EN 2018/19

Parking
Solutions

SKIDATA®
KUDELSKI GROUP

Perfect parking management begins at your customer's home

Perfect parking management does not only play an important role in the parking facility. It does not begin at the entry, but rather at your customer's home, such as with the reservation of a parking space. And it does not end at the exit. Because bonus points, a valuable overview of all the services used and numerous other benefits ensure that the perfect parking experience continues to have positive effects – for your guests, and also for you. Having all relevant data at a glance ensures professional information post-processing as well as cutting-edge marketing activities and, therefore, a long-term, direct contact with your customers at home.

With SKIDATA you have the right partner by your side to create this system – which far exceeds the traditional concept of car park management – and so much more. The SKIDATA total solution features a 360° perspective that takes both you and your guest's needs into account. Learn more about the SKIDATA Customer Journey on the following pages.

Your customers in the spotlight:
The SKIDATA Customer Journey

Your customers want more and more: more comfort, more adventure, more pleasant surprises. SKIDATA sees parking customers in a holistic context. From this perspective, the parking itself is only a part of the overall impression of a destination. Our Customer Journey will help you to reach this goal.

Benefits and bonus points

Collaborate with other companies. Your guests are sure to enjoy coupons and discounts printed on the parking ticket which can be redeemed while shopping or visiting a restaurant. Award bonus points, for example, for online reservations or the use of the charging station. Points which can be later converted into unique benefits and experiences.

Relaxed departure

Make it easy for your customers to pay for parking and extras by offering an understandable and easy-to-use payment system and a variety of payment methods. Show visitors the way back to their car quickly and directly using automated information above the parking spaces. Clear signage and guidance ensures a safe departure.

Pleasant memories

Treat your customers to the same excellent service on the return trip that you did upon their arrival and remind them of you and your good service when they get back home – for example, offer new information or promotions about the attractions in your area.

Enjoy the rewards

Pamper and reward loyal guests with gifts and incentives. Exchange bonus points for attractive special services. Here you have a number of possibilities – such as a VIP parking space for their next visit, or complementary valet parking.

The flexible SKIDATA total solution makes it easy to increase the satisfaction of your guests. Learn more about the components of the solution on the following pages.

The circular diagram (clockwise) contains the following labels:

- Customized advertising
- Register users
- Simple booking
- On the way with enjoyable anticipation
- Drive in and direct to a parking space
- Excellent services
- Benefits and bonus points
- Relaxed departure
- Pleasant memories
- Enjoy the rewards
- VIP ACCESS

Customized advertising
Give your potential regular customers a good reason to choose your car park on their next visit and on each visit in the future. Stay in touch with your regular customers and use the information gained for targeted marketing promotions.

Register users
Encourage your customers to register with name and address – online or on site. Your customers enjoy exclusive information, special advantages, and earn bonus points, and you receive valid customer data and the valuable opportunity to stay in contact with your guests.

Simple booking
Make it easy for customers to reserve any desired service in advance – from home or underway: from the parking space to charging stations to individual extras. Your visitors will be happy knowing they have confirmed services and exclusive customer care. Increase revenue sooner and receive valuable information about what customers really want.

On the way with enjoyable anticipation
Give your customers a warm welcome and the comfortable feeling of knowing that everything is well prepared upon their arrival. Provide new arrivals, for example, with helpful information sent directly to their GPS or via an informative SMS text.

Drive in and direct to a parking space
Score points right from the beginning with comfort and service. Make sure that your new customers enjoy a pleasant entry and reach their parking space easily. Your customers have the guarantee that their booked extras are ready and waiting for them.

Excellent services
Whatever your customers have planned, later they should remember that your car park was the ideal starting point. Make it seamless for them to find their way from the parking space to the desired destinations in the area and back to their car afterwards. Provide extra services such as a charging station or having their car washed during the parking.

Your business, our complete solution

In order to perfectly serve and impress your guests along the entire Customer Journey, SKIDATA offers you a total solution consisting of

- Revenue-increasing marketing and sales channels
- Comfortable and reliable access systems
- Perfect integration of add-on systems
- Optimized business processes
- Professional data and reporting management

With SKIDATA you always remain flexible. Together we customize the solution to meet your individual needs and enhance it with the add-on systems that you select. You benefit from a well-conceived, total solution from a single source – and with a single point of contact.

A total solution with continuous innovation

Since 1985, SKIDATA has revolutionized the car park management market with new products and services – for example, the direct entry and exit with a credit card, illuminated multi-colored barrier arms, the first database-driven system, interface concepts for the integration of additional solutions as well as flexible data carriers and the self-monitoring and automation of software. The continuous focus on innovation and development at SKIDATA lets you benefit from the latest technologies and services throughout the entire life cycle of your facility.

Market & Sell

Manage

Access

Optimize

Integrate

Market & Sell

Increase sales through a variety of marketing and sales channels.

Wide variety of sales channels – With SKIDATA, discover new sales channels and make use of all of your competitive opportunities – local, online and in association with strong partners. Make it easy for customers to reserve any desired service in advance, from home or en route.

Sales at the cash desk – Make use of the personal contact with your customers at the manned cash desk Manual.Cash to offer not only various parking products, such as weekly and long-term parking tickets, but also additional items, for example, for events. With SKIDATA, you can offer hundreds of products and different tariffs. As an additional sales channel you have the SKIDATA vending machines available. Use these to sell predefined products and take advantage of the many advertising opportunities.

Customer loyalty, validations and advertising – With the innovative platform sweb® Loyalty you can create your own loyalty program. Collect data, get to know your customers better and use the information for targeted marketing. The loyalty program is also the perfect starting point to enter into cooperative agreements with other businesses. Your guests receive coupons and discounts for shopping or reductions on their parking fee for purchases and restaurant visits with sweb.Validate. In the US, more than 100 of these validation solutions have already been implemented. SKIDATA tickets, columns, barriers and automated payment machines additionally offer a wide variety of options for advertising messages in the form of text, graphics or video.

