



# The digital parking experience

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ParkOne Mobile is a B2B & B2C omnichannel sales & engagement platform that offers tremendous opportunities for landlords and carpark operators with a digital strategy to develop new markets and establish an online presence.

ParkOne Mobile is a truly disruptive technology and a powerful tool for landlords and operators that understand the value of remaining in tune with their customers and those that seek a competitive advantage.

## Stay in tune with the connected parker

With the ubiquity of smart phones and a connected society, comes increased demand for flexibility, convenience and value.

ParkOne Mobile's suite of online self-serve transactional and account management tools allow providers of parking services to meet the expectations of the connected parker well into the future.

## A better & safer customer experience

Domestic customers can use ParkOne Mobile to find value, convenience and the peace of mind that comes with a true frictionless parking experience in a Covid world. Business customers are able to enjoy greater flexibility, operational efficiency and better control.

## Quickly respond to the evolving consumer

With ParkOne Mobile, providers of parking services can quickly respond to the rapidly evolving needs and expectations of today's consumer that seeks an ever-increasing level of convenience, flexibility and round the clock service.



## Develop new vertical markets

ParkOne Mobile's distribution network concept is a disruptive approach to parking where landlords and car park operators promote and sell parking via a distribution network involving tenants and local businesses.

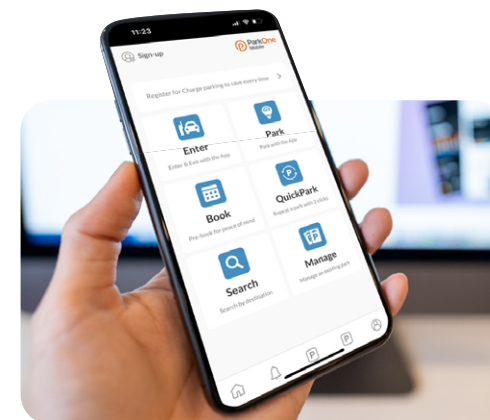
ParkOne Mobile makes it possible to develop entirely new vertical markets and achieve ambitious bottom-line results.

## The holistic and digital approach to parking

Whether it is to pay for a space, book it, lease it, charge it, validate a ticket, buy an access pass, service a tenant or host a visitor, ParkOne Mobile is unmatched in capability, ease of deployment, efficient operation and most of all, in commercial viability.



**With ParkOne Mobile, providers of parking services can quickly respond to the rapidly evolving customer needs.**



## Omnichannel sales

ParkOne Mobile's omnichannel sales feature allows car park operators and landlords to offer parking and add-ons through multiple sales channels that cater for varying customer touch points when paying, reserving, leasing, charging, validating and more.

## Distribution via partner network

Traditional parking e-commerce platforms have been single dimensional based on the B2C direct sales approach.

ParkOne Mobile is a multifaceted B2C and B2B sales and engagement platform and the only one of its kind based on the Airline Industry's GDS concept. ParkOne Mobile combines direct sales and partner network distribution to drive incremental revenue.

## Best-of-Breed, Best-in-Class

ParkOne Mobile has been designed and developed with input from some of the world's leading providers of parking services. The result is a best-of-breed, best-in-class product designed by its intended users for their intended markets.

ParkOne Mobile delivers real savings in cost of technology ownership, operational efficiencies and the highest levels of performance, resilience, security, and interoperability.

## Software as a Service (SaaS)

ParkOne Mobile's administration and customer care modules are designed to operate as true SaaS turnkey applications that can be provisioned with minimal effort and no additional IT resources.

## Remove barriers to service uptake

ParkOne Mobile's self-serve customer tools operate as Progressive Web Applications (PWAs) that do not require download to the mobile device for native operation. This overcomes the barriers to uptake associated with native apps but allows users to store and access activity on their device even after shut down and restart.



## Co-marketing and cross-selling

Landlords and car park operators can now use ParkOne Mobile to explore co-marketing activity involving tenants and other commercial organisations that stand to equally benefit from joint marketing. ParkOne Mobile allows landlords and operators to engage with other businesses to jointly promote brands and cross-sell.

