



Web & App



DESIGNA



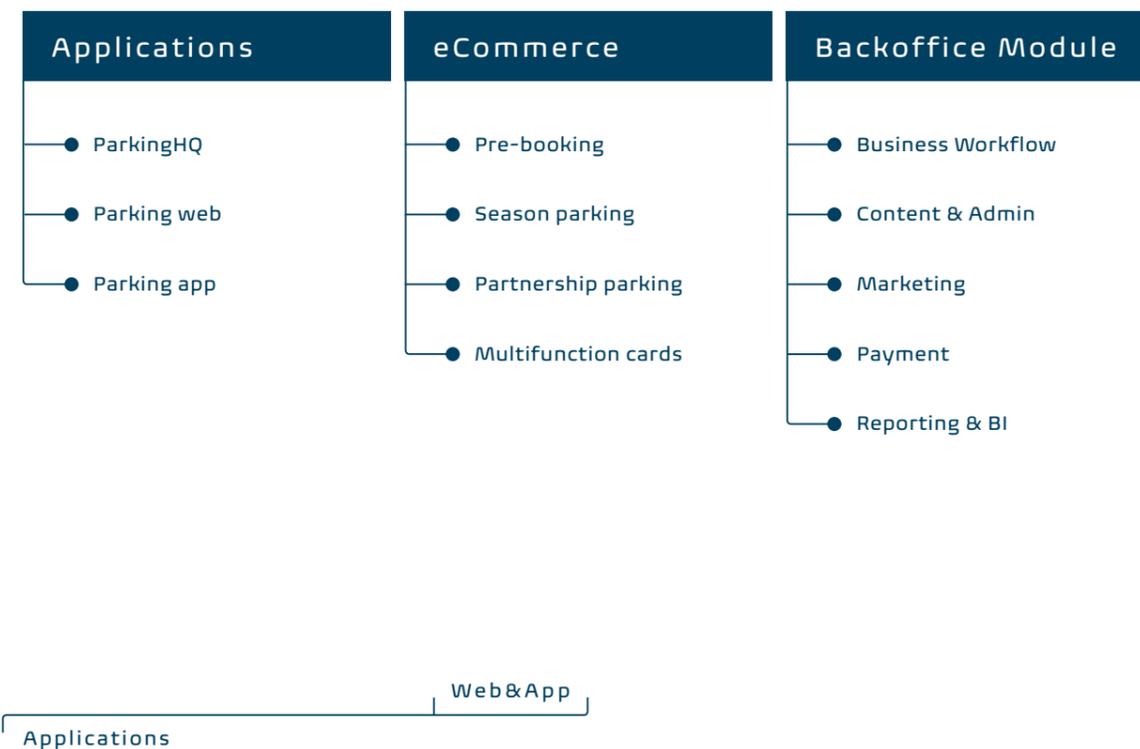
Web&App

Intro

Intermobility – a strong partner opens up new possibilities.

As of now DESIGNA is extending its parking competence in the growing field of internet-supported applications and services. This is to be made possible by its newly established alliance with ilogs information logistics GmbH. ilogs has over 10 years' experience in designing and developing web-based, innovative business process solutions, and many well-known companies have already been successfully supported in the implementation and optimisation of their business processes. In future the entire capability of this company will be included in many DESIGNA products, thereby opening up new possibilities to our customers in the large field of intermobility, for example through the integration of internet-based applications and customer loyalty systems such as pre-booking, city networking systems and city cards. The future competitiveness of our customers will be considerably enhanced by this partnership.

## Overview Web & App



ParkingHQ – the new parking headquarters for your parking spaces.

The ParkingHQ portal offers large and small car park operators the opportunity to offer their available quota of parking spaces on this existing web portal with very little effort. You can decide which service functions and information you would like to offer for your car parks. If required, it is also possible to connect your car parks to the existing reservation/booking tool.

The customer will find all sorts of useful information related to parking on ParkingHQ, such as a list of free spaces, all of the services offered by the relevant car park together with its prices, and even ways to reach the car park quickly. ParkingHQ is also available as an app, so it is even possible to make use of this service whilst you are out and about.