SKIDATA MARKET & SELL offers you

- Reservations and sales of a variety of parking products and services through modern sales channels – online, mobile and local
- Targeted customer retention through loyalty solutions
- Generation of valuable customer data for personalized marketing and sales campaigns
- Possibilities for cooperation with other companies and a stronger combined appearance

Online bookings

Online parking space reservations
Book online instead of spending time looking for a parking space: By making a reservation, your customers secure a reserved parking space from home or en rout via smartphone and either pay immediately or later, as desired.

Online product sales
Expand your business by selling additional services such as weekly, event and congress cards. Use time-specific promotions during busy periods, such as lunchtime, to optimize utilization.
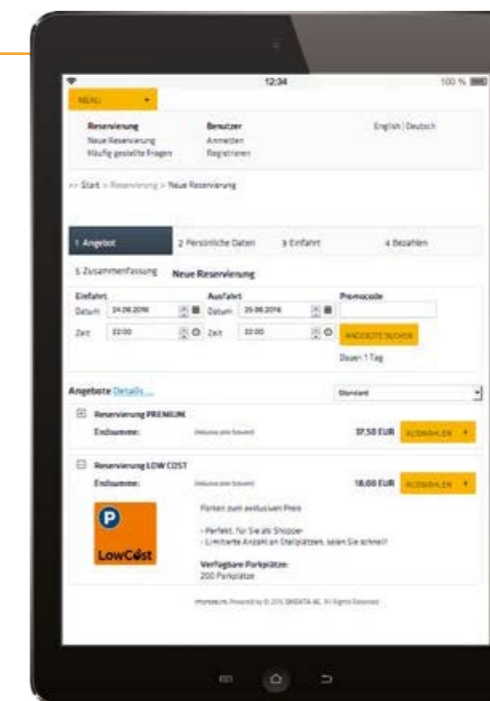
sweb.Validate

Online validations management
With the web-based service sweb.Validate, you increase both your garage utilization and your turnover through the sale and marketing of parking validations to surrounding business partners. Shops, offices or hotels provide convenient and easy electronic discounts to your parking customers.

Validation.Cash / 'Multi'

Discount and validation solutions
Validation possibilities in cooperation with local businesses make it possible to offer your customers the very best conditions for a relaxed shopping experience while increasing garage utilization at the same time.

Online service: Parking space management
Businesses as well as individuals can rent, manage and pay for parking spaces over the Internet. Combined with the Pay-Per-Use function, you can offer billing to private long-term parkers based on the actual time used instead of a fixed rate.

Companies can also book a contingent of parking spaces which they can manage themselves. An ideal solution for business parks, allowing them to individually issue parking permits to both employees and visitors. Your customers benefit from a system that is flexible and easy to understand, and you as the operator from increased efficiency through the customer-management of the parking spaces.

Go Mobile
Take advantage of the effectiveness and flexibility of the digital world in your networked sales strategy and smartphones as an additional sales channel and data carrier.

In addition to interactive e-Tickets, your customers can also use their mobile phones to buy additional services or to find available parking spaces online.

sweb® Mobile

Advertising opportunities
Your parking system as a marketing tool: In addition to tickets and customized vouchers, SKIDATA columns, barriers and automated pay stations also provide advertising space for your own use or - when rented to business partners - as an additional source of income.

Personal product sales
Take advantage of the cashier occupied checkout for the consultation and sale of parking products and additional services such as car washes, repair service, etc. Produce tickets, for example, for free access at conferences, and send them to your customers.

Manual.Cash

Marketing and customer retention
With sweb® Loyalty, you develop and operate your own customer loyalty program, increasing the loyalty and satisfaction of your customers while at the same time increasing your sales. Create attractive incentives for targeted loyalty campaigns with services, experiences and products that money cannot buy. Your customers collect bonus points and you receive valuable customer information.

Knowing more about of the interests of your target group enables you to market to them in the most efficient and effective way. Move away from mass marketing to tailored activities offering customized benefits and added value. For your current customers as well as for those you want to attract.

sweb® Loyalty

Access

Investment security thanks to comfortable and reliable access systems.

SKIDATA ACCESS offers you

- Precise design and highest usability guarantee of stress-free parking operations
- Comfortable payment options at the manned cash desk, at modern automated payment machines and at the exit
- Optimal, reliable operation of the access components for targeted revenue management
- A variety of ticket options for different customer groups

"High Performance" access technology – At over 8,500 installations, operators are already benefiting from SKIDATA car park management – from simple system solutions to complex, interconnected network installations with several hundred devices. Here, SKIDATA access components – Power.Gate, Lite.Gate, Barrier.Gate, Keytag.Gate, PlateTech.Logic – convince through their scalability, durability, speed and comfort. For all of its solutions, SKIDATA puts great emphasis on a modern, usability-oriented design.

Payment made easy – Whether at the manned cash desk Manual.Cash, the automated payment machines Power.Cash, Easy.Cash, and Credit.Cash or directly at the exit – even when paying, with SKIDATA you offer the easiest operation and a wide range of payment methods. Whether payment via mobile phone, NFC, Apple Pay, credit card, bank card, cash, or coupon – all of these are made possible.

A wide range of ticket types – Benefit from a range of ticket types. Whether for short-term or contract parkers – you have the choice between RFID cards and tickets, 1D/2D barcode, Print@Home, magnetic stripe, NFC or mobile ticketing. Or simply forego all of these by using license plate recognition. You can even integrate customer, employee or city parking cards. All SKIDATA data carriers are characterized by the highest security with regard to encryption and data and also offer the best performance and multiple printing options.

