PARK HERE

DIGITAL SOLUTIONS FOR SMART PARKING MANAGEMENT

Company presentation

Excerpt of our customer portfolio

FOUNDED IN 2015 — **50 EMPLOYEES** — **OVER 60 CUSTOMERS**

GfK · BAUWENS CREATING EXCELLENCE · BMW · Aareal · ZF · Telefónica

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CORPORATE PARKING IS STILL A LONG WAY FROM "DIGITAL"

Challenges with parking at the company site

1

PARKING PRESSURE AND VACANCY

At the company location, there are not enough parking spaces available for all employees, there is **parking pressure and chaos**. At the same time, permanently assigned parking spaces are often **vacant and there is a lack of flexibility**.

2

NO RESOURCE MANAGEMENT

When using a parking guidance system you cannot control the traffic at the **critical point** when employees drive to work from home and **groups of employees** arriving late **have no chance of finding a parking space.**

3

SEARCH TRAFFIC

Even if you use a parking guidance system, they will only direct employees **to the parking area.** The search for free parking spaces is left to the employees, which does not help the **search traffic** in the parking area. As a result, parking happens often **"all over the place".**

4

NEED FOR CHARGING INFRASTRUCTURE

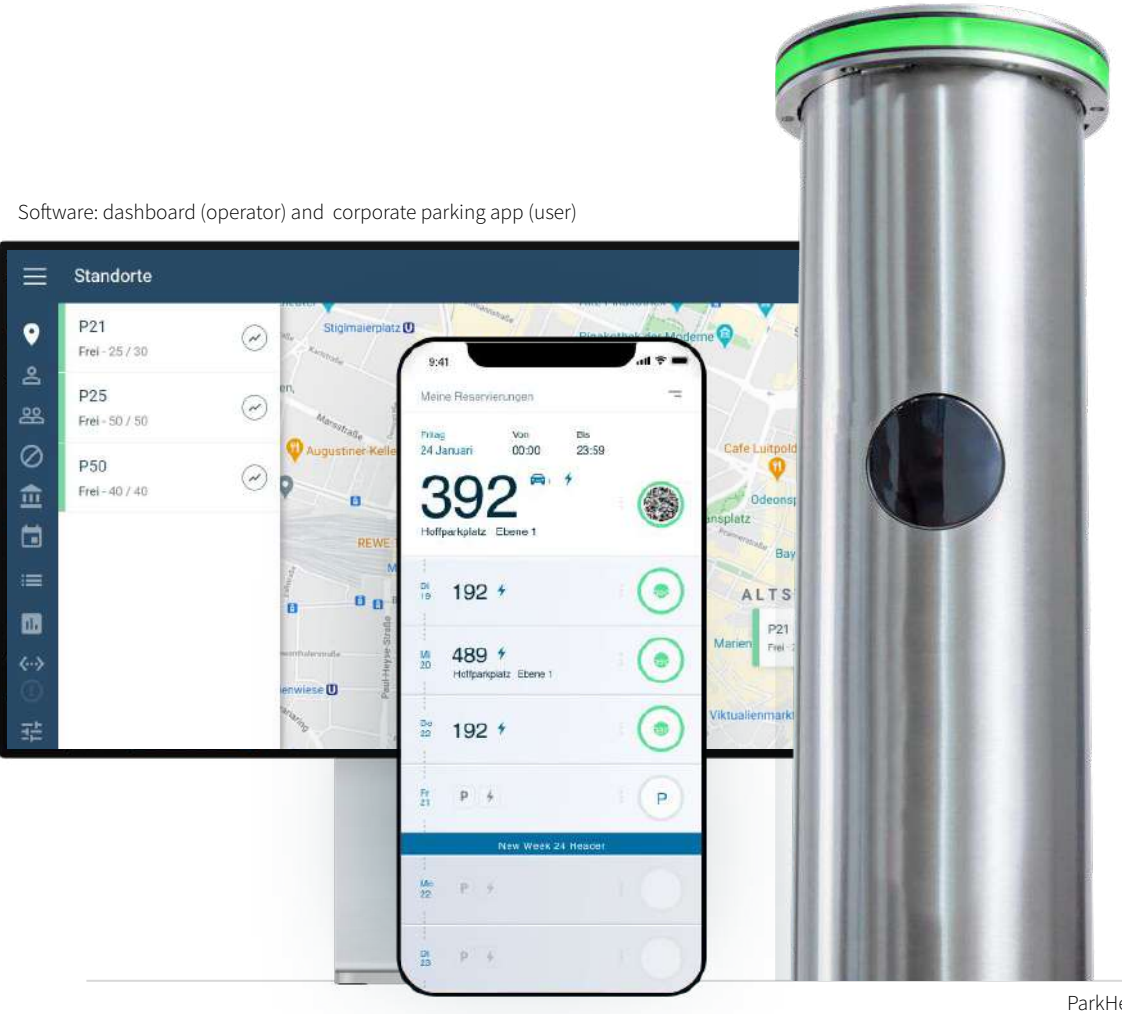
When setting up charging infrastructure at the company site, it is important to understand that not every single electric vehicle needs its own **charging facility. Employees can share** them according to **the sharing principle.**

