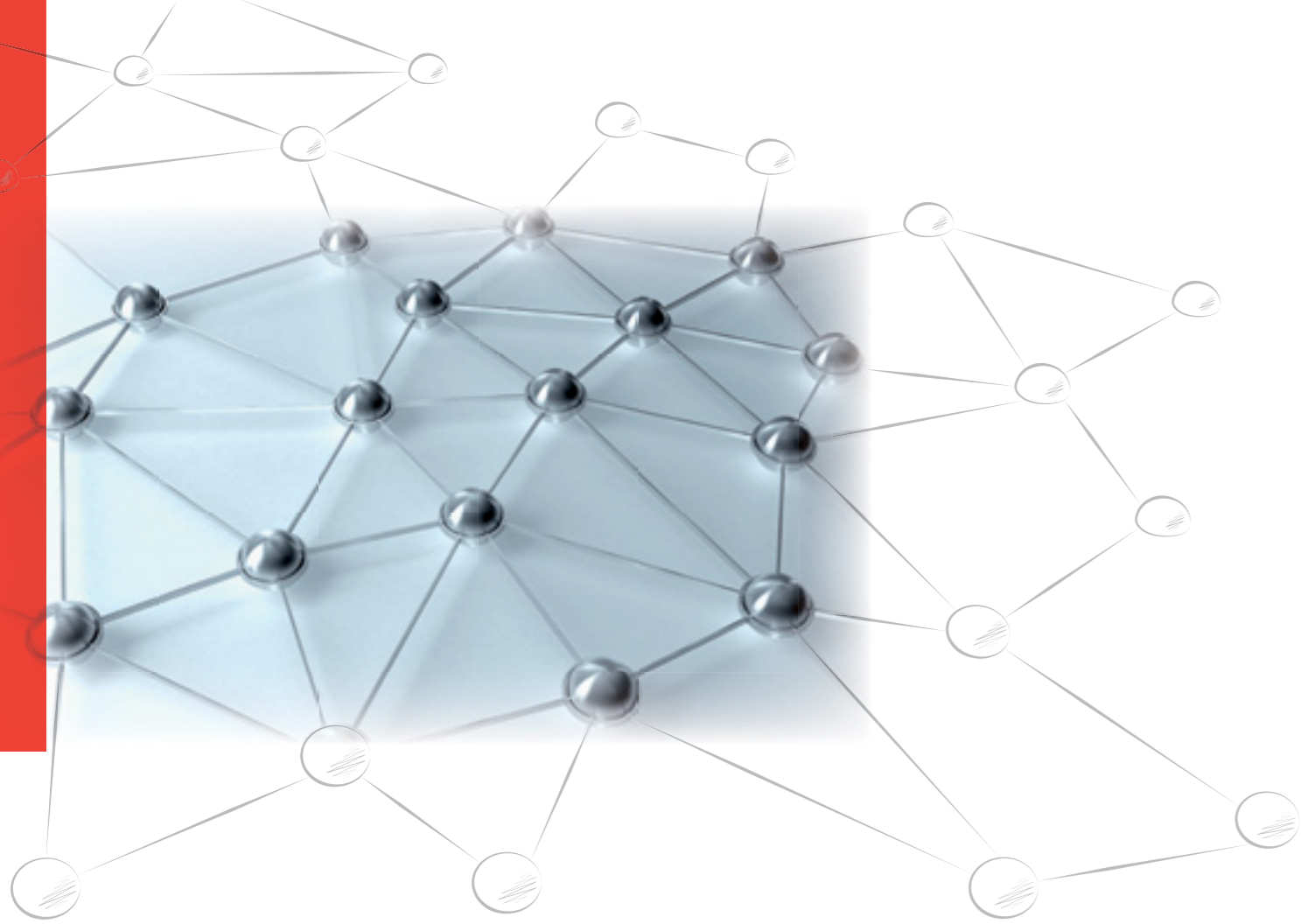




# Connectivity





Introduction Connectivity

The yardstick of the future – Connectivity.

In a world that is becoming technologically ever more complex, connectivity is the defining measurement which will successfully secure your future as a car park operator. The neat networking of hardware and software, of offline and online, and making all this available to people on the latest media is the challenge that DESIGNA has already been successfully meeting in recent years.

DESIGNA puts together a tailor-made package of services for you, offering more capacity utilisation, increased security and improved customer retention. With sophisticated and innovative products which mean car park operators will really gain thanks to their simple handling and the flexibility of their potential applications. You will find DESIGNA a reliable partner, supporting you and ensuring that you have immediate access to all services, such as the latest Web & App Services or the ASP Private Cloud Service.



Overview Connectivity

## Capacity utilisation Connectivity

### Targeted increase in capacity utilisation.

The critical objective for any car park operator is optimum utilisation of the capacity in its car park. To continually increase this, DESIGNA supplies you with a vast array of products, services and measures. Reporting, which will help you to carry out a targeted analysis of the current status in order to optimise the range of tariffs on offer; the latest parking apps, which always give your customers the most important details about your property on the go; PreBooking features which – provided as an app or integrated into websites – enable your customers to reserve and pay for parking spaces in advance. But also cooperation which is based on a partnership, connecting your company to external parking portals such as ParkNow, for example, and helping you to establish a greater market presence as a result.