Barrier gates for all applications
The Barrier.Gate barrier impresses with orientation assistance such as the display of various symbols via the integrated LED lights as well as its illuminated, jointed barrier arm which is available in a variety of lengths.

Barrier.Gate

Lite.Gate

Power.Gate

Parking columns for the highest demands
Power.Gate, the universal multi-talent among parking columns, offers in addition to the most advanced and versatile ticket technology a traffic light for improved orientation, extensive advertising opportunities and space to combine any additional devices that you require.

Parking column for dedicated ticket reading
Lite.Gate reads all popular data carriers quickly and effectively. If necessary, the Lite.Gate can be extended with simple printers for ticket issuance to short-term parkers, making it the smart alternative for smaller car parks.

Barrier without parking column
Barrier.Gate 'Smart' is used without a parking column and, when combined with the Keytag.Gate, is the cost-effective solution for facilities with parking guests who return regularly.

Barrier.Gate 'Smart'

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Power.Cash 'Touch'

The all-rounder
The Power.Cash is the professional for various payment options and data carrier technologies. The 15″ large touchscreen ensures comfortable operation.

Manned POS cash desk
Putting the complete vehicle access management - including financial reporting - at your control. Using SKIDATA coding devices, parking tickets can be processed and then either printed out or loaded onto a data carrier.

skiosk® Smart 'Parking'

The multi-functional
The skiosk® Smart combines usability and state-of-the-art technology into a new device class. The multifunctional, interactive customer terminal from SKIDATA takes operating comfort and economic added value to a new level - from Pick-up service for web reservations and issuing RFID media, through to remote customer service and a 21.5" split-screen display for additional ad space.

The elegant
The cashless skiosk® Slim is a real eye-catcher. The 24″ touchscreen is not only stylish, but also smart. This device is a control cockpit, information source and advertising space in one.

Manual.Cash 'Parking'

skiosk® Slim 'Parking'

Versatile data carriers
In addition to a single-use ticket, keytag or reusable RFID card for contactless entry and exit, the latest generation of ticketing also turns mobile phones into data carriers.

Your customers receive their interactive e-Tickets with 2D barcode and NFC directly on their smartphone and conveniently at hand. Very comfortable for your customers, and you save on logistics and time.

Credit.Cash

The specialist in 'Cashless'
Credit.Cash offers your customers payment security.

The classic
From modern ticketing using Print@Home, RFID, magnetic stripes and barcodes to flexible money handling: Easy.Cash brings all the technology and features that belong in an automated payment machine.

Mobile.Gate

Mobile handheld solution
Ticket issuance, cash desk, exit and validations all in one device for flexible car park management.

Easy.Cash

Data carriers

License plate recognition for more comfort
With this modern, fully integrated SKIDATA solution, the license plate becomes a ticket and parking becomes a comfortable experience for your customers. A camera automatically identifies the vehicle at the entrance and exit using the license plate and OCR (Optical Character Recognition) technology.

The SKIDATA complete solution is based on Parking.Logic in combination with PlateTech.Logic. The integrated cameras can be attached as needed, and thanks to IR sensors provide stable and reliable license plate recognition in both daytime and nighttime conditions from vehicles moving up to 25 mph (40 km/h).

PlateTech.Logic

Example Illustration

Hands-free entrance
Your customers simply attach the keytag to the windshield. When the vehicle approaches the entrance, the reader detects the attached transponder and the barrier opens automatically. Ideal for the long-term parkers among your customers.

Keytag.Gate

Ampere.Gate

Electric charging column
The Ampere.Gate provides a comfortable execution and settlement of the entire charging process for an electric car in your parking garage.

People access
In addition to the entry and exit of vehicles, the integrated Flex.Gate also supports you in managing the people access in and around your parking areas. This makes it possible to sell and regulate access to other areas and services (such as toilets).

Flex.Gate

Door and gate access
With the access readers Lite.Gate 'DoorReader' and Keydetector.Gate, only authorized individuals and vehicles have access to secured buildings and parking garages – even outside operating hours.

Lite.Gate 'DoorReader'

Keydetector.Gate

Integrate

High flexibility thanks to the perfect integration of add-on systems.

With the open SKIDATA system and its flexible interfaces, you can easily and securely integrate add-on systems. You take advantage of the many benefits of the complete SKIDATA solutions, and at the same time you do not have to give up familiar or desired products from other manufacturers. In this way you always remain flexible. And the best part: SKIDATA can provide you a complete solution from a single source as the central system integrator.

Combine people access solutions for buildings, observation decks, event locations or stadiums. Or choose from a number of integrated partner solutions and their third-party products. There are also more than 100 reader systems and data carriers, 200 integrated payment solutions, and opportunities for integrating toll solutions.

Parking.Logic makes all this possible. The SKIDATA Business Enabling Platform can integrate services such as mobile payment apps or external reservation systems, management information systems, CRM, ERP or Business Intelligence. An experienced SKIDATA team carries out the implementation for you.

SKIDATA INTEGRATE offers you

- A single point of contact for a seamless integration by a specially dedicated and experienced SKIDATA team
- A large network of certified partner companies and their solutions selected by SKIDATA
- The specific integration of your own existing systems, such as IT infrastructure and IT solutions including ERP, CRM or management information systems
- The custom integration of loyalty cards, parking guidance systems, license plate recognition, single-space systems, etc.

Parking Guidance System

Parking Guidance System (PGS)
With the SKIDATA Parking Guidance System you ensure optimal use of your system, reduce time spent searching for a parking space, better overall traffic flow and provide more comfort. Signs at the entrance and throughout the parking garage indicate available parking spaces. Digital signs display directional symbols to guide customers to the nearest free parking space.