## ParkingHQ portal + app



### Benefits ParkingHQ

- Problem-free addition of free parking spaces – no matter how many there are
- No effort – easy utilisation via existing modules
- Comprehensive availability – over 11,700 parking spaces online
- Quick-check function – list of free spaces
- Practical price comparison – every price at a glance
- Reservation of the chosen parking space – available as an option
- Services at a glance – list of car park services incl. opening times
- Directions – free spaces are shown on a mini map

Applications

### Parking information as a valuable online service.

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. A beneficial service that your customers are sure to be happy to use.



### Parking apps – independence redefined.

DESIGNA can see today's technical challenges and embraces them as opportunities. DESIGNA's approach means that its customers are already being offered well-engineered solutions incorporating contemporary technologies.

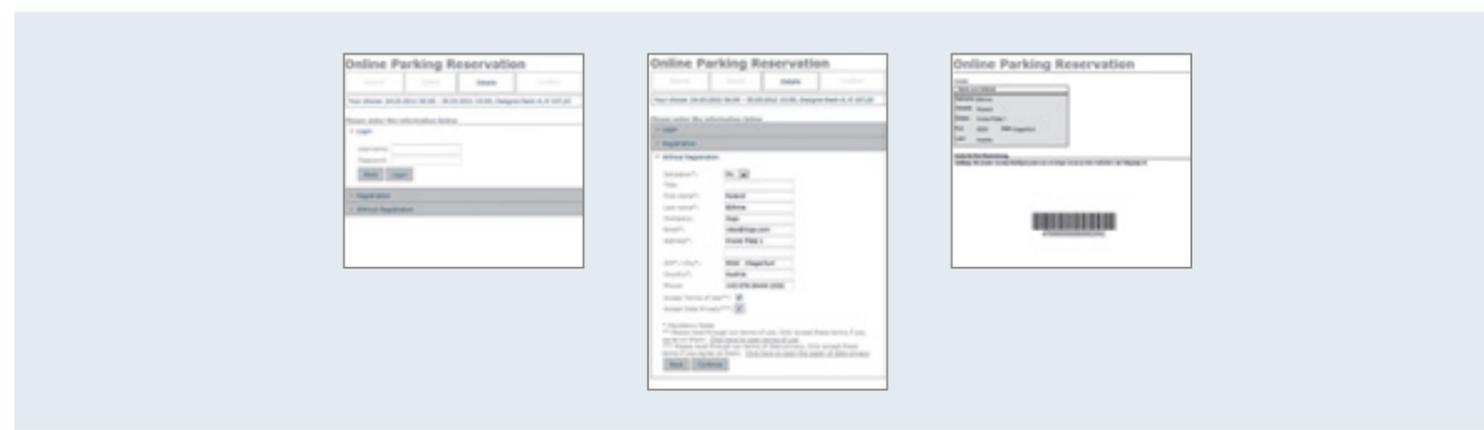
The most recent demonstration of this is the powerful parking applications that can be easily adapted to suit specific operators' needs that we are developing for use with smartphones. The entire parking sequence, from finding a free space, through smooth payment procedures to the generation of an electronic smartphone ticket, can be performed on the customer's smartphone. This is not just streetwise, but highly efficient.



eCommerce

### Pre-booking with DESIGNA – intelligent and timely.

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! There are two ways to go about booking a space: directly via the DESIGNA parking portal or – a client-specific solution – via a link on the car park operator's home page. 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.



#### Benefits for the operator

- Attractiveness of the car park increases
- Sales guarantee for spaces booked in advance
- Proactive planning
- Flexible pricing on the basis of expected capacity utilisation
- Low data maintenance effort as the iPCP web application is able to access the data in the ABACUS system
- Reduction in the effort involved in handling cash if the payment is made online in advance
- Targeted management of parking space occupancy resulting in simplified traffic flows
- Higher throughput
- Acquisition of important customer information which can be used for targeted marketing activities
- Secure receipts, thanks to seamless integration of the latest certified payment methods

#### Benefits for the consumer

- Guaranteed parking space in the chosen car park
- Time savings, as there is no longer any need to look for a free space
- Cost savings by using targeted early-booking discounts
- Convenience, as it is not necessary to go through the payment process and retain your ticket, especially in the case of longer stays (e.g. at airports)

### All good things come in threes – season parking, partnership parking and multifunction cards.

Season parking - regular private customers, companies and their employees in particular will benefit from this practical parking product. During its life-time, this product entitles season parkers to enter and leave the respective car park without restriction. The season parking contract can be finalised conveniently online.