WinTariff provides you with another effective tool, giving you the option of a flexible tariff structure which you can use to offer your customers special tariffs, for example at certain times. We also give you access to efficient marketing tools, which help you to send your range of products and services and up-to-date information by email direct to your potential customers, helping you to actively control the capacity utilisation in your properties rather than merely being reliant on the range of the local parking guidance system. This combination of services, based on smooth-running technical applications, is the key to your success.



### Web & App Services – the perfect range on all new media.

A new service is capturing the hearts of customers. DESIGNA enables car park operators to present information about their connected car parks with an operator-specific internet solution directly onto a smartphone or on the internet in an informative way. This practical application provides dynamic information about the occupancy status and capacity utilisation of the car park, plus additional car park information such as prices, equipment, accessibility, directions, services and much more.

In addition, with its PreBooking tool DESIGNA fulfils the wishes of many car park customers and operators by allowing customers to reserve their chosen parking space over the Internet. Effortless reservation of a parking space via the internet – DESIGNA's new pre-booking options meet the needs of car park users and operators. Customers can save valuable time this way. The exasperating search for a parking space is a thing of the past! A beneficial service that your customers are sure to be happy to use and that will increase the capacity utilisation of your parking spaces. Depending on the configuration selected, all of the payment options are also provided. It is even possible to pre-book large numbers of parking spaces, for example for tour operators, as a B2B option. DESIGNA's pre-booking options also generate valuable customer-related data that help car park operators significantly enhance their capacity analyses and budget planning.

#### Higher utilisation of capacity thanks to

- Effective marketing tools, e.g. for email – marketing and couponing
- PreBooking services via an app and on the web
- Flexible tariff structure (WinTariff)
- Meaningful reporting for targeted analysis
- Increase in market presence by connection to external parking portals such as ParkNow (Partner Channel Connect)
- Provision of a protected customer portal for managing rental contracts

### Security on every level.



The high security standards at DESIGNA are reflected in every area of the products we offer you. In the hardware which gleams with its extreme robustness, in the highly secure IT server operation and not least in the certified accounting systems offered. In order to guarantee the secure operation of your systems, DESIGNA also supports you with reporting tools that provide reliable information, thus forming the basis for successful business.

### ASP Private Cloud – a unique concept for improved system stability.

In order to fully exploit the technical and financial possibilities of modern parking management you must be able to rely on a smooth-running, stable and optimally tailored IT structure. In developing the ABACUS system, DESIGNA therefore formed the basis for a unique security concept many years ago. DESIGNA frees you from the responsibility for the security of the IT structure and provides you with the ability to operate your parking spaces over the Internet via a high-security, certified processing centre, instead of having to install a separate server for each car park or connect multiple car parks on a central server yourself, as is usually the case – The ASP Private Cloud solution.

With ASP Private Cloud, DESIGNA is able to take over the stable operation of the central server and open up the possibility to operators of leasing the latest versions of sector-specific applications over the Internet, saving on expensive investment in IT structures and expertise and thus concentrating fully on their core competences. ASP Private Cloud customers benefit from the latest server technology and from the IT expertise of the DESIGNA experts at all times. Operating risks resulting from server malfunctions and deliberate interference by third parties are reliably prevented. With ASP Private Cloud, customers always have the latest security standards on all systems, thus satisfying all requirements in terms of system stability and data safeguarding. A service which is unique in the industry and which is already making for lots of happy DESIGNA customers. Meanwhile, somewhere in the world a barrier opens using ASP Private Cloud every second.

### Credit-card handling – certified security creates confidence.

For us, the safe processing of debit/giro cards and credit cards is a particularly important responsibility. Car park operators and their end customers, as well as the financial institutions responsible for the clearing of payments, can with good conscience recommend their credit cards for payment transactions using ABACUS systems. This is proved by the certification of the ABACUS system in line with current PA-DSS standards. All systems which securely process, store and transmit credit card data according to prescribed standards are audited according to the PA-DSS standards. The PA-DSS certification of our parking management systems enables us to offer our customers the greatest possible credit card processing security.



### Reporting tools – indispensable for the secure operation of your systems.

Substantiated reports supply important information in order to manage your systems securely and efficiently. The standard display of complex data and processes, encapsulated in visual form, is one of the great strengths of the DESIGNA WebReport. With presentations that clarify rather than distort. And functions that help rather than hinder.

Based on international standards such as Windows, you have access to all our software applications, which guarantee reliable, efficient and interface-compatible operation of your system or parking network – including over the long term. As the basis of the WebReport, every parking ticket generated has a transaction assigned to it in the central SQL database, stored for as long as required and made available to the reporting system. From here, the data stored in the system can if required automatically be seamlessly transferred to internal company databases and third-party systems (e.g. SAP) and processed further there.