Each space is equipped with a colored occupancy indicator, making it easy for your customers to see from a distance which parking spaces are available.
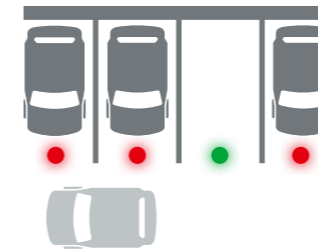
Single-space monitoring

Example illustration

LPR-System

License plate recognition
With the license plate directly into the parking garage, there is no stopping at the parking column to take a ticket. A license plate recognition solution also protects against fraud or lost tickets and provides opportunities for customer personalization.

Intercom & Video

Intercom and video solutions
Responding quickly and competently to questions or emergencies contributes significantly to customer satisfaction and increases safety. Choose from a variety of intercom solutions, such as Voice over IP solutions. Bidirectional video enables you to provide personalized, individual attention – just as if you were there on site.

Integrate

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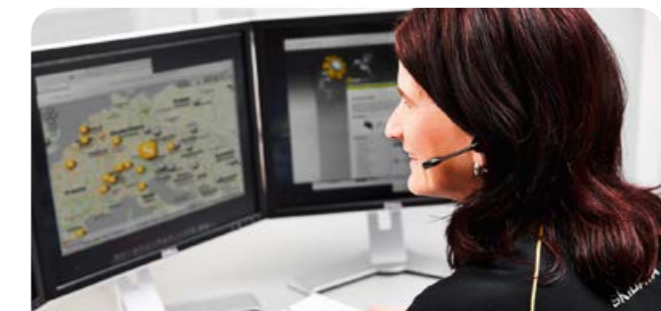
Entrance and parking ticket in one
Through the integration of Handshake.Logic with Flex.Gate in your parking system, you can turn entrance tickets into parking tickets. The access system allows customers into the stadium and parking lot. Parking and people access are perfectly combined in one card.

Flex.Gate **Handshake.Logic**

Data carriers

Existing data carriers
RFID cards, chip cards, magnetic stripe, 1D/2D barcodes, customer, city, and employee cards, etc. can all be read via the built-in reading technology from SKIDATA. Optionally, a specific reader can also be integrated.

Electric charging systems
Use electric charging columns to offer your customers to opportunity to recharge their car during their parking.

Electric charging systems

Country-specific payment solutions
Whether by debit card, credit card, cash in advance, mobile phone or online: Different payment terminals can be integrated to meet country-specific needs.

Payment

Fiscal solutions

Fiscal solutions
SKIDATA provides you with all the necessary legally compliant fiscal solutions: printers, storage media, on-line systems, etc.

IT-Infrastructure
SKIDATA provides you with all the necessary IT equipment or will integrate the SKIDATA system into your existing IT environment. The virtualization and bundling of your IT infrastructure into one or two large processors saves administrative effort and time.

Virtualization

Data interfaces

Data interfaces to IT systems
The smooth data transfer to and from external IT systems such as ERP or CRM enables efficient and automated operation of your IT system.

Customer systems

Customer applications
Customer systems can be seamlessly integrated. An example: Employee ID cards can have the access authorization to the company saved together with the access permission for the parking garage. Conversely, the SKIDATA system also provides data and information.
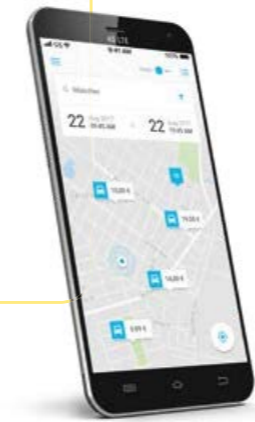
Integrate

Web-based Services

Business Enabling Interfaces

Business Enabling Interfaces
Easily integrate a wide range of external applications, such as information services, mobile payment, or e-commerce, through the Business Enabling Interfaces. Ensure the operational quality of your parking system as well as the efficiency of your car park even with numerous partners. Manage these business partners and keep control of your business and your car park through the full integration of your business and audit processes into your parking system.

An example:
With the integration of the SKIDATA Pay-Per-Use.Interface (PPU), mobility service providers can charge parking costs to their registered customers based on actual duration of use and process the payment automatically. For a convenient and secure cashless payment method.

Optimize

Efficiency increase through targeted optimization of operational processes.

Control and monitoring – Centralized, locally or remotely – you control and monitor your system according to your needs with reduced effort and lowered costs. With the SKIDATA solution you receive operational data in real time. Use this for more overview and control, to optimize your work processes and to provide fast and professional customer support. You also benefit from a clear and comprehensive system configuration and operation. Monitor all third-party systems and handle the cash management perfectly. In this way, you ensure the correct operation of your facility.

Best service – Certified SKIDATA experts with industry know-how guarantee knowledge transfer in special customer trainings to make sure that you know all the functions and benefits of your solution and can get the most out of it. Through a progressive-learning training concept and certification program, our technicians are equipped with the knowledge that you recognize as solution-oriented in order to provide you with fast, competent support. In addition, optimal maintenance plans and security against viruses (Protect. Care) ensure trouble-free operation of your system. And if you ever need assistance, SKIDATA service teams are always there for you – worldwide and directly at your site.

SKIDATA OPTIMIZE offers you

- Simple local, centralized or mobile control and monitoring of your facilities
- Fast and professional customer support and optimized workflow management
- Trouble-free operation of your system through optimal maintenance schedules and maximum availability of local service teams
- Professional customer trainings conducted by field experienced SKIDATA experts with industry know-how

Control Center

Customer service, system monitoring and on-site system control
Monitor the status of your system, control all on-site devices in your parking facility and offer the best customer service. The Parking.Logic Control Center is the simple solution for individual parking garages, and for large control centers where several employees monitor and control a number of parking facilities on many displays.

Mobile Control Center

System control via mobile phone and tablet
Maintain a constant overview of business-relevant information, such as the condition of your devices, via your mobile phone or tablet computer. If necessary, you can even intervene – to open a barrier, or to provide information to your customers by phone.

