can impact on an installation timeline.

Paul Gillespie, **Smart Parking's** Group Chief Executive, said that Peter's appointment underlined the business's commitment to leading the market in the deployment of technology-based parking solutions.

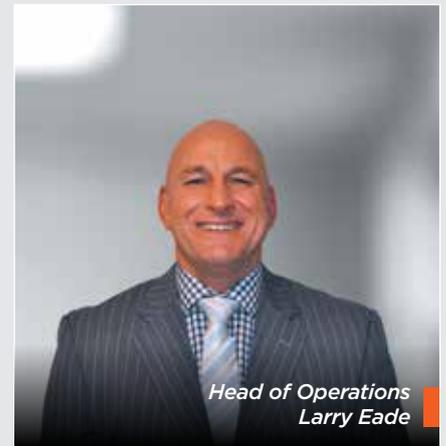
"Peter is an experienced manager who possesses an in-depth knowledge of the practical and logistical challenges that need to be overcome to bring a technology project to go-live on time, on budget smoothly and successfully", comments Paul. "His abilities will give us a further advantage as more local authorities seek to deploy parking solutions like **SmartPark.**"



Smart Parking has recruited Larry Eade to the position of Head of Operations to ensure that the business continues to set new standards in service delivery for clients.

Based at our recently established technology hub in Auckland, New Zealand, Larry's core focus will be on working with clients and **Smart Parking's** technical team to maximise the quality of our project service delivery. He will also ensure that our IT processes are fully scalable and repeatable across our client base and countries within which we operate.

Previously an account manager with leading business process outsourcer Sitel, Larry brings an extensive level of knowledge and experience to our operations team. He will build on our commitment to training and our culture of continuous improvement, using TOPdesk service management software to oversee client account management consistently and reliably.



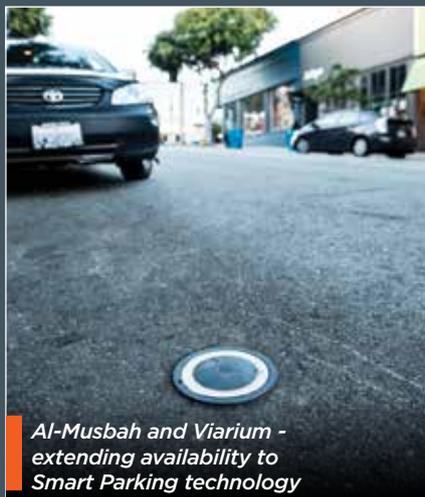
Head of Operations
Larry Eade

Paul Gillespie, **Smart Parking's** Group Chief Executive, said that Larry's appointment would underpin the business's commitment to client service quality.

"Larry is an experienced manager who possesses a strong track record in anticipating then exceeding the expectations of clients within an IT project environment. We're confident that he will be able to take our service quality delivery to the next level."



Re-seller agreements extend Smart Parking capability



Smart Parking ready to support Sevenoaks shopping expansion

Smart Parking has secured re-seller agreements with two partners in moves that will extend the business's capability to meet the needs of clients across the Middle East, Spain and Central and Latin America.

We have reached a re-seller agreement with Al-Musbah Trading Group. Al-Musbah, which is based in Jeddah, is a diverse business operating within the commercial hub of Saudi Arabia, and is a company that employs over 3,500 people across 12 countries. We will be working with Al-Musbah's parking division to develop relationships with clients across the Middle East.

Our other new re-seller agreement is with Viarium. Viarium, based in Madrid, is a leading technology and engineering contracting business, with a diverse client base across Spain, Central and Latin America.

Viarium will be focusing on identifying and developing projects with local governments and organisations in Spain, Mexico, Brazil and Latin America.

Jim Short, **Smart Parking's** Technology Sales Manager for Europe, the Middle East and Africa said that the re-seller agreements with Al-Musbah and Viarium underlined the growing demand from parking providers and municipal authorities for **Smart Parking's** solutions.

"There is an increasing global recognition of the importance of reducing congestion and vehicle emissions and lowering costs to enforce, as well as improving the experience of drivers", says Jim. "Our re-seller agreements with both Al-Musbah and Viarium will enable many more communities to benefit from the technology solutions that we can deploy. We're looking forward to building fruitful relationships with both these companies in the months and years ahead."

Jim is also seeking relationships with other businesses that would like to become **Smart Parking** re-sellers. "We are very much in an expansion phase, so we would welcome discussions from businesses who are ready to work with us to meet the needs of parking providers and municipal authorities within the countries that they know well."

To discuss re-seller agreements with Smart Parking, contact Jim Short now: jim.short@smartparking.com

One of the South East of England's most prominent towns is set to expand its retail offer – and Smart Parking will be well placed to assist as more consumers take advantage of the expansion in shopping facilities.

The development of a new Marks & Spencer store in Sevenoaks, which is a short distance to the south east of London, will increase the appeal of the town's retail offer – but it will also mean that more shoppers will head into town, and place more demand on Sevenoaks' car parking provision.