#### More security thanks to

- Maximum operational security through ASP Private Cloud
- Robust hardware
- Comprehensive reporting
- Credit-card processing using certified accounting systems



## Connectivity

## Customer retention

Offering added value –  
increasing customer retention.

Specific customer retention measures are important marketing instruments for increasing customer satisfaction and therefore for increasing/securing capacity utilisation in your car parks. DESIGNA offers its customers a wide range of services and product solutions to help them achieve this. The most recent evidence of this is the powerful parking apps, which are used to handle the entire parking process – from finding a free space, through smooth payment procedures to the generation of an electronic smartphone ticket – all on the customer's smartphone. The DESIGNA marketing tool also gives you the option to send special offers, services and up-to-date information by email direct to your potential customers, thus increasing customer satisfaction. The DESIGNA tariff module WinTariff helps you to cater to the needs of your customers, actively controlling the capacity utilisation of your car parks – with seasonal tariff offers, daily-updated tariffs or other special tariffs for specific groups of users.

Online contract management –  
effortless management.

For you as an operator, there are primarily two groups of customers that are relevant – short-term parkers and season parkers. A balanced mix of these target groups is crucial. While you can increase the profits and the attractiveness of your car park with flexible tariff offers for short-term parkers, season parkers guarantee steady income that you can plan. To ensure that season parkers are satisfied and thus secure the income generated from them, this group of customers enjoys the ultimate convenience with a guaranteed parking space and attractive conditions. However, both for the customer and for you as the operator, the entire season parker process – from the contractual agreement and the production and despatch of the corresponding customer cards, to the administration of season parking contracts and invoicing – used to be extremely time-consuming and cost-intensive. With the DESIGNA Contract Management Tool, the corresponding rental contracts can now be booked and managed online very easily by the customer. A welcome service for you and your customers.

Cash-free payment – another service offered  
that ensures greater customer satisfaction.

Being able to pay for parking conveniently without needing cash contributes significantly to improving customer satisfaction. The secure transmission of customer and payment data and thus confidence in the operator, together with convenient processes, are fundamental requirements for the success of this service. With the DESIGNA module you can offer your customers all the security required by law for payment for a parking space or a reservation – be it online via your website, on the go with a smartphone, or directly in the car park. This service is marked by a high level of user-friendliness for your parking customers and for your financial accounting.



## Higher customer retention thanks to

- Free tariff structure (WinTariff) and discounting
- Smooth car park operation with WinOperate
- Hassle-free addition of new parking products
- Greater flexibility with the open interface concept
- Integration of various marketing activities (ParkingHQ)
- Wide range of authorisation options and payment functions



Service Connectivity

DESIGNA offers you flexible maintenance and service contracts.

Quality management and duty of care are enshrined in everything we do. Should there nevertheless be an unexpected system impairment that you are unable to remedy yourself, DESIGNA will assist you quickly, effectively and directly. Either through the telephone support desk – with qualified engineers who know what they are talking about – via remote maintenance or with one of our highly trained service personnel on site – 24 hours a day, 7 days a week.

Quality management to your advantage.

The DESIGNA quality management system ensures that our high quality of service is not only adhered to but is constantly enhanced to benefit you. This includes complete support through in-depth advice at each phase of a project, as well as intensive training courses in which customers become familiar with DESIGNA's products. The strongest proof that DESIGNA pays more than just lip service to customer service. Instead it is something that our customers experience on a daily basis.

- Better service thanks to**
- Flexible maintenance and service contracts
  - Extensive basic and advanced training (DESIGNA Training)
  - Large range of consumer goods
  - Quick delivery of spare parts
  - Customer service and support 24/7
  - Quality management ensures a high quality of service

Investment security Connectivity

For your investment – without a doubt the right decision.

By choosing DESIGNA, you benefit from the cross-sector expertise and the financial power of MTH AG. MTH (Management Trust Holding) is an international concern with more than 5,600 employees in the fields of parking and access systems and also software engineering, machine-tool building, consulting, finance and trade. DESIGNA itself has a strong network of retail and service partners in more than 50 countries. Thanks to the constant forward momentum of its innovations, today DESIGNA is the technological market leader. These efforts have given rise to the development of the DESIGNA pay station ONE, equipped with an operating concept whose intuitiveness is revolutionary, and the ASP Private Cloud Service.

DESIGNA's products are equipped with an open interface concept. This gives you, the customer, a flexible connection to new services. With ASP Private Cloud, DESIGNA also provides a completely new server security concept to promote guaranteed operation, data safeguarding and not least a new level of flexibility for your company. Lots of reasons to strongly support your decision to choose DESIGNA.

- Higher investment security thanks to**
- A strong partner in more than 50 countries
  - Reliable data safeguarding and operational security and a high level of flexibility with ASP Private Cloud
  - Benefiting from innovative new product developments
  - Fast addition of new products with the open interface concept
  - Specialist in-house development of hardware and software
  - Development of customer-specific products
  - Experience and expertise of the specialist team
  - Various financing models





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