

SMARTthinking

Smart Parking – expert management, intelligent technology, measurable results

Issue 3
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Making things easy

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



Charlie Leaper
Chief Operating Officer

In this issue, we take a look at how two pieces of our technology – **SmartApp** and **SmartGuide** – can make finding that often-elusive vacant parking space easy. We're highlighting the

market sectors that our UK sales team members are addressing, opening the doors to our new operational hub near Birmingham International Airport, focusing on a high-profile test of our technology at Bondi Beach, and saying thank you to a real Smart Parking star!

If you have any questions about Smart Parking, or you have any feedback on what you've read in this issue of **Smart Thinking**, please don't hesitate to contact me.

Charlie Leaper
Chief Operating Officer
Smart Parking

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Better parking solutions at Bondi Beach – Smart Parking helps drivers find available parking space at the world-famous Bondi Beach

SmartGuide – the future of high performing car parks – how we're helping drivers find a space quickly

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Meet Smart Parking – make a date to meet Smart Parking at exhibitions and conferences in the months ahead

SmartApp - the Smart way to find a place to park

Drivers looking to find live availability updates for on-street parking spaces in busy town centres can now take advantage of **SmartApp** – the app that makes finding a parking space easy.

SmartApp is the key consumer interface of our integrated package of leading-edge technology that has been developed to help drivers check on the real-time availability of parking spaces close to them.

The solution encompasses **SmartEye** in-ground sensors, which transmit real time space occupancy status information. This data populates **SmartApp** with current on-street parking space availability, and is also used to update enforcement, payment and management capabilities.

Once the driver has chosen where they want to park, **SmartApp** then guides the driver to a selected space.

The app, which is a free download for iPhone and Android, also gives the driver details on payment methods, including the location ID of a space so that payments can be made via their smartphone.

Depending on how our technology has been configured by the local authority, **SmartApp** can also provide details of off-street parking across a city centre, with cost, maximum stay rules and hours also provided.

Commenting, Jim Short, Technology Sales Manager for Smart Parking, said that **SmartApp** was a key component in helping to improve the efficiency of traffic flow in the heart of the city.

“Our solutions will help reduce congestion and cut vehicle emission totals in a busy area”, says Jim. “For local authorities, its deployment can lower enforcement costs – and it also makes for a much more convenient and enjoyable visit into town. **SmartApp** will help city centres secure a more efficient, better integrated, safer and more sustainable transport infrastructure.”

SmartApp can be downloaded for free from the App Store for iPhone or from the Google Play store for an Android device.

For more information,
please contact Jim Short at
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SmartApp in action

Smart Parking

Sheila's a local hero

When it comes to training our parking attendants, we really focus on the importance of customer service – both for our clients, and for the customers who use the car parks in which our teams operate.

Every so often, though, we come across stories from our managed services business where a member of Smart Parking's team has really gone the extra mile.

Such was the case recently when Sheila Morris, who was working in the Stafford Street car park of our clients Asda in Market Drayton in Shropshire, was alerted to a driver in distress.

Asda customer John Brimley had collapsed at the wheel of his car, and, hearing the cries of his wife Josie, Sheila responded. "I saw that he was very poorly, and, when I asked him what his symptoms were, he told me he had no feeling in his left arm. I also noticed that his speech was slurred."

"I called emergency services, who gave me some immediate advice on how to position John until paramedics arrived."

John was taken to the local hospital where he received treatment for a stroke. Fortunately, he is now recovering, and Sheila has been in touch with Mr and Mrs Brimley to check on his progress.

Charlotte Harvey, Head of Operations for Smart Parking said that Sheila's actions underlined the broad role and the commitment to service provided by in-the-field team members. "Sheila's alertness to Mr Brimley's situation and attentiveness to the needs of both John and his wife at a very stressful time highlight the importance customer service can sometimes play in what's an often demanding job. We're very proud of how Sheila performed on the day – she's set a really good example to all our managed services team members."



Sheila Morris –
a real Smart Parking hero

Focusing on markets



Gavin Mullen (top), Todd Sothcott (middle), and Jim Short (bottom) - tailored expertise

With around 29 million cars owned by a population of over 60 million people, the UK is one of the busiest places in the world to drive and park.

Smart Parking works with clients every day to develop and deploy management services and technology solutions that make sense for their unique circumstances, and it's also why our sales force in the UK support existing and prospective customers within specific sectors.

Gavin Mullen focuses on looking after the needs of clients and prospects within leasing, commercial retail, commercial non-retail and the leisure markets.

Todd Sothcott focuses on looking after the needs of clients and prospects within transport, local government, health and education.

Jim Short liaises with clients and prospects that seek a technology-focused solution. Jim looks after relationships with the business's re-seller partners, and he is also responsible for Smart Parking's growing commercial activities across Europe, the Middle East and Africa.

Paul Gillespie, Smart Parking's Global Chief Executive Officer believes that possessing a

focused approach to account development is beneficial to the company's customers.

"As the world's leading provider of integrated management services and technology solutions, it's vital that we take a client-centric view of exceeding expectations", says Paul.