Remote Access

Remote access to your system
Access your entire system from your stationary or mobile office computer, whether for control or management purposes.

Remote Event Messaging

Notification of important events
All system relevant information, warnings and alarms, such as barrier arm breakage, full coin box or a nearly empty ticket box, can be automatically sent to predefined recipients via SMS or e-mail.

Optimize

sweb.Control

Centralized monitoring and control
You do not necessarily have to be on site in order to perfectly manage your parking system. Centralize your parking systems and even get the control room onto your tablet computer with sweb.Control. With the web-based solution, you can monitor and control all of your national and worldwide distributed parking facilities and devices from anywhere. Thanks to automation, sweb.Control manages certain functions all by itself. It can prioritize open issues and order them according to a self-defined rationale. To ensure an efficient workflow, you can also set these using sweb.Control.

Centralized customer center
Bundle the calls of your customers from all parking facilities into a single customer service center. Your employees always have access to the relevant information needed for customer-oriented support, and can even take control of and operate the screen of the automated payment machine.

Mobile control and customer service
Put the control room right onto your phone with sweb.Control 'Mobile'. You have a continuous overview of the status of your facility, can talk to the customer, and can intervene for the purposes of customer service and support – even when underway.

sweb.Control 'Mobile'

Management via web-based locking system
With electromechanical security locks (Web Locks) you assign individual permissions for unlocking the devices, define specific access times and manage the Web Key via any Internet access point.

Web Key

SKIDATA.Care Pack

Expert Services
SKIDATA Expert Services include all services offered by SKIDATA for fully optimized operations. Because the uninterrupted operation of your SKIDATA systems is essential for your business success. With the modular SKIDATA.Care Pack you get the best service matching your requirements. Select the appropriate options and pay for only the services needed.

Reactive		Preventive	Components
Troubleshooting.Care		Upgrade.Care	
Prioritization.Care	Connect .Care	Maintenance .Care	Protect .Care
Hotline.Care			Spare Parts .Care

(Note: Protect.Care spans Components; Spare Parts.Care under Components)

Protect.Care

Antivirus service
As part of the SKIDATA.Care Pack, Protect.Care (Managed Antivirus Service) offers you the best virus protection for your facility. In cooperation with the world's leading antivirus experts, SKIDATA ensures the best possible protection and trouble-free operation of your system.

SKIDATA Customer Portal

SKIDATA Customer Portal
The web-based SKIDATA Customer Portal enables you to monitor and actively manage service-relevant information about your system, such as devices, service contracts and error messages in real-time. The reliable connectivity of our systems makes it possible for us to proactively deal with potential problems at any time. You always have a full overview.

Customer training

Customer trainings
SKIDATA customer trainings guarantee the continuous training and development of your employees, so they are always ready and able to achieve top results. The trainings help you to optimize the efficiency, productivity and cost effectiveness of your employees. SKIDATA offers basic and advanced training to meet the needs of various target groups.

Optimize

Manage

Make informed decisions with the help of professional data & reporting management.

Meaningful reporting – SKIDATA makes smart tools available to you to manage your business perfectly and to achieve targeted development. The reporting solutions give you access to all your data such as turnover, number of parking customers, etc. – and not only from a single parking garage but you get detailed information from single or multiple facilities. In this way, the management and centralized reporting of all your parking garages is possible. Make use of this data to understand how to improve the quality of your operations and therefore increase your sales, as well as for your internal auditing. From the collected data you can also generate information which will help you, for example, to analyze customer behavior and use the results to steer the development of customized products.

Mobile reporting – Compare business metrics in a summarized, structured report with clear graphics. You always stay mobile: all you need is a web browser to establish a secure connection to your management data – anytime, anywhere. This ensures that you are always well informed and capable of intervening at any time.

SKIDATA MANAGE offers you

- Analysis of data to know customers better
- Mobile access to management data for a quick overview anytime, anywhere
- Consolidated and detailed information and reports on single or multiple facilities
- Efficient control over your business and detailed analysis of your data

Parking.Logic Software Module

Software Module
Choose from a variety of optional Parking.Logic software modules (customers, delayed payment, card return, rate management, etc.) for optimal management of your end customers, business partners, employees and your system.

Parking.Logic Reports

Reports, statistics and dashboards
Create custom reports and meaningful statistics, which are either predefined or situation specific. These can be automatically sent by e-mail, either as a PDF or in data format. Live dashboards show you at a glance what is needed at that moment - allowing you to take action in a timely and targeted manner.

Main Data Center - MDC

Centralized administration
With the Main Data Administration Unit you manage articles, customers, employees and much more. In addition, you can also produce contract parking cards and collect data for further processing - all of which are centralized for all your national and worldwide parking facilities.

Centralized reports and statistics
sweb.Report is the central reporting solution for all your national and worldwide distributed parking garages. It allows you to clearly and efficiently manage and optimize your business by merging data from multiple car parks and over a number of years into informational and graphical reports. In this way you always remain flexible – able to create customized reports tailored to your business needs. With just a web browser, you have access to your data at any time and from anywhere.

sweb.Report

Web-based Services

The open system architecture from SKIDATA

Digital transformation demands companies to be as flexible as possible. With the cloud-based sweb Platform, SKIDATA offers you the foundation to fully exploit the potential of digitalization and to implement new business ideas. The open interfaces and simple integration possibilities offered by the SKIDATA system architecture make it all possible. Consulting, implementation and service: Everything from a single source.

Choose from a portfolio of multi-functional sweb Services and sweb Interfaces to build your own, unique profit-generating concept using multiple sales channels – even including those from third-party vendors. For your current customers as well as for those you want to attract. The customer data that is gained provides you with valuable information for targeted marketing activities.