SOLUTION APPROACH

Components for an efficient parking management system

Hardware: terminal

Software: dashboard (operator) and corporate parking app (user)



1 **Smart Hardware**

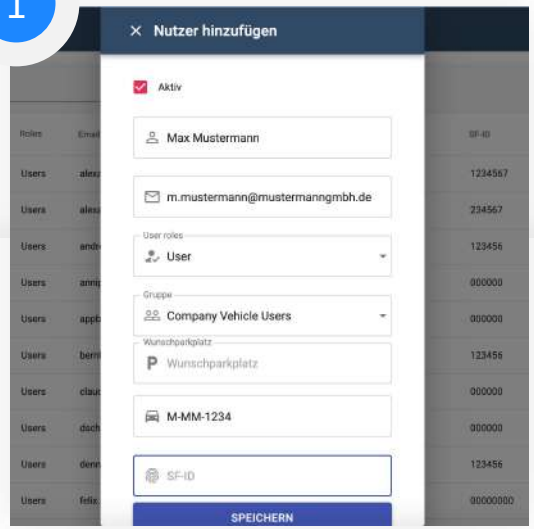
- License plate recognition
- QR-Code scanner

2 **Flexible Software**

- Corporate Parking App (user)
- Dashboard (operator)

Procedure for using the Corporate Parking System

1



AUTHORIZATION

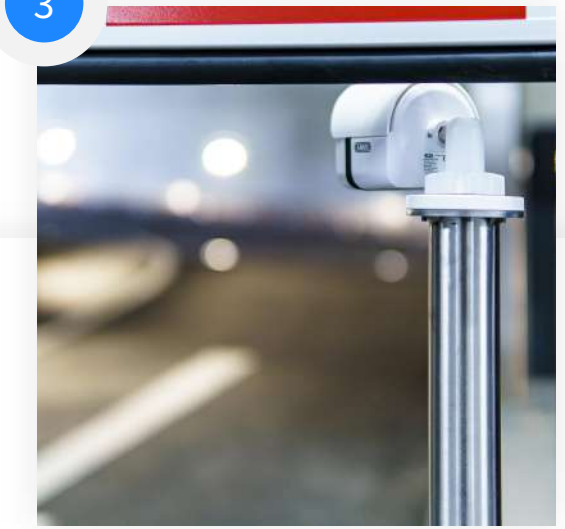
Companies create the respective user via the **dashboard** and grant him/her the authorization via **email** to download the app and thus the possibility to participate in the system.

2

CALENDAR BOOKING

After the successful installation of the **app** or opening of the **web app**, the user can store all relevant data in his/her profile and **book a parking space** with just a few clicks.

3

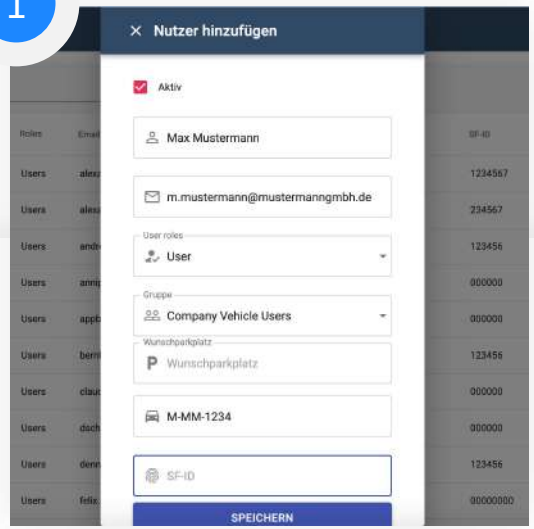


PARKING

After a successful booking, verification by **license plate recognition** or alternatively **QR-Code** takes place when entering the parking area.