## Single sign-on authentication

ParkOne Mobile uses Identity-as-a-Service (IDaaS) for Single Sign-On authentication (SSO). This allows ParkOne Mobile users to sign-up and sign-in to the service with credentials used to access other applications and online services. This improves service uptake and retention and increases engagement.

## Native app function without the pain

ParkOne Mobile's support for Identity-as-a-Service allows it to reliably identify customers when using their mobile device even when not signed-in.

Anonymous customers can now store and access their activity on their device without downloading a native app and landlords and operators are not burdened with the cost and overhead of maintaining such apps.

## Significant Scope for Analytics

ParkOne Mobile leverages Google Analytics to collect and analyse data relating to customer behaviour. This allows landlords and operators to better understand customers, to enhance application performance, improve user experience, and maximise sales.



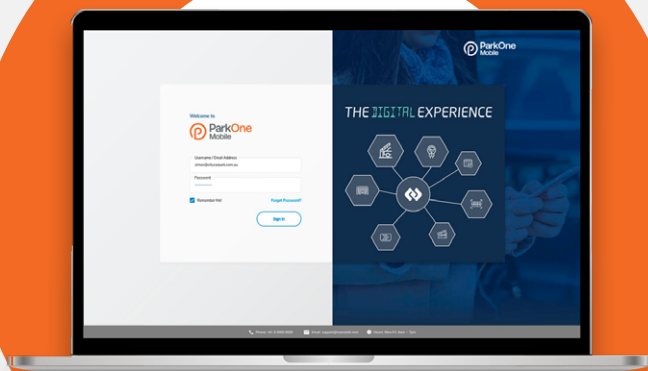


### **ParkOne Mobile operator application**

ParkOne Mobile's operator application console is a true cloud hosted SaaS application comprising of the estate administration console and the customer service portal.

ParkOne Mobile satisfies all existing regulatory compliance standards including PCI-DSS, PA-DSS and GDPR. In addition, ParkOne Mobile offers the highest levels of service uptimes that is expected from a true enterprise SaaS platform.





## Administration console

ParkOne Mobile allows landlords and operators to set up and manage their estate, staff users, distributors, parking products and add-ons. Authorised distributors can log on to ParkOne Mobile to set up and manage staff users and members 24/7.



## Customer service portal

Landlords, operators and authorised distributors can use ParkOne Mobile's portal to transact for and support customers and members.

ParkOne Mobile gives realtime view of all customer and member activity across all channels and allows customer care staff to complete any action available to customers and members on ParkOne Mobile's customer application.

## ParkOne Mobile customer applications

Use ParkOne Mobile to cater for all customer parking needs with one single application and on any mobile device.



### Pay

Mobile phone payments for on-street and off-street parking without the need to download an app or sign-up.



### Reserve

Online bookings of parking for private and businesses parkers with up-selling, cross-selling and co-marketing.



### Lease

Online application and payment for car park leases and the flexibility of 24/7 self service and account administration.



### Pass

Advance purchase of pre-paid passes for customers with irregular parking habits and to support non-performing assets.



### Charge

Online registration for express parking and auto debit of parking fees to credit card or invoice of charges to account.



### Validate

Digital validations of visitor, mobile workforce, temporary staff and retail customer parking using mobile device.



## ParkOne Mobile key features

ParkOne Mobile will deliver a significantly enhanced and safer experience for parkers, greater flexibility and control for tenants and improved bottom line results for car park asset owners and operators.



- Mobile payments on & off street
- Auto-charge registered parkers
- Advanced parking reservations
- Tenant parking administration
- Self-serve contract parking
- Pre-purchase digital pass
- Digital visitor parking pass
- Co-marketing activity
- Cross-selling & up-selling
- Omnichannel sales
- Partner network distribution
- Retail spend validation
- Customer pool segmentation
- Dynamic pricing
- Multi-language support
- PCI-DSS & GDPR compliance
- High availability SLA
- Cloud interoperability





## Reach out

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