

ParkMagic SRS Dublin

Dublin Airport, Ireland, is a rapidly growing International airport which, in the first 6 months of 2007, catered for ~10.8 million passengers. QuickPark, a parking operator, operates approximately one third of the total long term parking capacity of the airport. For QuickPark, along with growing passenger numbers came growing congestion with parking space availability by no means guaranteed in the most popular of lots.

QuickPark were quick to react to the demands of their customers and moved to provide them with the convenience of a prebooking service selecting the **ParkMagic Service Reservation System (SRS)** as the optimal solution for both their needs and the needs of their customers.

Quickpark introduced the service in August 2007 and within weeks of launch, prebooking rates at QuickPark have climbed to 25% of available space and continues to grow today.



ParkMagic SRS Dublin

Success in Dublin Airport...

The challenge

Having researched the market for reservation systems, Quickpark soon discovered that the solutions to hand provided either an acceptable booking system or an acceptable access and parking control system but not both. The requirement was simple, a reservations system featuring the best of what the internet has to offer coupled with a parking control system from a company that understands parking and the challenges in operating parking facilities on a daily basis.

The solution

Having selected **ParkMagic** as the vendor of choice, with proven internet and mobile payment pedigree coupled with the operational understanding of parking, the project launched in August 2007 with an 8 week to launch target schedule. The solution features the **ParkMagic Central Billing System** supporting card processing, customer self care and registration tied to a state of the art barrier control infrastructure. Key features of the solution are:

No Cards

Quickparks customer experience has taught them that their best customers, the corporate customer, more often than not do not handle their own travel bookings. Such activity is normally handled by a travel agent or travel department within their organisation. The result of this fact of corporate life was that a system that required a user to present the actual card used at the time of booking was not viable. Working with **ParkMagic** a solution was developed to allow access to the carpark via PIN number, with PINS being issued by SMS to the customer mobile phone or by email on receipt of the correct payment.

No processing delay

Quickpark's experience with customer had shown that any delay in opening the barrier when the customer presents and does as instructed, be that pull a ticket or enter a PIN, will result in not only longer entry/exit queues but also increased attendant calls and customer dissatisfaction. As a result **ParkMagic** implemented a barrier activation time of less than 0.5 seconds, faster than the ticket reader/issuer itself!

Seamless interaction with existing management systems

It is one task entirely to process bookings and accept payments, it is another entirely to ensure that this management information is combined with all other systems on site in real time to ensure occupancy management and revenue management systems remain perfectly synchronised. The **ParkMagic Service Reservation System** delivered exactly that allowing QuickPark to control in real time, the booking allocations and availability times to perfectly synchronise with their known demand cycles

No boxes please!

As with many parking facilities, space is limited at the attendants booth as is the availability of technical expertise to troubleshoot problems. QuickPark specified that their should be no equipment whatsoever on site that parking staff would have to operate and/or maintain in any way. The **ParkMagic** solution features a maintenance free internet connection on site with control electronics being wirelessly controlled by **ParkMagic**.

Making it simple

ParkMagic deployed the ParkMagic SRS system:

- Online booking and secure payment processing
- Online customer self care and account creation
- Card free access to the parking facility with no card reader requirement on site
- Wirelessly controlled on site hardware with zero maintenance requirements
- Barrier activation by PIN with a barrier response time of less than 0.5 seconds
- 24-7 support and customer care via call centre and the internet

The result

The results speak for themselves, 25% of capacity prebooked within weeks of launch and continuing to grow. Satisfied customers with solid repeat bookings continue to push this number upward. With the **ParkMagic Service Reservation System**, QuickPark anticipate a lucrative future.

ParkMagic Limerick

Limerick City, Ireland is the birthplace of **ParkMagic**. It is a modern, growing city and has experienced the same kind of traffic management challenges as any other growing urban centre. In 2005, the city issued a challenge to suppliers to come up with a cashless means for paying for parking that would work entirely in tandem with existing revenue collection systems and have the flexibility to expand into others.

This Europe wide public tender was won by **ParkMagic** who proposed the **ParkMagic** display driven Mobile Parking System. Since that day, **ParkMagic** usage in the city has grown rapidly, expanding into outlying jurisdictions. It is also fully integrated with many of the cities private parking operators using both pay on foot and pay and display technologies making Limerick, perhaps uniquely, a place where customers can come and park, using private or publicly owned lots, all wirelessly controlled from the same online account.

The Environment

Limerick City and environs has a population of approximately 100,000 and features approximately 3000 on street parking spaces operated by Limerick City Council. In addition the city centre area has several pay and display type surface lots under private ownership as well as 11 pay on foot type Multi Storey Car Parks.



ParkMagic Limerick

The birthplace of ParkMagic...

The challenge

In 2005 the city issued a Europe wide tender for the supply of a cashless parking payment system that could:

- Coexist with the existing voucher based payment system
- Has the capability to adapt should the city change payment mechanisms in the future
- Extend beyond jurisdictional bounds and be used by neighbouring jurisdictions should they wish to do so
- Extend to other parking facilities within the city be they publicly or privately owned
- To provide a service accessible by all of the cities parking users whether they chose cash or credit/debit card as their payment mechanism
- To provide all of the above extensibility in a manner completely transparent to the user

In short, the city sought a solution that clearly demonstrates the longevity and flexibility to grow with their needs. They found it in a **ParkMagic** solution.

The proposal

To meet the city's requirements, **ParkMagic** proposed **ParkMagic Display**, a unique solution providing an in-car display for visual enforcement, award winning simplicity of use and the flexibility to adapt to different charging regimes.

How it works

Deployment

The system was contracted in March 2006 with an ambitious target live date of May 31st 2006.

- **Central System:** The **ParkMagic** Central system is housed in a secure 24/7 staffed datacentre featuring backups for all critical services such as power, data and telephone connections.
- **Support Services:** A fully trained 24/7 support centre supports both customers and the city authority.
- **Accessibility:** Prepay services credit and display purchase outlets are available in excess of 50 outlets within and without the city. **ParkMagic** in cooperation with PostBank,

a subsidiary of the Irish Post Office (AnPost) and a leading credit distribution service provider, ensure credit top-up is available with the scalability to extend service into neighbouring regions as the need arises.

Operational experience

From the very beginning Limerick drivers adopted **ParkMagic** with enthusiasm, the **ParkMagic** device becoming a common feature on the urban parkers dashboard. Within a short space of time, penetration figures reached 15% of the market and to date, show no sign of slowing. Of particular interest to **ParkMagic** and our city customer, **ParkMagic** users exhibited a higher revenue per user than had previously been the case. Investigation on this phenomenon led observers to conclude that it is the simplicity and accessibility of **ParkMagic** over and above other payment methods that leads **ParkMagic** users to pay more promptly than had previously been the case.

Extensibility

From its launch in Limerick, the **ParkMagic** system was prepared for extension to local, private and public parking operators with the first extension of service, into privately owned city lots, occurring within days of launch, followed rapidly by the surrounding county municipality. Today as users park, be it on city streets, county streets, or in the private lots the appropriate revenues are instantly transferred to the appropriate operator.

Mobile Parking payment services in Limerick today

Today Limerick city and its environs represents probably the world's most integrated application of mobile payment in transportation. **ParkMagic** customers can pay for parking across the city and county, on street or off street, contract or casual all from the same account. Operators, similarly enjoy real time access and control of the service and can tailor the service on a daily basis to suit their operational requirements.