



## **Park & Ride**

Your ticket to enhance  
the travel experience

# SKIDATA at Rail Revenue and Customer Management World

## Parking – an important component in the travel chain

The purpose doesn't matter, be it for business or pleasure commuters always want their journey to be as simple and smooth as possible. Inevitably many will opt to take the car, believing this mode of transport will offer the best solution. By including parking as an integral part of the transport system it becomes possible to offer the traveller a fast, seamless, convenient and hassle-free way to make the switch from using the car for the whole journey, to one that incorporates public transport.

With the correct mix of technology, service and parking policy, it is possible to make journeys simpler and smoother for everyone.

SKIDATA is a global provider of comprehensive turnkey solutions for the control and management of both vehicle and people access. The online services & solutions (SKIDATA Online and Hosted Business solutions), make it possible to seamlessly integrate access technology and central operation & control, as well as a range of product and additional service sales. SKIDATA Online and Hosted Business solutions offer SKIDATA clients the tools to market, service and manage their business at any time and from anywhere 24 hours a day. By combining their open functionality with a client's services it is now possible to create a seamless integration between the service provider and travelling customer.

With 7,500 installations, SKIDATA has supported the deployment of their systems at airports, train stations, shopping malls, sports stadiums, amusement parks, ski resorts and cities & municipalities throughout the world.

In the rail industry SKIDATA has supplied solutions for NMBS Holding/B-Parking (Belgium), NS/Q-Park (Holland), Network Rail, Virgin Rail and ScotRail (United Kingdom) and OBB (Austria).

## Adding value and improving the journey experience for everyone



## How does it make a difference for the 'Park & Ride' customer?



**Online sales channels:** Customers are able to make online reservations and pre-book parking services (e.g. parking spaces, 'next-to-platform' parking and electric vehicle charging equipment). It is also possible, through the sweb management tools, to offer regular travellers direct access to season ticket sales.



**Real-time (parking) & location-based information:** Providing the right information at the right time is critically important. Now you can provide information about general, disabled and electric vehicle space availability before anyone leaves home. By connecting the information system to navigation systems and variable message signs the driver can be constantly updated throughout the drive on not only car park status but also on train times, delays etc.



**Park & Ride:** It is no longer a dream to include parking and the single journey or season transport ticket into one. Access to the parking system can be easily connected to the travel ticket whether that ticket is based on ITSO, Calypso, Mifare, NFC to tap-in and tap-out or UHF short and long range tags for 'hands-free' access.



**E-Mobility:** Why deploy electric vehicle charging facilities with their own separate activation cards? Or, why limit access to the e-charging points to scheme members only? It is now possible to use travel tickets, season cards and the parking access tickets to activate a charging cycle, as well as pay for it at one payment point, in one transaction.



**Validations:** Modal shift is a much sought after ambition for any public transport service. Use the system's ability to provide targeted validations/discounts to season card holders or commuters based on travel frequency or distance, rather than providing free parking for all.



**Payments:** Let the customers choose when and how they pay for their chosen parking products. sweb allows customers to pre-pay, pay at local automatic payment machines or pay-by-use using a stored value card. It is also possible to connect the parking transactions with post-parking billing to make the worries of having the right change a thing of the past.



**Personal travel history:** Customer requirements differ, with the needs of regular commuters potentially different from those who commute only occasionally. Personal travel history allows those that return time and time again to store details of their favourite journeys, making it easier to supply useful information to them and automate pre-booking even further by reducing the amount of information they have to enter each time they book a space.



**Marketing & parking incentives:** By making it easier for travellers to switch from their car to public transport there will be more engagement with rail services, making it easier to deliver effective loyalty programs, personalised marketing initiatives and tailored Park & Ride packages.

# SKIDATA®

K U D E L S K I   G R O U P



 Become our fan  
on Facebook

## APT SKIDATA™

access unlimited

### APT SKIDATA

The Power House • Chantry Place • Headstone Lane • Harrow • Middlesex  
HA3 6NY • United Kingdom • Tel +44 (0) 20 8421 2211  
www.apcontrols-group.co.uk • enquiries@aptskidata.co.uk

### SKIDATA AG

Untersbergstrasse 40 • A-5083 Grödig / Salzburg  
fon +43 6246 888 • fax +43 6246 888-7  
www.skidata.com • info@skidata.com

© 2012 SKIDATA AG. All rights reserved.

This promotional brochure contains general information and cannot be made part of a contract. This document is subject to amendments and editorial errors.

SKIDATA® und sweb® are registered trademarks of SKIDATA AG in the United States, the European Union and other countries.

Product specifications are available from your locally authorized SKIDATA retailer.

SKIDATA is a member of the publicly traded Swiss Kudelski Group (www.nagra.com), a market leader in digital security solutions.