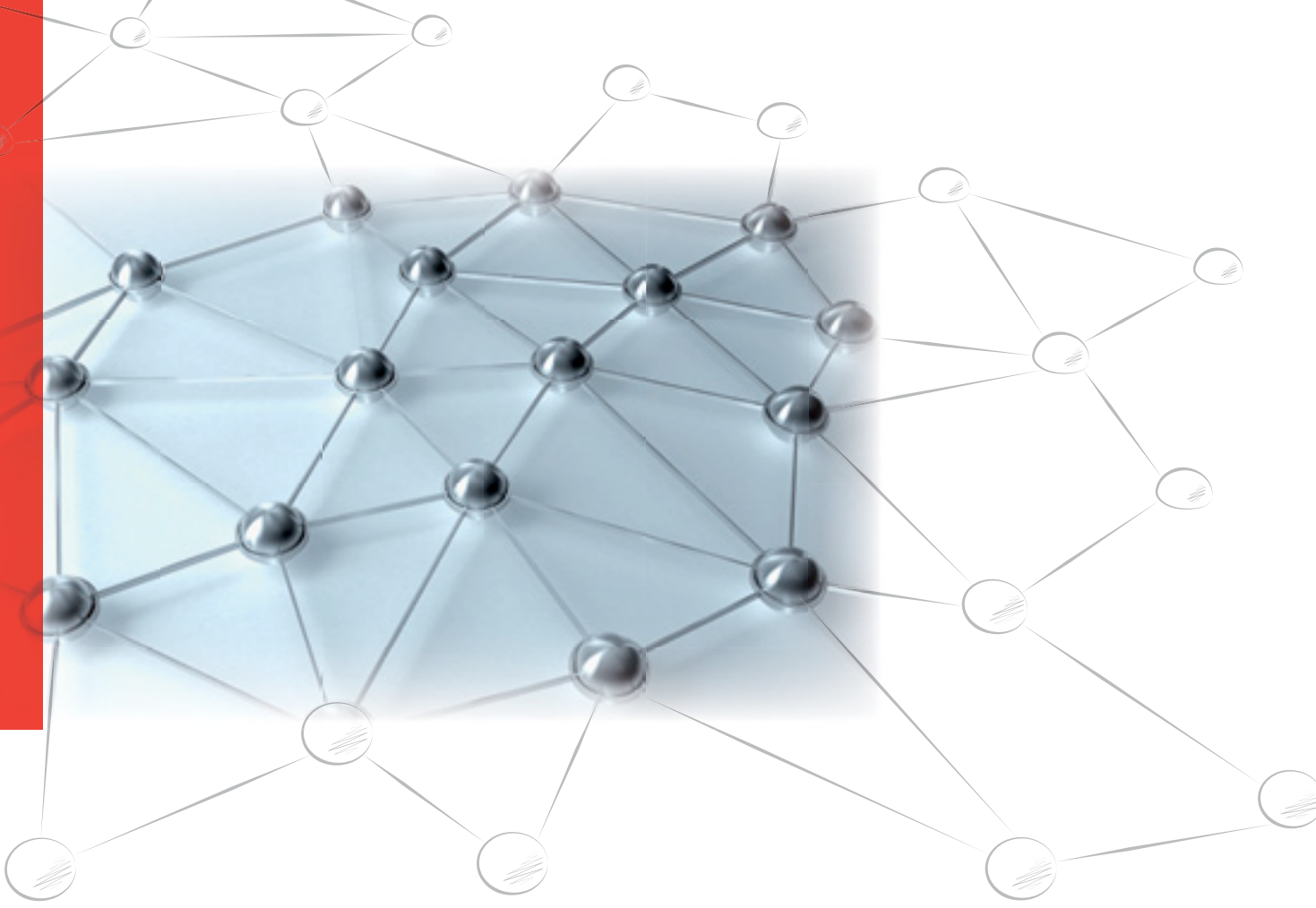




Connectivity



DESIGNA

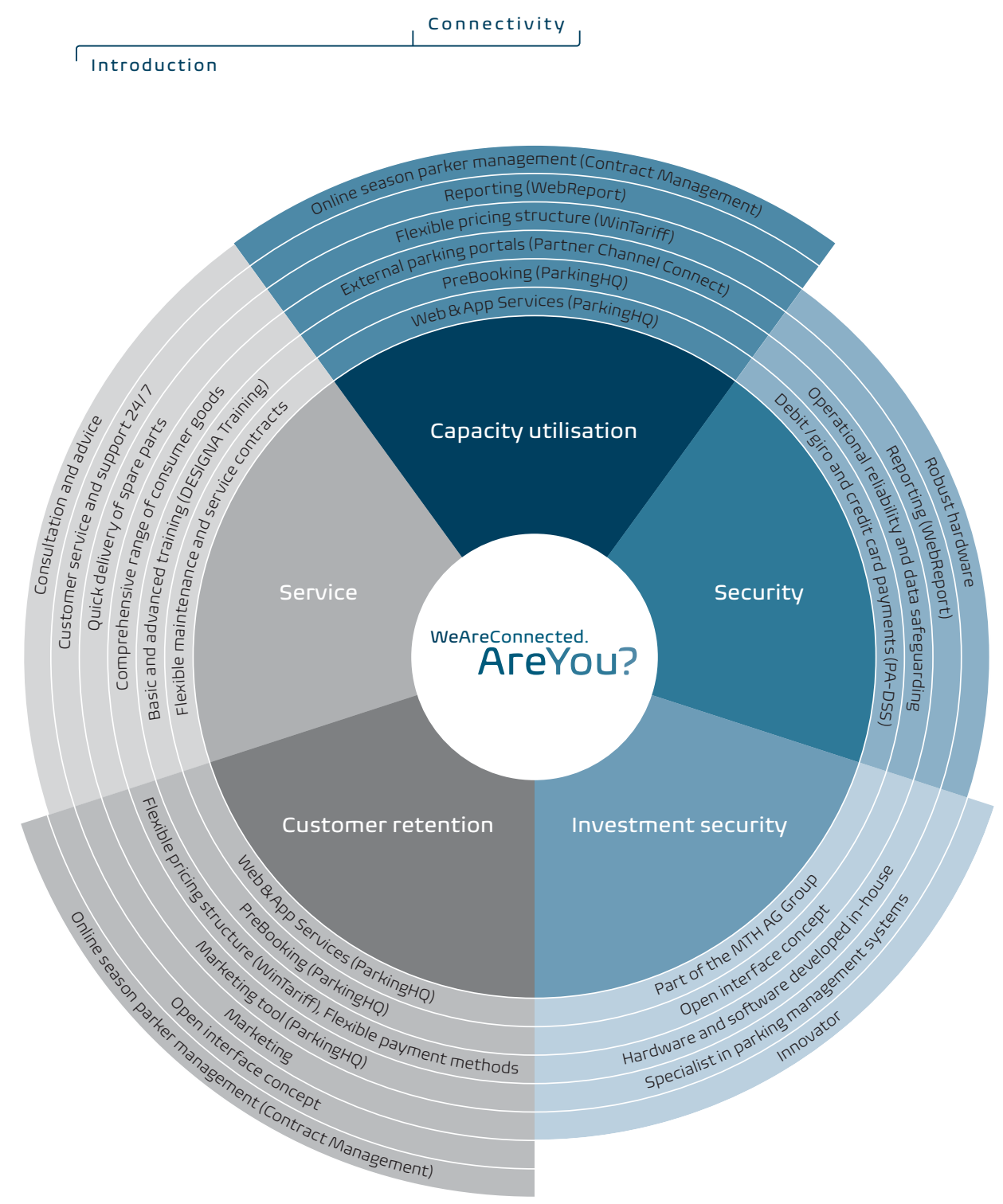


Introduction Connectivity

The benchmark of the future - Connectivity.

In a world that is becoming technologically ever more complex, connectivity is the defining measurement that will successfully secure your future as a parking facility operator. DESIGNA has been developing new innovation in this area for years. We've successfully networked hardware and software, offline and online applications, and can make all this available to people on the latest media.

DESIGNA will create a tailor-made package of services for you, offering more capacity utilization, increased security and improved customer retention. With sophisticated and innovative products, parking facility operators will reap rewards from the simple handling and flexibility of these applications. You will find DESIGNA to be a reliable partner at the forefront of innovation, supporting you and ensuring that you have immediate access to all services, such as the latest Web & App Services or the Private Cloud Service.



Capacity utilization Connectivity

Targeted increase in capacity utilization.

The critical objective for any parking facility operator is optimum utilization of the capacity. To continually increase this, DESIGNA supplies you with a vast array of products and services.