#### Benefits Season parking

- Central administration and maintenance of all of your season parkers' contract data via a separate, secure web portal
- Reduced personnel costs due to the self-service function, as the master data for the contract, as well as contract extensions, can be maintained directly by your customers through a login-protected, personalised customer area
- Increased security
- Optimisation of your cashflow through individual pricing and payment conditions
- Generation of more detailed customer data for targeted marketing activities for customer retention and sales growth

### Partnership parking – enjoy the benefits of a network.

As an independent parking product, users receive a customer card with parking functions that entitles them to additional benefits, such as the option of parking in multiple regions or free access to car parks with electric charging stations.



### Multifunction card – one card for all.

The rising demand for multifunction cards is no surprise. After all, holders are entitled to numerous advantages, such as services and benefits that they are more than happy to utilise. Cashless financial transfers or the exact allocation of costs can be undertaken without difficulty with the multifunction card.

When it comes to the choice of benefits incorporated, the sky's the limit. Be it as a multifunctional employee card that takes care of entry and access authorisations or timekeeping and payments in the canteen, as a loyalty points card, city card, regional tourism card or shopping centre discount card. This card can be used in a multitude of sectors and over and above this is an important customer retention tool that can be used multifunctionally.



## Back office modules

## Business Workflow – your processes count.

The Business Workflow module places all of your business processes firmly and clearly under your control. Business Workflow enables you to customise all parking-related activities and your individual processes without difficulty, be it in relation to payment options, user dialogues, data recording or back office financial accounting and card production processes. A workflow editor for easy adaptation is also available as an option for our customers.

## Benefits Business Workflow

- Configurative maintenance, administration and monitoring of your web-based parking products without having to update the entire system
- Introduction and monitoring of electronic payment methods
- Automation of all eCommerce back office processes

## Content &amp; Admin – central administration of your data.

All parking products – be it on the internet or on your smartphone – are only worth as much as the data and possibilities on which they are based. Basic data such as pictures, logos, car park information, tariffs, addresses, parking conditions, parking space capacity utilisation and quotas should therefore be carefully maintained. The Content & Administration module puts all of this information under your control. All data are saved in a central database and can always be updated or retrieved via an interface (Connect module). If your season parking tariffs should change for a particular car park, for example, then this will be immediately taken into account by the Web & App module. It couldn't be more well thought-through, simple and secure.

## Marketing – essential for successfully addressing your customers in a targeted way.

The Marketing module offers the following self-service options: Your customers register online and set up their user profiles. The self-service functionality enables customers to administer their accounts themselves. At the same time, the system ascertains user behaviour and creates a profile which is then used to conduct tailor-made marketing campaigns. In this way on special occasions you can tip off your customers by e-mail or mobile advertising about specific campaigns or offers that may be of interest to them. Furthermore, we are, of course, also available to assist our customers in the marketing of their apps or portals.

## Payment – generating sales securely.

The Payment module controls payment processes by smartphone and on the internet. Only the preferred payment method needs to be specified in advance. The Payment module is fully security-certified (PCI DSS compliant) with the entire payment process being encrypted, and is highly user-friendly. The following payment options are available to customers: credit cards, instant credit transfer, GiroPay and PayPal. Our network of partner banks ensures that our customers receive the best conditions and discount rates, no matter from which country they operate their eCommerce in the parking sector. Interfaces with financial accounting and external financial reporting as well as comprehensive evaluations mean that you always have control over all of your online sales.

## Reporting &amp; BI – Know what's going on.

The Reporting module provides you with the 25 most important parking evaluations per web portal. Sales are broken down according to short term parkers, season parkers and by pre-paid and credit card payment types. The total number of entries can be seen and compared at a glance, which offers considerable advantages when it comes to analysing trends. Furthermore, all of the service information can be seen on the web portal.



## Benefits Reporting &amp; BI

- Secure access to individual reports from every web browser
- Several different user profiles and access rights can be set up
- Data from different car parks and periods can be compared
- Reports can be saved in every standard format for the purposes of further analysis and processing



contact

DESIGNA  
Verkehrsleittechnik GmbH  
Faluner Weg 3  
24109 Kiel / Germany

T +49 431 5336-0  
F +49 431 5336-260  
info@designa.com  
www.designa.com