

# PARKING AS A SERVICE



**APT SKIDATA**

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# CHANGE THE MODEL

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I CHOOSE SOMETHING TO BUY. I PAY FOR IT. IT TURNS UP. I USE IT. THIS IS CERTAINLY TRUE TO A LOT OF THINGS I BUY. HOWEVER I ALSO BUY THINGS THAT COST ME SOMETHING EVERY MONTH.

Monthly bills for energy, phone, council tax have been this way for at least as long as I have been paying for them.

A few years ago, the phone industry changed a little bit. At the end of my last contract I was offered a two part purchase plan.

The first was the phone price – which was fixed and was paid over a number of years. Second was the airtime price. I paid this for the length of the contract and then after that for as long as I wanted to.

They had separated out the hardware and airtime. It was a fixed price purchase and a subscription.

Then software companies started to do this too. Instead of buying the CD with my generic office suite on it, I now have a generic office subscription. I have access to the software for as long as I pay the monthly subscription.

And then car manufacturers got in on it. You can now get a car subscription. You get the car as long as you pay the monthly subscription.

They are even trialling subscription services on car features. You trial heated seats on your new car for 3 months. If you want to carry on being nice and warm in the winter, you pay the additional each month.



This is all still consumer driven. I now expect what I buy to be available as a subscription. My home security, my fitness, my music, my TV, my dinner. I get the service for as long as I pay.

There are some industries where this has never really been seen and I'm primarily talking about parking.

This industry has pretty much always been the classic – choose what you want, buy it, pay for it, it turns up, people use it. Of course the maintenance contracts have been in place for years, but the actual hardware has always been a pre-installation purchase.

I think it's time we changed that. I think it's time we opened up the market to give more car park operators the opportunity to have high quality equipment on a subscription basis.

This is "Parking as a service" and it is a totally new way to be a car park operator.

You pay nothing up front. Just choose what solution you want, choose what features you want your customers to use and then pay a single subscription each month.

If you add more functionality, you pay a bit more each month.

# WHY PARKING AS A SERVICE



1

## MONTHLY SUBSCRIPTION

You can deploy a car park with no upfront financial investment. Just a fixed monthly subscription based upon the solution deployed.

We will guide you through the hardware and software you need, calculate the subscription, and deploy your car park.

Hardware, software, maintenance, and network connectivity are all included. We can also manage revenue collection with our PSP and banking services.

All of this with no upfront payment.

2

## PROTECT YOUR REVENUE

A barriered solution using parking as a service is the best way to protect your revenue.

Know who is in your car park and guarantee payment before leaving with every physical and digital payment solution your customers need.

Easily replace your P&D car park with a simple barriered solution and never have to chase revenue via an enforcement business.

3

## DIGITISE YOUR CAR PARK

You can choose to deploy the standard, barriered car park, with quick entry and pay on exit. This is the simplest car park solution.

You can also choose to deploy advanced functionality to give your customers a complete digital solution.

Pay in Advance with reservations & subscriptions and Pay Now with digital payments & autopay. Add validations and EV charging for even more reasons to park in your car park.

# SIMPLIFY PARKING

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1

## CHOOSE

the hardware  
and software  
options you want  
for your car park

2

## INSTALL

and  
commissioning  
completed by our  
team of skilled  
engineers

3

## CONNECT

you to our  
network and  
configure your  
services in our  
cloud platform

4

## OPEN

your car park for  
business

# BENEFITS OF PARKING AS A SERVICE

ALL THE BENEFITS, NONE OF THE HASSLES

## BENEFITS TO YOU

You get a fully operational, barriered, ANPR enable car park connected to the cloud parking platform via our network for a single monthly subscription.

From a simple pay on exit car park to an advanced digital parking experience, Parking as a Service will give you everything you need and increase your revenue.

Nothing to pay upfront, high quality hardware and software with service and maintenance included.

Add EV charging & validations for additional revenue streams and PSP & banking services for the ultimate end to end parking solution.

## BENEFITS TO YOUR CUSTOMERS

The simplest parking experience.

Getting into the car park using the licence plate, paying for parking on a payment machine or digitally with a smart phone and then the easiest exit.

Parking as a Service for your customers means giving them the simplest customer journey and all the options they need to park and pay for their parking.

Digitising your car park with Parking as a Service will give your customers the ultimate parking experience.



# PARKING AS A SERVICE COMPONENTS

ITS SIMPLE. ITS CLOUD BASED. ITS A SUBSCRIPTION.  
PARKING AS A SERVICE PROVIDES A FULLY CONNECTED &  
HOSTED CAR PARK FOR A MONTHLY SUBSCRIPTION



## ONSITE SOLUTION

Entry & Exit hardware, physical payment hardware, dashboards and EV charging units.

Gates, barriers & ANPR cameras at the entry & exit. Payment machines for physical payments in the car park and pay on exit terminals for physical payments when customers leave.

Reservations, subscriptions, autopay, and validations delivered with the ecom platform.



## CONNECTIVITY

Parking as a Service is deployed as a fully hosted solution.

We provide the end to end connectivity into our cloud platform.

Your connectivity will be delivered across a highly available, redundant core network ensuring your car park is available when your customers need it.



## CLOUD PLATFORM

All the servers are deployed in the cloud.

For the first time, parking.logic as well as ANPR, control & reporting are deployed in our cloud platform.

The entire SKIDATA ecom platform - prebooking, subscriptions, autopay, mobile pay, validations & control - are all deployed in the cloud.

Simple solutions available anywhere.

# APT SKIDATA

YOUR SUBSCRIPTION PARTNER

[sales@aptskidata.co.uk](mailto:sales@aptskidata.co.uk)  
[www.aptskidata.co.uk](http://www.aptskidata.co.uk)