Even with so many possibilities, you will always maintain a clear overview of all your parking facility operations. Through centralized monitoring, you can control and optimize your business at any time, and from any location. The integration of the services together with reliable data management leads to even greater efficiency.

sweb® Services
Ready-to-use and scalable, sweb Services offer cross-facility reporting, online reservations, validation solutions as well as customer loyalty programs and much more - all perfectly integrated into your existing SKIDATA parking facilities. Anywhere, anytime – access all services from your local PC as well as from your mobile phone or tablet. The cloud-based architecture is the key to having efficient control of your operations and providing increased comfort for your customers.

sweb® Interfaces
The sweb® interfaces enable a simple, standardized integration of a large number of use cases such as reservations, payments or web shops - from own applications as well as third-party systems. Thanks to the one-off, central connection, the integration of all your parking facilities is simple and efficient to implement and at the same time you keep central control.

sweb® Platform
With the sweb Platform you control all integrated SKIDATA sales channels – whether from SKIDATA or external – as well as consolidate the data and centralize the management of your vehicle access system. This allows you to manage your relationships with various business partners while still maintaining control over all of your business processes.

Parking.Logic
Parking.Logic is the core of the SKIDATA parking management solution: With a wide variety of optional components, extensive configuration possibilities and interfaces for the integration of additional systems, the software adapts to your needs perfectly.
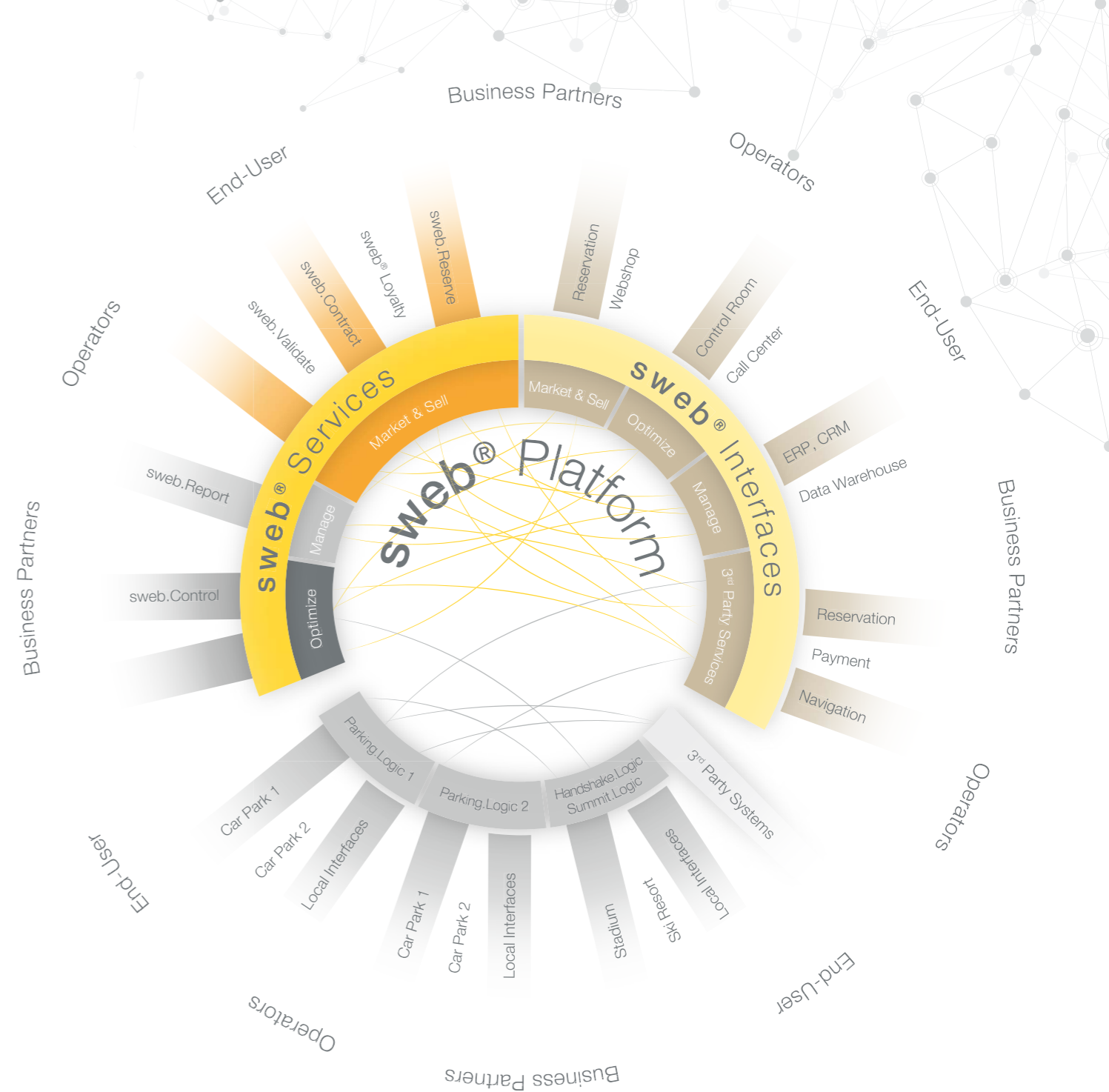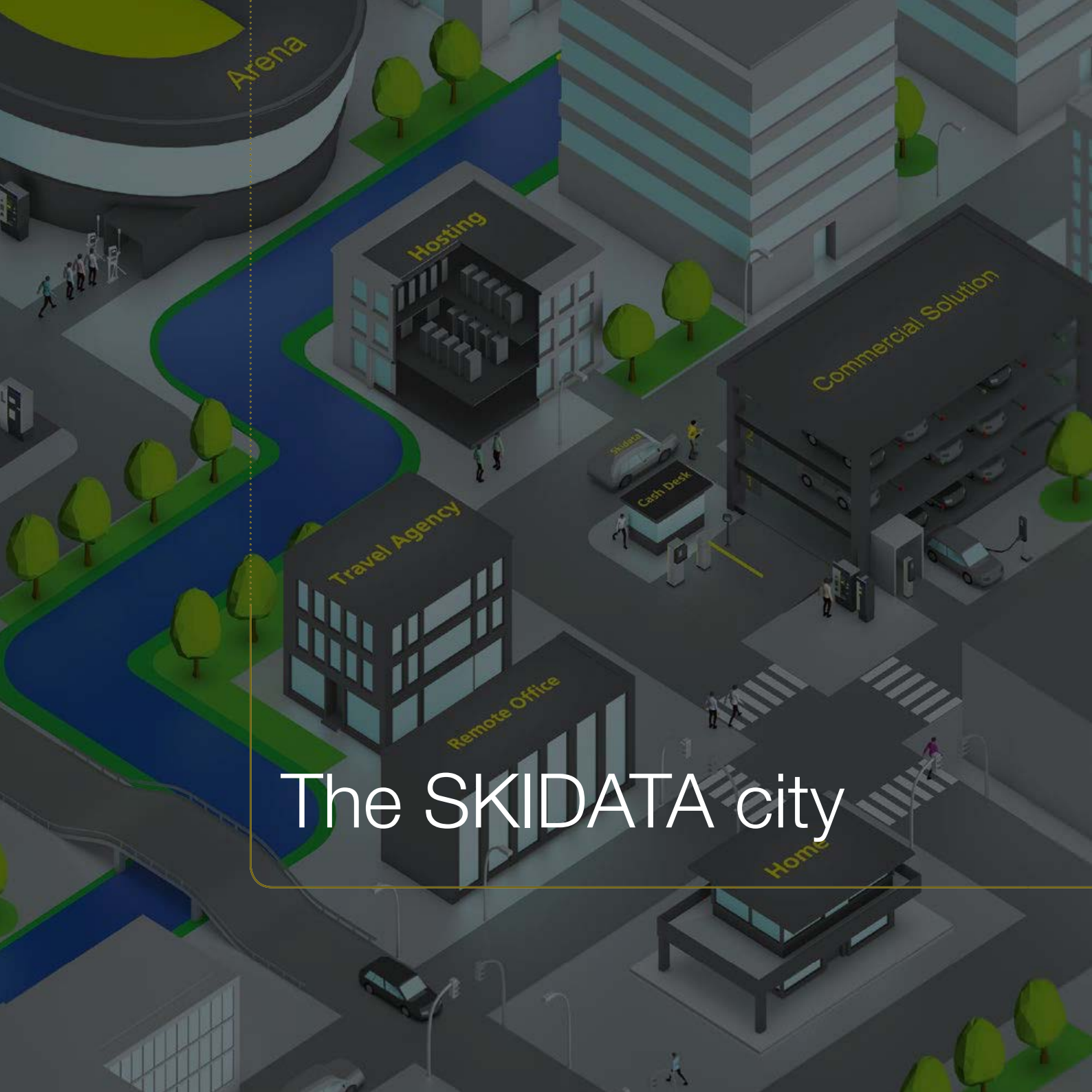
The SKIDATA city