Digital long-term parking without booking

1



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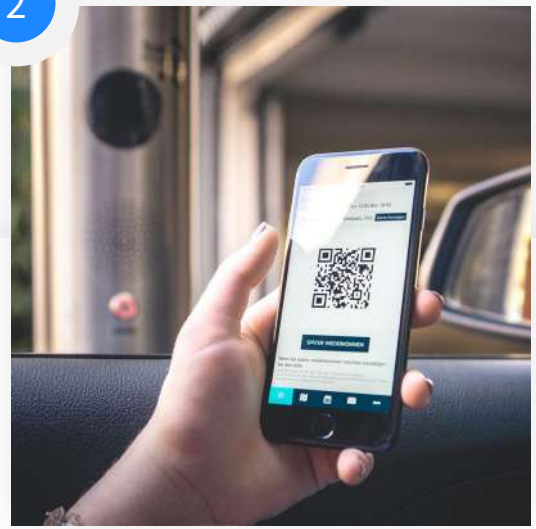
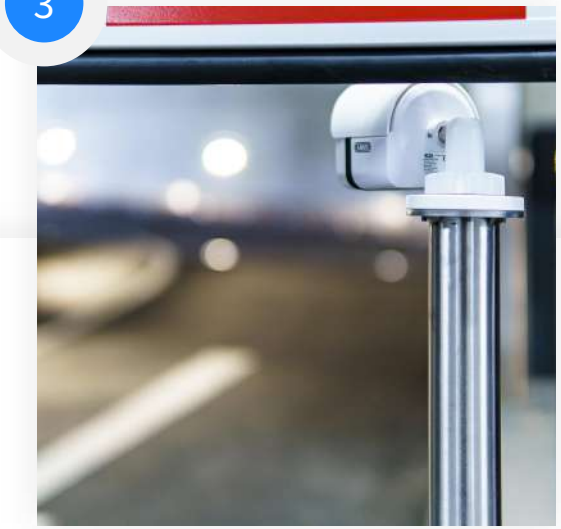


DATA COMPLETION

After successfully installing the **app** or opening the web app, the user can store the license number in his profile and view the QR code. A **fixed parking space** is assigned to a user.

