



let's  
welcome  
shoppers to an enjoyable stay

## Parking solutions for tomorrow's shopping malls

Powerful parking management at your shopping mall means you can offer your customers a perfect first and last impression of your shopping mall.

- ▶ Customize the parking solution perfectly to your own and your customers' needs.
- ▶ Benefit from easy integration of possibilities with optional services
- ▶ Welcome your customers with seamless digital parking services.
- ▶ Operate all your car parks adeptly with central access management at the highest levels of security
- ▶ Increase your revenues with powerful data analytics along the way

### Your customers benefit from a convenient parking experience:

- ▶ Easier parking makes more shopping fun
- ▶ Convenient guidance to the best parking slot
- ▶ EV charging while shopping
- ▶ Validation for an even better shopping experience
- ▶ Payment made easy

# Let's welcome your customers at the shopping mall.

## Easier parking makes more shopping fun

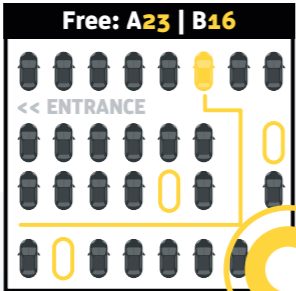
### For Your Customers

Feel welcomed immediately at the entrance: there's no need to stop and take a ticket

## Convenient guidance to the best parking slot

### For Your Customers

Find the best parking slot or benefit from booking of special VIP-parking slots, e. g. close to the entrance of the mall



## EV-charging while shopping

### For Your Customers

The EV is charged while shopping; parking and charging fees are payable in one go

## Validation for an even better shopping experience

### For Your Customers

Use validation options to benefit from a free parking bonus

## Payment made easy

### For Your Customers

Benefit from quick and easy payment options: either by input of the license plate number at the payment machine, or even more conveniently, via mobile payment options

## Self-management for business parkers

### For Your Customers

Easy parking self-management for tenants based in the mall or nearby

### For You

A perfect first and last impression of your mall – and reduce congestion on the street

**Know the customers:** Create a holistic customer profile and manage your facility's occupancy status: link and evaluate parking and shopping data via comprehensive business analytics dashboards.

**Parking solution based on license plate recognition:** no need to take a ticket

### For You

Easy occupancy management and monitoring. Lift revenues by selling VIP parking for dedicated times and areas

**Digital signage helps to guide parkers to vacant parking slots or to reserved parking slots**

### For You

Full revenue control and flexible expansion options with your own EV business

**EV-charging integrates seamlessly into the parking and payment system to help boost the revenues**

### For You

Offer validation quotas for partnering businesses in the shopping mall

**Flexible parking fee validation that's custom tailored to the requirements of partnering businesses**

### For You

Attract more shoppers by offering a convenient choice of payment methods

**Payment machines, or mobile payment options without the need for a separate app**

### For You

Reduce labor while staying in full control by offering tenants fast and flexible handling of their own parking quotas

**Self-service for tenants to manage their own business parking capacities**



## More than 40 years of tomorrow

For more than 40 years, we have been changing the world of welcoming people, based on the principle that the true driver of innovation is in the end-customer and their behavior. Offer your customers a convenient journey to let them feel safe and welcome – it's a great way to turn anonymous guests into recurring customers!

- ▶ You can fulfil your customers' essential needs for convenience and safety in all situations
- ▶ You will benefit from our hand-in-hand partnership with clients and partners
- ▶ Our digital platform provides you with the parking solution, all required open interfaces and easy integration possibilities that perfectly suit your needs in a simple, secure and sustainable way
- ▶ The solution lets you benefit from a new level of infrastructure connectivity: end customer activities and their booking and payment behavior provide new sources of valuable business data
- ▶ These data provide the basis for your analytical and financial reports to ensure accurate business development planning and supporting marketing strategies that help you maximize your revenues
- ▶ SKIDATA is where you are: with 27 subsidiaries and distributors in 100 countries, we support you with quick and reliable service.
- ▶ Consulting, implementation and service: all from a reliable single-source provider.

## Subscribe to your parking management solution

The all-in-one parking management solution that perfectly suits your needs is covered by a transparent and easy-to-plan monthly fee: no initial capital investment needed, no hidden costs. Instead of high up-front investment (CAPEX), you can rely on full transparency and predictable costs. The monthly fee (OPEX) covers everything: all software installations, licenses, updates and maintenance operations – making sure your system is always up to date and conforms to the highest security standards.

What can we do for you to be prepared for the future of parking in tomorrow's shopping malls?

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