The SKIDATA city

Whether for a single car park or numerous parking facilities spread over a wide area, and whether for parking operators, shopping centers or hotels – the individual components of SKIDATA's complete solution can be implemented flexibly and distributed over your entire infrastructure.

SKIDATA use cases

The SKIDATA solution can cover a wide variety of use cases. Selected examples are described here.

Ticketless solution:

Without a ticket directly to the parking space

- The system detects the license plate as an access medium
- Maximum comfort for your customers
- Prevents fraud
- Ideal for shopping centers, retailers or hotels

Based on Parking.Logic in combination with the PlateTech.Logic system for license plate recognition, your guests enjoy the highest comfort, because thanks to the direct entrance to the parking garage there is no need to stop to take a ticket. The chance of ticket loss is eliminated and fraud risk is also reduced.

How it works
At the entrance, the system automatically detects the license plate as an access medium – ideally combined with the intelligent Barrier.Gate 'Smart' barrier which is used without a parking column. Or even omit a barrier completely. The license plate is also read automatically upon exiting.

Should a payment be necessary, this is done using the Power.Cash 'Touch' automated payment machines, with a credit card directly at the optional Lite.Gate exit column, or at a manned cash desk.

Complementary services
Make it easy for customers to reserve any desired service in advance, from home or underway: from the parking space to charging stations to individual extras.

You provide maximum comfort, for example, for shopping center, retail or hotel customers. In addition, this is the ideal solution for parking operators where the first hours are offered free of charge – for those situations in which the customer's comfort is even more important than the generation of parking revenue.

Parking.Logic   PlateTech.Logic   Power.Cash 'Touch'   Barrier.Gate 'Smart'   Lite.Gate   Online reservations

Frequent parker solution:

Less effort and more customer comfort

- Reduced administrative effort and ticket costs
- Self-service online parking authorization management done by the customers themselves
- Convenient and fast access via RFID cards or transponders
- Ideal for business parks or P&R with frequent parking customers

Do you have many repeat parkers in your parking garage, for example, in a business park or Park & Ride? Use this to reduce your administrative effort and your ticket costs.

How it works
With the SKIDATA solution, businesses and individuals can rent and manage parking spaces over the Internet. The reusable and printable RFID card can be used as a contract parking card or prepaid card which your loyal customers can purchase at reduced rates. Your frequent parkers hold these against the column, and the gate opens automatically. The Keytag.Gate Long-Range reader also provides Quick access with contactless and 'hands-free' operation. With the keytag transponder easily mounted onto the windshield of the car, automatically allowing access.

