

# sweb<sup>®</sup> eCom

Increase your return customers through an intuitive e-commerce parking solution

Put yourself in the driver's seat of digitalization with a user-friendly, customizable online shop that seamlessly plugs into your existing website or mobile app for Pay-Per-Use models, online bookings, and subscriptions.

- Offer your customers a convenient, simple way to register and pay online
- Be where your customers are: take your parking business across multiple channels
- Expand the digital reach of your car park, turn unknown guests into returning and loyal customers, improve business insights

Convenient

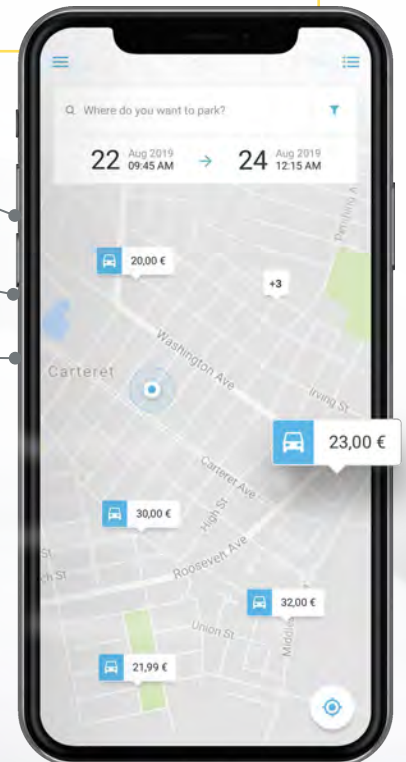
Intuitive

Efficient

Pay-Per-Use

Subscriptions

Reservations





# Provide convenient self-service for your customers

Customers use apps and websites for all sorts of booking and payment services – now it's your turn to digitize your parking business.



## More customer convenience, more revenue

- The intuitive e-commerce tool for Pay-Per-Use, reservations and subscription.
- Your customers pick their preferred parking services.

**Your benefit:** Go mobile to increase traffic and revenue on your website and in your parking site.



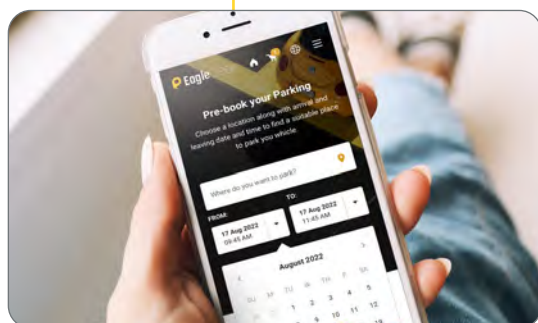
## Example: Convenience with Pay-Per-Use

- Your customers simply sign up once on your parking online platform and enter/leave your car park, removing the need for payment of ticketing each time.
- No wallet, no ticket: no problem! Customers' parking is billed on usage.



## Efficient customer targeting

- Turn anonymous guests into known, regular and loyal customers. Target your customers with matching campaigns to increase the visibility of your car park and to generate additional sales opportunities.
- Actively steer sales with tariffs, dynamic pricing, quotas and have a clear operational view including purchases, cancellations, and active/expired transactions.



## Out-of-the-box online marketing and sales

- no complex system integration of parking and commerce applications
- no need to share your valuable customer data with 3rd party web shop vendors
- Existing websites or apps? One SKIDATA solution handles the integrations for you.
- Your corporate branding and identity stay consistent

# Key Features

## ADD REVENUE FOR THE OPERATOR

### Smart Management

Organize bookings, products, tariffs, operational reports, content and customizable templates for emails and invoices

### Quota Management

Define and refine on a day-to-day basis the number of your available, sellable parking products

### Mobile Plugin

Enrich your existing mobile app with a native booking journey for mobile phones

### Customized Branding

Keep your company image and branding with customizable design options

### GDPR Compliant

Operate with the confidence of knowing your booking platform is safe, secure and compliant with data protection laws

### Google Analytics

Understand how your customers use the pre-booking service with detailed, real time insights

## CUSTOMER CONVENIENCE FOR PARKERS

### 100 parking facilities, 1 login

With a single login, customers can search and book parking products from hundreds of parking facilities