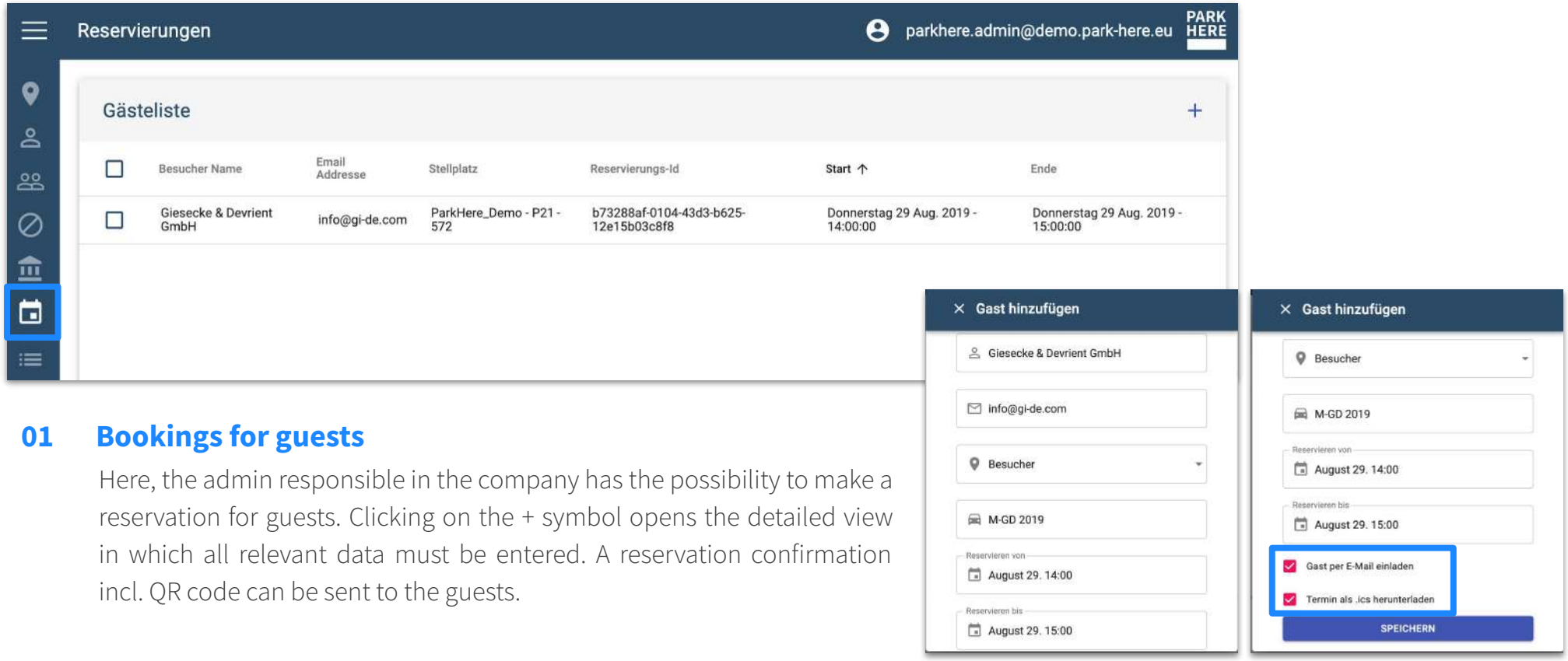
3



PARKING

When entering the parking area, the verification is carried out by **license plate recognition** or **QR code,** which is available in the app.

Guest Management



01 Bookings for guests

Here, the admin responsible in the company has the possibility to make a reservation for guests. Clicking on the + symbol opens the detailed view in which all relevant data must be entered. A reservation confirmation incl. QR code can be sent to the guests.

A one-stop solution for parking and charging

1

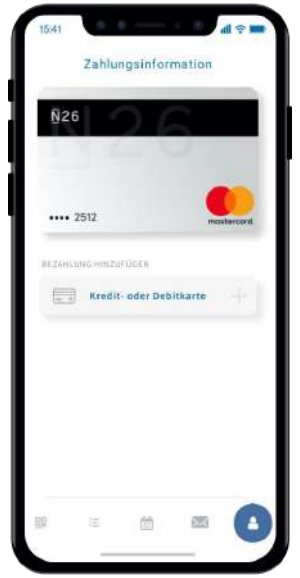
PARKING MANAGEMENT

2

ELECTROMOBILITY SOLUTION

3

DIGITAL PAYMENT



APPLICATION OF THE PARKHERE HARDWARE

On the hardware side, only the ParkHere terminal (1) is required

1. **Terminal with an integrated computing unit and QR-Code reader**
2. **Camera for license plate recognition**
3. **Existing barrier system***

*Upon request, the procurement and installation of new barrier systems can also be depicted via ParkHere

OPTIMIZATION POTENTIAL

Occupancy status - example

GROUPS		NUMBER	PROPOSAL BOOKING OPTION
A	Executives	10	Permanent access authorization / Prioritization compared to the other groups
B	Employees with disabilities	5	Permanent access authorization
C	Employees	70	Thursday from 6 pm for one week in advance
D	Part-time employees	20	Daily from 12 pm for the following day
E	Visitors	x	Daily via the dashboard
	Total	105 + x	

EXEMPLARY PARKING AREA OPTIMIZATION

User group before vs. after

Based on our experience, we calculate with an optimization potential of **Ø 1.9 employees** per parking space for permanently rented parking spaces or mixed forms.

In this case **175** additional employees can use the parking spaces.

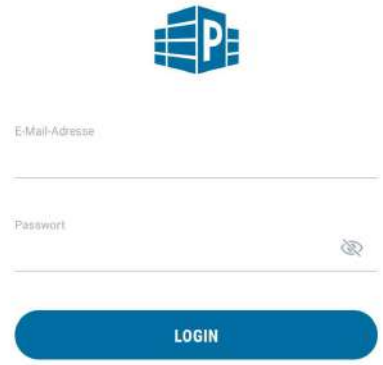
The system also offers the advantage of a **regulated** and **structured** allocation of parking spaces according to your conditions.

MODULAR OPTIONS

For a sustainable mobility concept

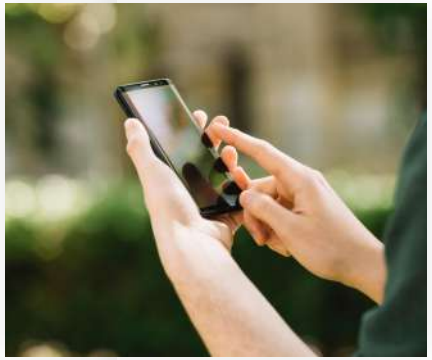
PARKEN UND LADEN BUSINESS

Die Nutzer können in der App die Ladepunkte buchen. Das Starten, Beenden sowie die Abrechnung des Ladevorgangs werden über das System erledigt. Die Kapazitätsauslastung der installierten Infrastruktur kann über das Modul optimiert werden, sodass mehrere Mitarbeiter pro Tag einen Ladepunkt nutzen.