"Gavin, Todd and Jim each possess a significant degree of experience across the sectors in which they work. By focusing their skills towards unique customer communities, we're able to share this expertise with existing and prospective clients. This ensures that our solutions are tailored to meet their needs and the needs of the environments within which they operate."

Gavin, Todd and Jim's skills are complemented by Jake Bezzant, who manages Smart Parking's sales in New Zealand and across South East Asia, Peter Pedersen, who oversees Australia, and Paul Mauriello, who looks after clients across North America.

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SmartGuide – the future of high performing car parks



SmartGuide makes finding a space easy

Multi-storey parking facilities that support popular locations are inevitably busy places, and while operators do their best to ensure that the parking experience is straightforward, the point at which ‘busy’ becomes ‘congested’ can often be reached too frequently for comfort.

“Many drivers find the layout of multi-storey car parks confusing and, therefore uninviting”, says Smart Parking’s Gavin Mullen. “They also know that they may have to queue for some time looking for that hard-to-find space. That can be a challenge – and one that might be daunting enough to change their plans. For operators, managing peak traffic times is a real headache – and that’s without factoring in the environmental consequences of traffic congestion and the impact of traffic on the surrounding road infrastructure.”

That’s why Smart Parking has developed **SmartGuide**. **SmartGuide** encompasses a series of proven Smart Parking innovations to transform the parking experience for drivers and ensure a consistently high standard of service provision for operators.

SmartGuide comprises ground-based **SmartEye** RFID-equipped vehicle detection sensors, twinned with a roof mounted indicator receiver. As the occupancy status of a bay changes, our **bay occupancy lighting system** changes between red and green – enabling drivers to find an available space easily and quickly. Additionally, disabled bays are shown by a blue light, which allows disabled drivers to find an appropriate space.

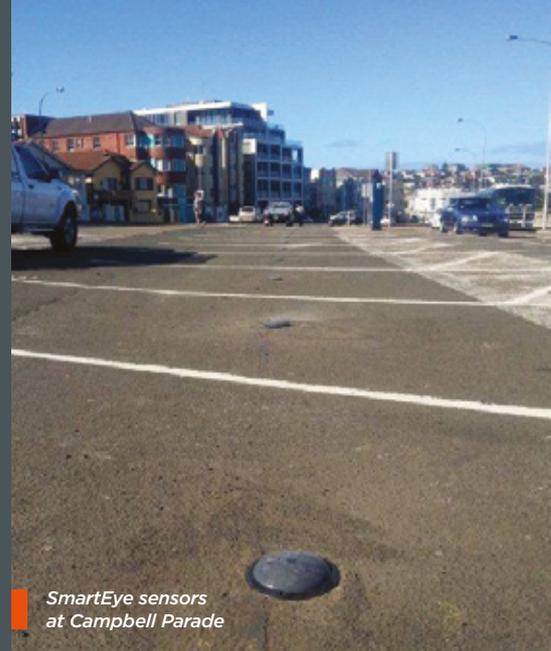
All data is routed through **SmartRep**, Smart Parking’s powerful car parking management software tool, and bay occupancy levels are then instantly updated via our **space guidance signage** located both on the periphery and within the car park.

Where specified, **SmartRep** can update a parking attendant’s handheld, with live, accurate information on which driver has paid, and where a driver has overstayed – which means **SmartGuide** helps to maximise enforcement cost-efficiency.

SmartGuide can be deployed across a broad range of existing and new multi-storey facilities, and with **SmartEye** sensors incorporating RFID tag identification technology, options including employee exemption lists, loyalty programme integration and receipt-based refunds schemes, are all deliverable. “**SmartGuide** is a cost-efficient solution that builds consumer loyalty by helping drivers find their way to and round a multi-storey car park”, says Gavin. “For owners, it helps increase vehicle turnover, which can translate into more customers, higher revenues and better asset values. It can also form the basis of a charging infrastructure that works – for the driver, for those businesses that rely on customer loyalty, and for the asset owner.”

For more information on **SmartGuide**, please contact Gavin Mullen at gavin.mullen@smartparking.com or call him on 07917 517791

Better parking solutions at Bondi Beach



SmartEye sensors at Campbell Parade

Smart Parking has worked alongside Australian Parking and Revenue Control (APARC) – one of Australia’s leading parking management solutions businesses – to help Waverley Council in the coastal suburbs of Sydney test how leading edge technology could assist drivers looking for available parking spaces at the world-famous Bondi Beach.

Waverley is the most densely populated local authority area in Australia, and has correspondingly high levels of car ownership. Factor in the year-round popularity of one of New South Wales’ most iconic tourist destinations, and it’s easy to see why the Council’s Parking Services Division places a high priority on fair, accurate and consistent management of access to car parking.