### Pay-Per-Use System

Include dynamic sources of revenue with metered-base payment structures

### Subscription

Customers sign up once, book, and are billed monthly pay flat fees only

### Reservation

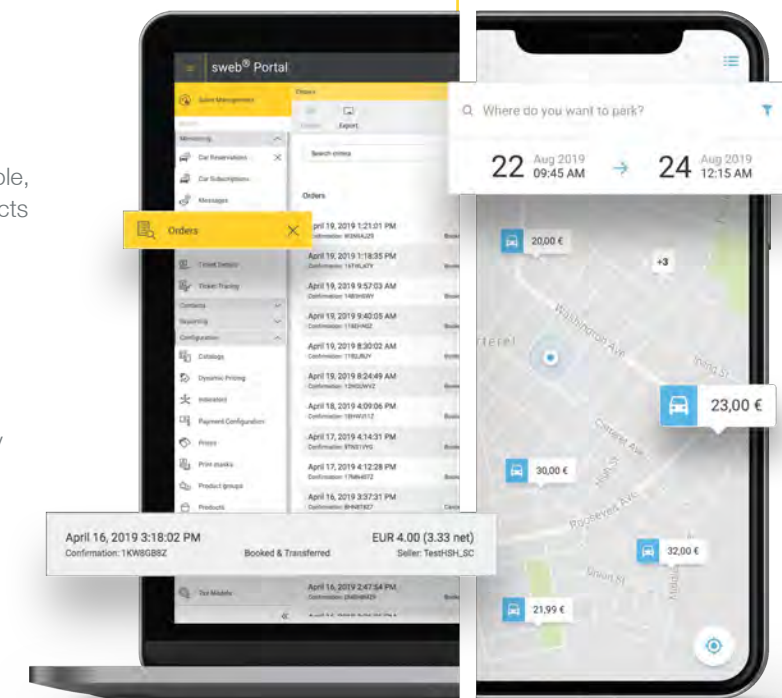
Customers search products, select, add to basket and pre-book their parking

### E-Tickets

booking parking is simple, accessible and efficient – in the palm of your customer's hand

### E-Payment

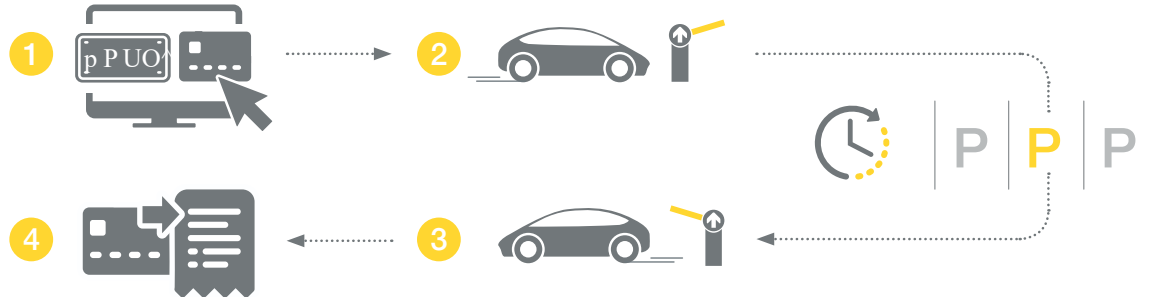
Customers pay for reservations and services on the platform, available with most local payment service providers



# Pay-Per-Use

## Mobile First

Ready-to-use on all common browsers and resolutions, enriched by native booking journey for mobile phones



- 1 Customers register online by entering license plate and credit card information
- 2 Gate opens automatically on entry
- 3 Gate opens automatically upon exit
- 4 Customers are billed for each parking transaction

## Technically speaking

### sweb® eCom configuration options

- Dynamic localization
- Customizable branding: pictures, content and descriptions
- Customizable email and invoice templates
- Choose your standard language with custom labels
- Tariffs and prices

### Reports and analytics

- Manage and check booking details, run operative reports, manage customers and products, and tariffs, all in one place
- Get consolidated sales reports via sweb Analyze
- Check on conversion rates via Google Analytics

### Integrated parking products

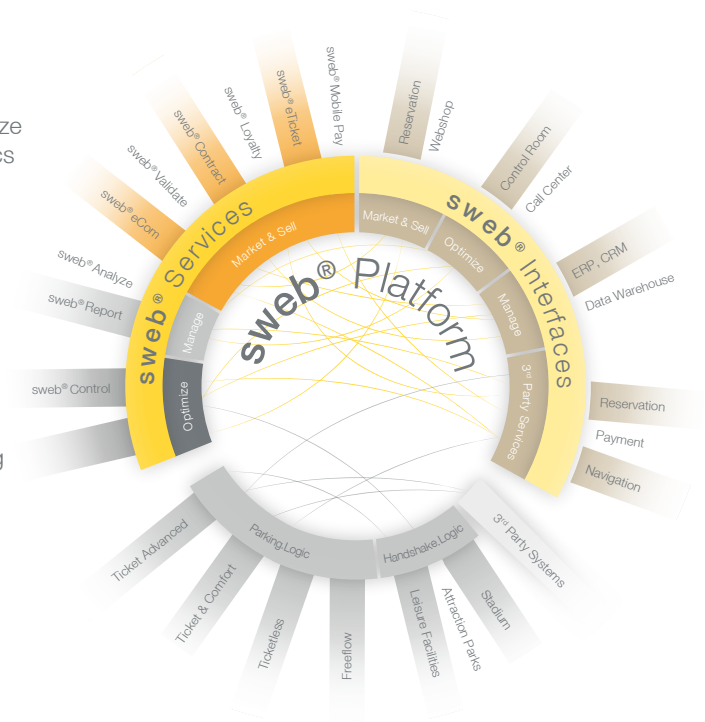
- Off-street parking (on-street coming soon)
- Pay-per-use, reservations and flat-fee subscriptions

### Major means of identification

- License plate number
- E-ticket and QR code
- RFID keycards (14443, 15693), Deister keyTag
- PIN Code

### Integrated payment possibilities

- Credit and payment cards
- One-time & recurring payments for booking
- Recurring payment of subscription fees
- Automatic Pay-Per-Use payments with stored credit card
- sweb eCom is PCI-DSS ready and enables payment service provider integrations worldwide



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