Single Sign-On (SSO)

The user can log in to the Corporate App with his usual company credentials. This means that the dashboard administrator does not have to create the users manually beforehand, as we communicate in the background with the customer's access management service (e.g. MS AzureID).



DIGITAL PAYMENT

A payment of parking fees as well as any costs incurred for charging the electric vehicle can be conveniently handled in the app or dashboard. This relieves the company's accounting department and makes the system flexible. Pay-per-use billing is also possible.

MS TEAMS INTEGRATION

This integration offers the possibility of parking space reservation in the MS Teams interface, so that employees do not have to switch to the Corporate Parking app / web app to book a parking space.

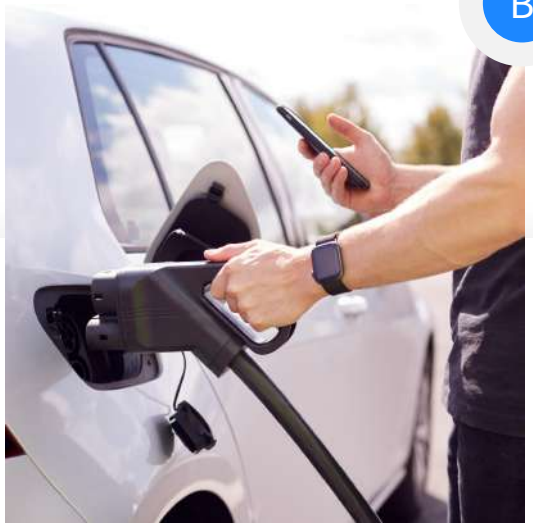
Parking and Charging Lite vs. Parking and Charging Business

A

PARKING AND CHARGING LITE

Users can book a parking space **with a charging point** for each reservation in the Corporate Parking App (CPA). **Starting, ending, and billing** of the charging process **do not take place** via the Corporate Parking App.

B



PARKING AND CHARGING BUSINESS

Users can book a parking space with **charging point** for each reservation in the Corporate Parking App (CPA). Depending on the desired level of integration, the charging process can be **started**, **ended** (and invoiced) **via the Corporate Parking App.**

UNIQUE SELLING PROPOSITION

Your premium provider for smart parking management

FUNCTIONALITY

Recognition of all EU license plates in milliseconds (ø 0,6 seconds)
QR code reader on terminal as fallback for license plate recognition

EASY INSTALLATION

No LAN connection required, internet connection via LTE, trouble-free connection to all existing systems, indoor and outdoor installation

SERVICE

Terminal with all-round carefree package: full monitoring, predictive maintenance, regular software updates

OPTIMIZED UTILIZATION

Optimization potential of Ø 1.9 employees per parking space for the best possible utilization of your parking spaces

USABILITY

Intuitive and straightforward user interfaces and underlying processes

MODULARITY

Flexibility and expandability through diverse modules and interfaces for mobility forms of the future

OPTIMIZATION POTENTIAL

Comparison analog vs. digital

Evaluation criterion	Analogue system with ticket or ID card	ParkHere system
Fast and comfortable access with license plate recognition and alternatively QR code	NO	YES + data protection compliant
Visitor reservation by tenants with access via QR code and license plate recognition	NO (manually)	YES
Self-management by tenants - Online dashboard for digital user management	NO	YES
Corporate parking app with reservation option and overbooking possibility of Ø 1.9 employees per parking space	NO	YES
Expandable with modules and interfaces for Smart parking and mobility of the future	NO	YES