- Targeted analysis and reports of the current data, trends and status, in order to optimize the range of fees.
- The latest parking apps that will give your customers the most important details about your property on their phones or computers in real time.
- PreBooking features – provided as an app or integrated into websites – enable your customers to reserve and pay for parking spaces in advance.
- Cooperative deals from marketing partnerships, connecting your company to external parking portals such as ParkNow, 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 parking fee structure which you can use to offer your customers special or promotional prices at certain times. We also give you access to efficient marketing tools, which help you to promote your facilities and services and provide up-to-date information directly to your potential customers via email, helping you to actively control the capacity utilization in your properties rather than merely being reliant on the range of the local parking guidance system. This combination of services, based on smoothrunning technical applications, can be 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 parking operators to present information about their connected facilities with an operator-specific Internet solution directly onto a smartphone or on the Internet. This practical application provides dynamic information about the occupancy status and capacity utilization of the parking facility, plus additional information such as prices, equipment, accessibility, directions, services and much more.

In addition, with its PreBooking tool DESIGNA fulfills the wishes of many parking customers and operators by allowing customers to reserve their chosen parking space over the Internet. Your customers can save valuable time with an effortless reservation of a parking space via DESIGNA's new prebooking options. The exasperating search for a parking space is a thing of the past! Your customers are sure to be happy to use this beneficial service, that will increase the capacity utilization 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 operator or event parking. DESIGNA's pre-booking options also generate valuable customer-related data that help facility operators significantly enhance their capacity analysis and budget planning.

Higher utilization of capacity thanks to

- Effective marketing tools, e.g. for email – marketing and couponing
- PreBooking services via an app and on the web
- Flexible fee 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

Connectivity

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 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 secure and reliable information.



Private Cloud – a unique concept for improved system stability.

In order to fully engage 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 formed the basis for a unique security concept for the parking industry. DESIGNA's Private Cloud Solution 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 center, instead of having to install a separate server for each parking facility or connect multiple car parks on a central server yourself, as is usually the case.

With Private Cloud, DESIGNA provides the stable operation of the central server and gives operators the latest versions of sector-specific applications over the Internet, saving on expensive investment in IT structures and expertise. 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 Private Cloud, customers always have the latest security standards on all systems, thus satisfying all requirements in terms of system stability and data safeguarding. This unique and valuable service has already created lots of happy DESIGNA customers.

Credit-card handling – certified security creates confidence.

For us, the safe processing of debit cards and credit cards is a particularly important responsibility. Parking operators and their 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. 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. You get presentations that clarify rather than distort. And functions that help rather than hinder.

You have access to all our software applications through Windows, which guarantees 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.

Higher utilisation of capacity thanks to

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

Connectivity

Customer retention

Offering added value with an App – increasing customer retention.

Specific customer retention measures are important for evaluating and increasing customer satisfaction, and therefore increasing capacity utilization in your parking facilities. DESIGNA offers its customers a wide range of services and product solutions to help them achieve this. The most recent evidence of this is in 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 directly to your potential customers. Plus the DESIGNA module WinTariff helps you to cater to the needs of your customers, actively controlling the capacity utilization with seasonal offers, daily-updated parking fees or other special prices 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 monthly parkers. A balanced mix of these groups is crucial. While you can increase the profits and the attractiveness of your facility with flexible fee offers for short-term parkers, monthly parkers guarantee steady income that you can plan on. To ensure that monthly parkers are satisfied, this group of customers enjoys the ultimate convenience with a guaranteed parking space and attractive conditions. However, the entire process – from the contractual agreement and invoicing, to the production and dispatch of the corresponding customer cards – 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. This will be 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, 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 facility. 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 pricing structure (WinTariff) and discounting
- Smooth parking 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 authorization options and payment functions



Connectivity

Customer retention

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 issue that you are unable to remedy yourself, DESIGNA will assist you quickly, effectively and directly. You can get immediately service 24/7 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

Our goal is to provide superior service 24 / 7.

The DESIGNA quality management system ensures that we adhere to our high quality of service at all times. This includes complete support through in-depth advice at each phase of a project, as well as intensive training courses in which we familiarize our customers with DESIGNA's products and generate real knowledge. Our customers experience this superior service every day. It's the strongest proof that DESIGNA pays more than just lip service to customer service.

Better service thanks to

- Flexible maintenance and service contracts
- Extensive basic and advanced 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

Connectivity

Investment security

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.

Today DESIGNA is the technological market leader, thanks to the constant forward momentum of its innovations. 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 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 Private Cloud, DESIGNA also provides a completely new server security concept to promote guaranteed operation, data safeguarding and a whole new level of flexibility for your company. This all means higher investment security 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 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

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