

CONVERTING CLIENTS TO USERS

Connecting Your Business to the Technology Resources You Need

Increasing parking revenue is an ongoing challenge for parking operators. In recent years, many mobile apps have risen to face this challenge. Some third party mobile apps sell excess inventory by offering discounts to their users. In other cases, parking operators utilize their own branded mobile app in order to gain higher brand awareness and stronger customer loyalty. Future usage of such apps is expected to significantly help growing revenues by allowing both differential pricing and discriminative pricing. One of the main challenges facing mobile apps in the parking industry is the abundance of different legacy PARCS systems.

Even if a mobile app has integrated with most PARCS systems the end user may still have different experiences with each PARCS system. Moreover, most PARCS manage customers at a local level making it very difficult to have an efficient centralized CRM. If user experience is the path to a mobile app success, integration to legacy PARCS systems is obviously an obstacle. Therefore, there is a need for a simple and scalable solution for connecting the digital world to the parking industry.

flexible solutions
for your Parking Business

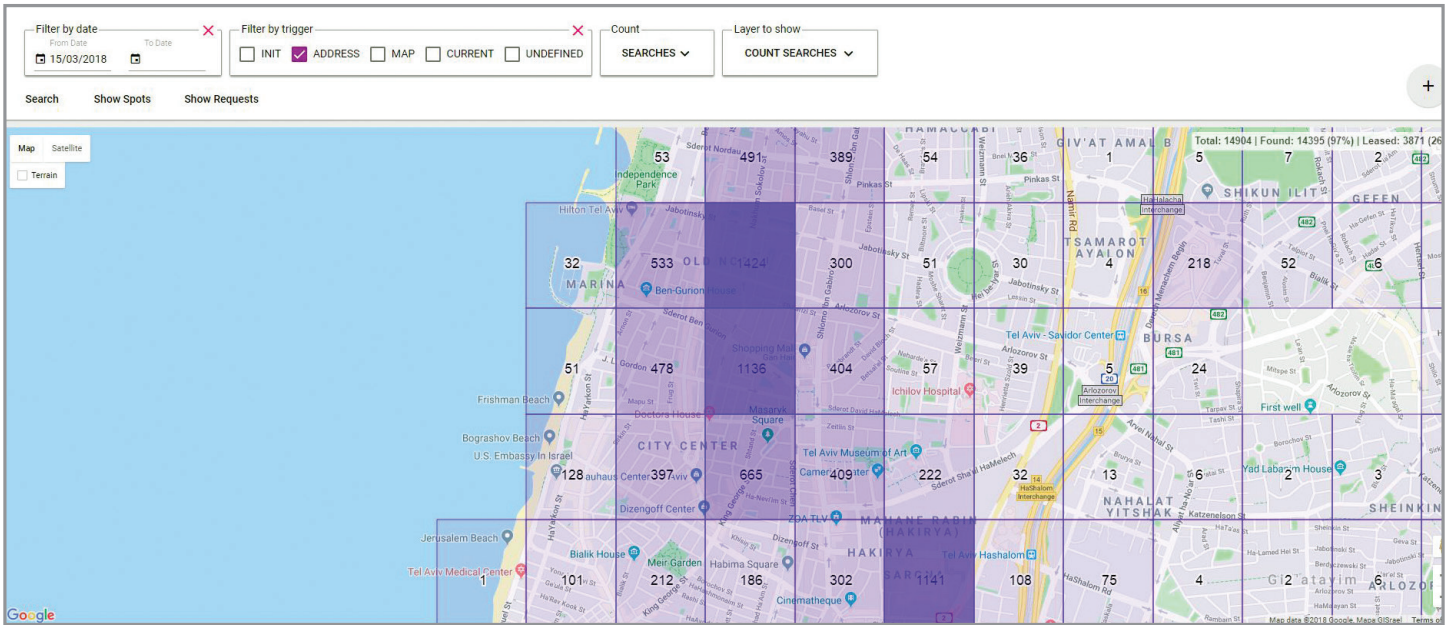
ParkBlue at Your Service

ParkBlue connects parking owners and operators to the digital world. Our digital PARCS platform allows multi-facility management from one centralized web based back-office where pricing, availability, analytics and BI are featured at a corporate level.

For a secured and easy access control, we developed cutting edge low cost IoT technologies enabling any parking barrier to be accessed via smartphones, all with compatibility to any legacy PARCS. Our IoT solutions are so cost effective that even sharing a single parking spot on an hourly basis becomes feasible. Using our fun and intuitive white labeled mobile app, parking operators can promote stronger branding and closer customer relationship.

For a larger reach to a bigger crowd of mobile users we created a mobile SDK for Android and iPhone allowing any 3rd party mobile app to easily integrate into the platform and sell inventory.

IMAGINE A CITY WHERE EVERY DRIVER HAS A RESERVED PARKING SPOT AT ANY DESTINATION!



CLOUD BASE MANAGEMENT SYSTEM

- Spot availability and reservations
- Payment and billing
- CRM
- Campaigns, ads and coupons
- Loyalty programs
- Open SDK for 3rd party sellers
- Allow spillovers from one garage to another
- View garage history and driver history to improve service
- Collect driver information and analyze parking habits
- Provide dynamic, discriminative pricing to drivers
- Execute driver specific campaigns
- Run measurable digital campaigns
- Allows full integration with parking aggregators

IOT DEVICES

- Allows authentication of driver
- Opens/closes barrier
- Starts/stops parking time and finalizes payment
- Quick installation (10 minutes per lane)
- Non disruptive process
- Does not require any change to current setting
- Identifies and authenticates drivers seamlessly
- Allows full integration with parking aggregators
- Very low cost

BRANDED MOBILE APP AND SDK

- Register to service and select a payment method
- Reserve a parking spot
- Enter and exit the parking garage
- Pay as you go
- Find closest spot to destination
- Choose garage based on availability and price
- Navigate to garage
- Pay for exact time parked
- Participate in Smart Loyalty parking program
- Receive discount coupons from operator and/or local vendors
- Increase brand awareness
- Increases traffic
- The experience starts long before the driver actually arrives at the garage
- Communicate with driver



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