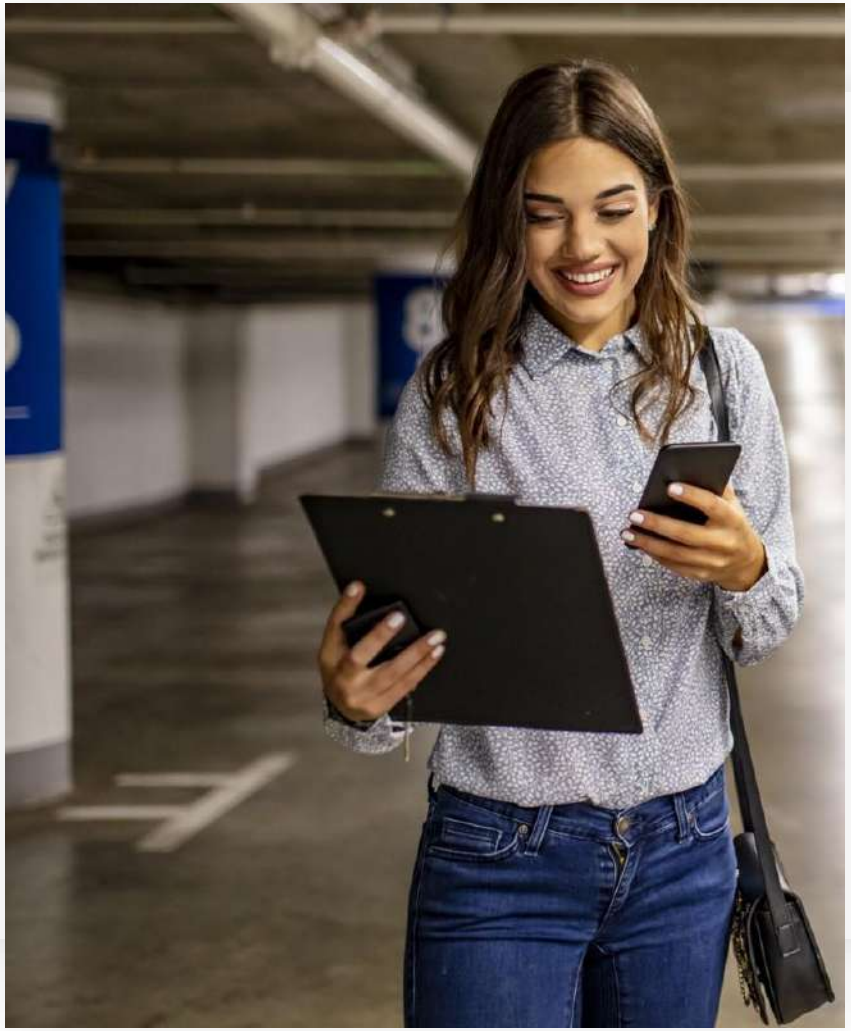
ADDED VALUE

For you as the company and your employees

Waiting list places: Previous requests for parking spaces can be covered by the system

Avoidance of time loss due to parking without the annoying search for free parking spaces

Replacing a static and inflexible system with a **digital and dynamic parking management solution**



Easy and fast reservation of parking spaces in less than a minute

Increasing **equal opportunities and fairness** through the introduction of an automated parking system

Order, structure and **planning** through the introduction of the ParkHere system

REFERENCES

Excerpt of results

PARK HERE

Giesecke+Devrient
Creating Confidence

- User group without ParkHere: **496**
- Usergroup with ParkHere: **1,091**
- Utilization with ParkHere:
  2,2 employees per parking space*

Wacker Neuson Group

- User group without ParkHere: **153**
- User group with ParkHere: **268**
- Utilization with ParkHere:
  1,75 employees per parking space*

O2 Telefónica

- User group without ParkHere: **529**
- User group with ParkHere: **1,005**
- Utilization with ParkHere:
  1.9 employees per parking space*

NO PARKING PRESSURE

NO WAITING LISTS

NO SEARCHING

*With overbooking of 90%, a parking space utilization of 98% to 100% is expected.

A SELECTION OF OUR AWARDS

Awards

THE SPARK – DER DEUTSCHE DIGITALPREIS

THE SPARK – Der deutsche Digitalpreis 2020

ZIA INNOVATIONS BERICHT 2020

Immobilienwirtschaft 2020

PROPTECH INNOVATION AWARD 2020

PropTech Innovation Award 2020

MOBILITY PIONEERS

Mobility & Transportation Finalists 2016

Intertraffic AMSTERDAM

Intertraffic Innovation Award 2018

Deutschland Land der Ideen

Ausgezeichnete Orte 2018

NEUMACHER 2017

WirtschaftsWoche 2019

SZ INNOVATION & ENTREPRENEURSHIP INTERNATIONAL COMPETITION Shenzhen.China

Innovation & Entrepreneurship 2017

eit Digital CHALLENGE

EIT Digital Challenge – 20 outstanding deep tech scaleups 2021

THANK YOU FOR YOUR TRUST IN US

Your contact at ParkHere

Franziska Studtrucker

Digital Business Solutions and Corporate Development

franziska.studtrucker@park-here.eu

+49 176 841 20356

www.park-here.eu