It's within this context that **Smart Parking** has secured the lease on The Basement Car Park on London Road in Sevenoaks. The car park, which is located underneath the new Marks & Spencer store, is ideally positioned to support the increased flow of shoppers that will shortly be coming into Sevenoaks. The new store is on course to be open in October ahead of the Christmas 2014 shopping season.





Gavin Mullen – supporting shoppers and asset owners

Commenting, Gavin Mullen, **Smart Parking** Sales Manager for management services, said that the arrangement in Sevenoaks would deliver a high-quality parking experience for shoppers.

“Our business focus is on providing an excellent level of customer service. This means we’re able to maximise revenue, because happy drivers become loyal parkers. It also means we are in a strong position to offer our partners lease terms that exceed their expectations. We’re looking forward to meeting the needs of shoppers in Sevenoaks and developing a positive relationship with car park owners Ignis Asset Management.”

If you would like to discuss how leasing your car parking facility to Smart Parking could work for you, contact Gavin Mullen at gavin.mullen@smartparking.com

More awards success for Westminster and SmartPark!



Westminster's Keiran Fitsall and Lewis Johnson (centre) with host Shappi Khorsandi and David Jones of sponsor Xerox

Westminster City Council’s ground-breaking deployment of SmartPark, our solution that helps drivers find a parking space quickly and conveniently, has won both the prestigious 2014 British Parking Awards Parking Technology award and the Innovation in Technology category at the 2014 Real IT Awards.

Westminster and **Smart Parking** beat off nine other entries shortlisted at the British Parking Awards from a long list of 15 to secure the award, with the accolade underlining the strengths and benefits of the technology and the project.

The success in the Innovation in Technology category at the Real IT Awards saw our deployment chosen ahead of a shortlist of entries from some of the world’s most prestigious businesses – Kimberley-Clark, Tata Steel, Marston’s Pubs and retail chain GAME. According to the judges “the innovation had very clear goals and ambitions and clearly worked very well. The solution demonstrates great use of modern technology to solve real world issues in a simple and successful way.”

Technologies behind GlaxoSmithKline.

The initial three year long contract in Westminster is seeing us deploy up to 10,000 **SmartEye** sensors in two phases across the central London borough, with an initial phase of over 3,000 bay sensors installed in spaces across the West End.

Kieran Fitsall, Westminster City Council Service Development Manager commented: “Westminster City Council’s parking team is thrilled to have won these two awards. We have worked hard with **Smart Parking** on a system we believe will make a genuine difference to motorists searching for a parking space in Westminster.”

Smart Parking’s Charlie Leaper added: “We’re really pleased that Westminster has won these prestigious awards, and we are confident that residents, businesses and visitors will have their driving and parking experience transformed. **Smart Parking’s** solution is becoming the blueprint for how every large city will be managing parking in the future, and we’re excited to be at the forefront of this change.”

Smart Parking and Westminster also finished as runner-up in the Awards’ overall Project of The Year behind the Volkswagen Group, and in the Best Use of Mobile



Smart Parking's Charlie Leaper (2nd right) with Westminster's Simon Morgan, Lewis Johnson and Kieran Fitsall at the Real IT Awards





Photo: Lee Kindress

New clients secured for Service Support

In the last issue of Smart Thinking, we announced that Smart Parking had created a Service Support team to ensure that our clients in New Zealand could have rapid access to expert assistance. This ensures that their site - whether parking guidance, enforcement or data collecting - will perform to a consistently high level.

We're therefore pleased to be able to announce that the service has secured some high profile clients.

In addition to the cities of Taupo and Rotorua, we are also providing service cover for Auckland Transport - an organisation within Auckland Council - for some of their busiest off-street car parks in the city's CBD; car parks at The Civic, Downtown and Victoria Street are now within the scheme.

The service has also been extended to cover a car park at Auckland International Airport, the country's largest and busiest airport.

Jake Bezzant, **Smart Parking's** Commercial Manager in New Zealand, says that the Service Support provision is proving popular with clients.

"Car parking providers such as Auckland Transport and Auckland International Airport need to ensure that the quality of their facilities is matched by an assurance that the service performs to a consistently high standard", says Jake.



Jake Bezzant

"The development of our support cover, which is driven by dedicated client SLAs, means that our clients can be confident that their **Smart Parking** solution will deliver the service they and their clients expect."

For further information on Service Support in New Zealand, please contact Jake Bezzant at jake.bezzant@smartparking.com



InterTraffic - a real success!

Late March saw Smart Parking attend InterTraffic 2014 in the Dutch capital of Amsterdam - and we're pleased to say it was a real success for us.

InterTraffic - which is also staged in Turkey, China and India - is arguably the world's highest profile international traffic and transport trade fair, so we were happy to take our place alongside 800 other companies from over 40 countries.

Group CEO Paul Gillespie led **Smart Parking's** presence at the exhibition alongside management team members Charlie Leaper and Susan Taylor, and EMEA technology sales manager Jim Short.