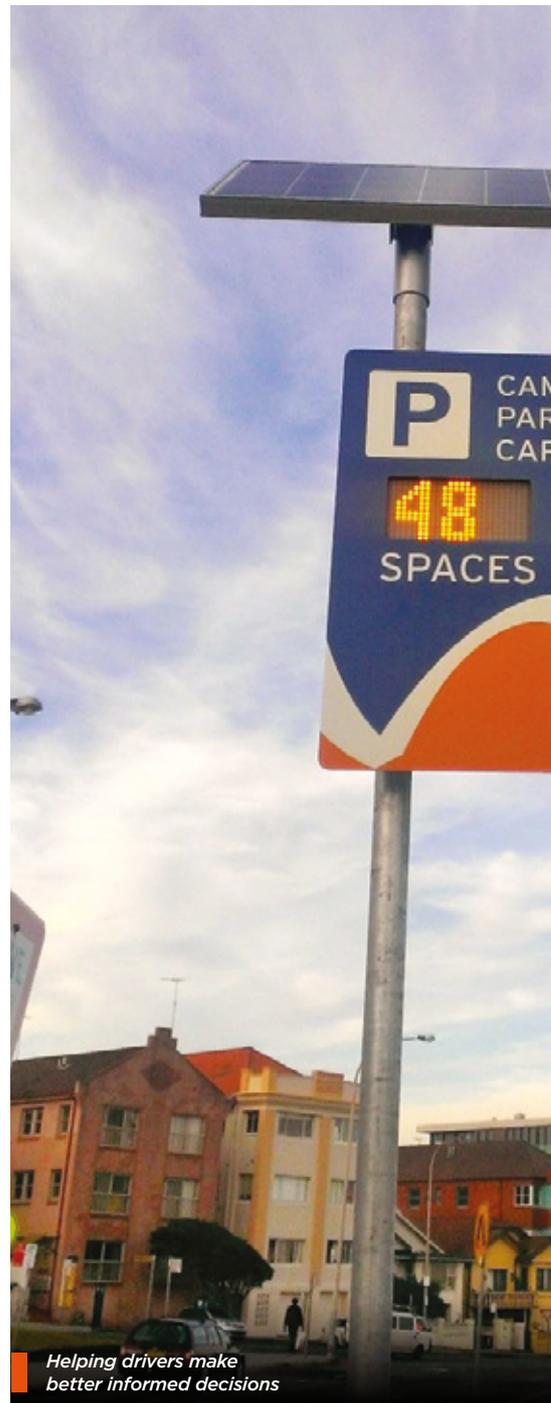
Accordingly, APARC and Smart Parking have been working with Waverley to trial a motorist guidance system for an on-street separated parking site along Bondi Beach’s main coastal road Campbell Parade.

The installation, which comprises **SmartEye** in-ground sensors transmitting real-time space occupation data via **SmartRep** management software to on-site directional signage, has provided drivers with accurate notification of space availability so that they can make an informed decision on whether to enter the parking zone. The trial also provides

Waverley with accurate, up-to-the-minute data that gives them a better understanding of drivers’ parking habits – knowledge that can be incorporated into future parking solutions.

Peter Pedersen, Smart Parking’s Commercial Manager in Australia, believes that the trial could well be a precursor to future projects across the country. “Waverley Council views its car parking capacity as a scarce resource, and it is committed to putting in place demand solutions that are fair, efficient and consistent”, says Peter. “We’ve been pleased to work on this trial with Waverley and their partners APARC, and we think that the success of this test will form a blueprint for other authorities across Australia that are focusing in this way on managing access to car parking capacity.”

For further information on the trial, please contact Peter Pedersen at peter.pedersen@smartparking.com



Helping drivers make better informed decisions



The UK team celebrate the opening of Elmdon



Open for business at Elmdon

The opening of our new premises on the Elmdon Trading Estate next to Birmingham International Airport provides Smart Parking with a fully integrated facility that will ensure an even better service for our clients across the UK.

While our UK head office will remain in Perth in Scotland, our new location on the Elmdon Trading Estate in the West Midlands will become our main operational hub, says National Head of Operations Charlotte Harvey.

“Elmdon enables us to consolidate our key functions in one place. Our engineering, operations, maintenance, field support, training, and sales teams will all now be based at Elmdon. And because it is a large facility, we can centralise our equipment and parts stores, and that means we will be able to improve customer service efficiency.”

Located next to the NEC to the south of Birmingham, the Elmdon

Trading Estate is ideally suited for clients and Smart Parking employees. “We’re a short walk to both Birmingham International Airport and the railway station”, says Charlotte, “and we’re also very close to the motorway network – so access is ideal.”

Charlotte also says that the business will be using some of the extensive space at Elmdon to showcase Smart Parking’s innovations. “We will be creating a virtual car park within the new facility so that we can demonstrate to customers how our solutions work and how they can make the car parking experience even better.”

Meet Smart Parking



You can make a date to meet up with the Smart Parking team at exhibitions and conferences in the months ahead.

We will be at the forthcoming events:

New Zealand Parking Association Annual Conference

Brentwood Hotel, Wellington

23 to 25 September 2013

Intertraffic Amsterdam

RAI Convention Centre, Amsterdam

25 to 28 March 2014

Parkex 2014

National Hall, Olympia, London

10 and 11 June 2014

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