High usability for you and your customers
All customers can also use an existing credit card or prepaid card for entering and exiting. Additionally, you can integrate customer or employee cards into your system or an LPR system to enable entry and exit via the license plate. Visitors can get a ticket at the entry column, as usual. Parking and other services can be paid for at Easy.Cash automated payment machines. The compact Lite.Gate provides the ideal support for this application: high comfort for your parking customers, a cost-saving solution for you.

Parking.Logic | Lite.Gate | RFID keycards | Keytag.Gate + keytag | Easy.Cash | Contract-parker solution

Commercial solution:

The comprehensive high-end parking system

- High-end solution for all customer groups
- Includes license plate recognition, parking guidance system and single-space monitoring
- Additional services such as validation and loyalty system
- Ideal for city garages, airports, convention centers, stadiums and shopping malls

The comprehensive high-end parking system from SKIDATA is the ideal solution for demanding operations with the goal to generate revenue. Whether VIPs, short or long-term parkers, employees, or repeat guests, it allows you to serve all customer groups.

Comfortable entry & exit
All this is provided by the Power.Gate column in combination with the Coder Unlimited. Frequent parkers can use their parking card for direct entry and exit, and short-term parkers will be issued a ticket. Other data carriers, such as employee or customer cards (for example, Miles & More) can also be used for direct access, or as a discount card. Parking Guidance, an easily understood parking guidance system in combination with a single-space solution leads your guests quickly and safely to the next available parking space. Payment is made on the high-quality automated payment machine Power.Cash which scores with versatile payment options and long operating periods, as well as its

high cash and ticket capacity. Using the license plate recognition system PlateTech.Logic, you can increase both security and fraud prevention (for example, in the case of a lost ticket) or can even allow for comfortable contactless exiting with a paid ticket.

sweb® Services for more success & control
You increase both your garage utilization and your turnover through the sale and marketing of parking validations to surrounding business partners using the web-based service sweb.Validate. With sweb® Loyalty you design your own loyalty program and get to know your customers better. Control and monitor your facility locally, centrally or mobile via sweb.Control. With the centralized reporting solution sweb.Report you also optimize the efficiency and clarity of your business operations.

Highest quality meets scalability and integration possibilities
A very positive first and last impression of your destination is provided through the superior design, easy operation and versatile advertising opportunities of all SKIDATA devices and solutions. The SKIDATA system can be remotely serviced and also provides the scalability to meet your specific needs. If you require additional systems or would like to incorporate your existing solutions, such as IT systems, SKIDATA will ensure their seamless integration.

Parking.Logic | PlateTech.Logic | Power.Gate | Coder Unlimited | skiosk® Smart 'Parking' | sweb.Validate | sweb.Control | sweb.Report | sweb® Loyalty | Parking Guidance

Our commitment to your business

As a complete solution provider and partner, we are always at your side and grow with your needs. We advise and offer well-conceived standard or customer-specific solutions. We implement them professionally, including third-party systems, offer support at any time with the best service and high-quality upgrades and enhancements, and guide you through the entire product life cycle.

1 Excellent consultation

Shared expertise for your customized solution. Together, your business experience and our know how lead directly to the optimal solution. Whether standard or customized – after comprehensive consultation and analysis of your needs we develop a solution for you and with you that boosts business.

2 Perfect implementation

Professional project management of your solution. Professional project management and detailed planning ensure a successful implementation. As your general point of contact, we are responsible for the overall coordination of all stakeholders and contributors.

3 Best service

Proven support for the operation of your facility. We make sure that the solution works smoothly, make updates available, and provide you with the right service. Specific trainings will prepare you and your teams for the optimal operation. Our team is always available to you and will support your solution with perfect service.

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SKIDATA – Driving Your Digital Future

With its roots in classic people and car access control management combined with the current level of expertise as a total solution provider, SKIDATA offers comprehensive parking solutions which allow you to sit back and relax. This includes, among other things:

- A **seamless and efficient integration** of the car park management into the overall business processes
- **Maximization and securing of revenues** as well as innovative solutions for **customer loyalty**
- Centralized, automated and optimized car park management
- **Professional advice** in an increasingly complex business environment with the greatest variety of offerings
- **Future-ready innovations** and **investment protection**
- **Flexibility and openness** of the system

Worldwide the complete SKIDATA expertise is in high demand. We are represented in over 100 countries with more than 10,000 installations. With 27 SKIDATA country organizations, 5 joint ventures and more than 50 local partners, SKIDATA is always nearby with the right skills in the areas of parking, ski and events.

Close to 1,500 employees are strongly committed to bringing your business forward. Over 600 SKIDATA service technicians are always standing by your side. More than 200 developers at six R&D sites are working to develop new solutions and innovations that provide real added value to your current daily business and also to prepare you for future opportunities.

Over 10,000 installations

Over 100 countries
Global expertise with local presence

Close to 1,500 employees
Over 600 SKIDATA service technicians

More than 200 developers
6 R&D locations worldwide

- ⬤ SKIDATA Headquarters
- ◉ SKIDATA Subsidiary Head Offices
- ◉ SKIDATA Joint Ventures
- ● SKIDATA Locations
- ◉ Distributors

CERTIFIED
ISO 9001
QUALITY MANAGEMENT SYSTEM

EXAMINED
ISAE 3402
Type 2
EFFECTIVENESS OF CONTROLS

The SKIDATA business segments

Benefit from SKIDATA's worldwide experience and solutions!
With more than 8,500 installations in the parking area and over 10,000 installations in total, SKIDATA is active in these business areas:

Parking Operators	Airports
Office Parking	Residential Parking
Retail	Park & Ride
Shopping Centers	Cities & Municipalities
Hotels & Public Buildings	Public Transport
Mountain Destinations	Tourist Destinations
Stadiums & Arenas	Theme & Amusement Parks
Trade Fairs & Exhibitions	Festivals
Pools & Wellness	

More than
8,500
installations
in the parking
area

SKIDATA®

KUDELSKI GROUP

Parking Solutions 2018/2019

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