The team undertook discussions with businesses and municipal governments from around the world, and as Paul commented, the focus of many of the conversations centred on **Smart Parking's** ability to meet the needs of decision makers seeking parking solutions within city centres.



Prague - SmartPark is being trialled in the Czech Republic capital



A capital solution from Smart Parking

Photo: Peter Stehlik

“There’s no doubt that the success of our **SmartPark** solution, and its placement either as a full deployment or as a trial within cities including London, Madrid, San Francisco, Sydney and Prague, is encouraging many other local authorities and their partners to closely evaluate the merits of what we can deliver. InterTraffic was a huge success for us, and it underlined our determination to focus on ensuring that **Smart Parking** meets the needs of prospective and existing clients.”

Paul was interviewed at InterTraffic highlighting **Smart Parking’s** credentials and key solutions. Visit our website at www.smartparking.com

- the video can be viewed from the home page or from our In The Media page - to get a feel for the show and what Paul had to say.

Smart Parking’s SmartPark, the technology that is helping local authorities to reduce congestion, cut vehicle emission totals, lower costs-to-enforce and improve the experience of drivers who are looking to park in city centres, is becoming a favoured solution across a growing number of Europe’s capital cities.

When the first phase of our deployment for Westminster City Council and our trial for Camden go live, drivers in and around central London will be able to access over 3,600 parking spaces. Camden has also chosen to implement Westminster’s ParkRight app, which means that drivers will be able to see and find available **SmartPark** enabled spaces across both boroughs from their smartphone quickly and simply.

Visitors to the Scottish capital of Edinburgh can also use **SmartPark** to make parking their car easier. The City of Edinburgh’s parking services operator NSL is deploying 112 sensors in a trial within the city centre.

Further trials of **SmartPark** are also currently in place in Madrid and within the capital of the Czech Republic, Prague.

Jim Short, **Smart Parking’s** Technology Sales Manager for EMEA believes that the leadership shown by these capital city authorities will provide a catalyst for further expansion.

“The environmental and economic challenges that parking presents across London, Edinburgh, Madrid and Prague are relevant to many other conurbations across Europe”, says Jim. “The full-scale deployment of **SmartPark** in Westminster, and the trials currently taking place within other key locations, highlight how our technology can deliver real, proven solutions. We’re confident that our successes with capital cities to date will translate into a broader take-up of **SmartPark** across the continent.”



Smart sensors help Waipa manage parking in Cambridge



One of New Zealand's fastest growing towns has installed the latest version of Smart Parking's SmartEye sensors to ensure fair access to parking spaces in the heart of the CBD.

Cambridge, in New Zealand's north island, and close to the large city of Hamilton, offers drivers free parking to help ensure that visitors, residents and businesses can come into the town centre easily and conveniently.

Nevertheless, with the town growing rapidly, Cambridge's local authority Waipa District Council sought an accurate and cost effective way of placing time restrictions on spaces in the town core where parking is in high demand, while preserving the overall benefit of free parking for all.

Waipa turned to **Smart Parking** for a solution in the shape of our **SmartEye** sensors. 120 sensors have been installed into Victoria

Street, Alpha Street and Empire Street at the heart of Cambridge's CBD. The technology, which links into our **SmartRep** management reporting software, enables the council to time restrict access to the bays, and because overstays are reported instantly and accurately, compliance and enforcement can be managed cost effectively. **Smart Parking** is also providing full maintenance for the installation through our recently launched Support Service.

Steve Tritt, Economic Development Manager for Waipa District Council said that the authority was now able to oversee access to CBD parking fairly and consistently. "While there is plenty of unrestricted free parking around Cambridge,

we wanted to make sure that there was a regular turnover of spaces in the centre of town. **Smart Parking's** solution enables us to deliver this accurately and cost-effectively."

Jake Bezzant, **Smart Parking's** commercial manager in New Zealand, says that Waipa also benefits from the flow of information that the solution delivers. "While access to these spaces is a key priority, the system's reporting functionality also provides a significant amount of detail about demand volumes, timing of visits and length of stays. It's information that will help provide Waipa with more insight to shape future parking service provision."

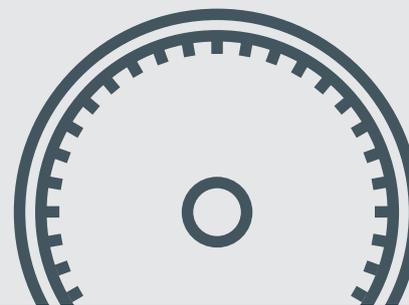
Catch us at Parkex 2014 and PACE!

Parkex

10 and 11 June 2014 - we're at Parkex on stand E26 at the National Hall, Olympia, London

14 - 16 September 2014 - we're on stand 64 at PACE, the Parking Australia Convention & Exhibition, Brisbane Convention Centre

Make a note in your diary - we will see you there!



Smart Parking

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