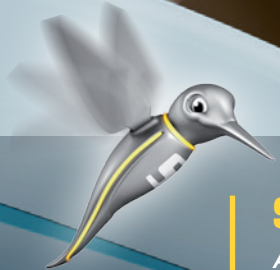


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**SKIDATA Online**  
Always one step ahead.  
Welcome to SKIDATA Online.

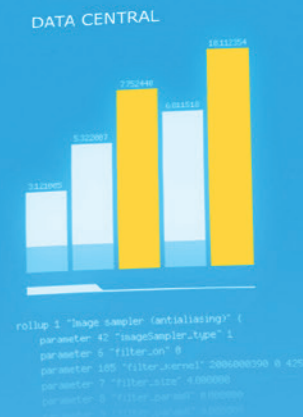
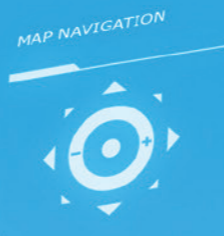
# SKIDATA Online – Always one step ahead

Accessing business-relevant information anytime and anywhere via smartphones, laptop or tablet PCs. Without the need for servers or storage space. Thanks to automatic software updates you are always up-to-date without having to do any updates. You can sit back and relax, but always remain one step ahead. That's SKIDATA Online.

SKIDATA has devoted itself to web-based services for many years. The crucial question hereby is: Which benefits can our customers draw from online accessibility? The result:

- Data and applications are accessible online
- From anywhere at any time
- Information in real-time
- IT effort and costs are reduced
- Administered and secured by experts
- High system stability
- Business fields and segments can be all connected

SKIDATA Online consistently provides direct added value in the form of increased efficiency, cost reductions and higher revenues. With uninterrupted access to software services and resources, and the ability to call up data and applications online you can act independent of time or place and keep a fixed eye on business. You can also reduce the costs and complexity of IT as services are administered and secured by SKIDATA specialists, guaranteeing high system stability and reliability. What's more, there are no more system limits so you aren't restricted to a single core business. The system can be utilized in all SKIDATA business segments, for example, your ski region or stadium access can easily be connected with your parking facility.



## SKIDATA Online - Solutions within our Business Segments



### Enjoy your independence

Access your system simply and conveniently from your web browser at home or on the go. You receive business-related information about your ski region, for example, at the click of a mouse: sales, occupancy rates, entry irregularities, etc.

### Save time

As an operator of a business or office car park, you can give out as many parking permits to customers or resident companies as you like. Meanwhile they manage their employees and regulars themselves.

### Sit back and relax

Hand registration and administration processes over to your regulars. Long-term parkers can register very quickly and easily on the online platform, manage their parking permits and have insight into charges due. However, if necessary, you can actively intervene at any time.

### Manage your customers centrally in your back office

Create new parking users with a few clicks, define permits and deposit multiple IDs for entry and exit. You can thereby save yourself a lot of operative and manual work.

### Work flexibly

Use your cash register terminal to monitor access. At times of high visitor rates at your amusement park, for example, you can sell tickets at both cash registers in the morning. On quiet afternoons you can operate one cash register for ticket reports or to control ticket fraud.

### Combine business areas

Merge your various business areas. Easily integrate a parking lot with your museum, your skate park or your ski resort. Your customer only needs one card to use all your services.

Always one step ahead. Welcome to SKIDATA Online.

## Your Benefits

Choose SKIDATA Online and take your business to the next level. With SKIDATA Online you are always one step ahead!

**Data and applications are accessible online** – No longer tied to one computer, your applications and data can now be wherever you are thanks to online accessibility.

**Greater mobility** – Access to applications and data via the Internet (using a web-browser) leads to greater mobility, as these services can be used independent of time and place. The system is not built on a specific operating system such as Microsoft (with the exception of the manual cash register).

**Configuration and information in real-time** – You can always access your information within seconds without the need to synchronize data between front-end devices at specific times (configuration, contacts, blocks, etc.).

**Reduced IT effort** – By outsourcing IT and process complexity, all maintenance, updates and additional IT tasks are carried out by SKIDATA.

**Focus on your core business** – Thanks to the outsourced IT infrastructure, you can concentrate on your core business and the creation of value. IT issues are reduced to a manageable complexity.

**Always up-to-date** – New software versions (full versions, service packs, hotfixes) are centrally unlocked by SKIDATA and are immediately available – without the need for time consuming installation on end devices. Hence, you save time and effort and are always up to date.

**Lower investment risk** – Lower need for IT infrastructure (server and PC hardware, operating systems, databases, etc) and IT tasks (installation, operation, management) reduce your investment risks.

**Scalability** – You can choose from various services, the ones that are suitable for you. Hence, you only purchase and pay for the services that you really require.

**Cost transparency** – You only pay for the consumption of software as a service. That way IT costs are calculable and transparent while costs relating to computer maintenance, new software installation and compatibility issues are largely avoided.

**Security for the future** – Additional cash registers, entrances or system functions are not a problem. The system is fully expandable so it can grow as you do.

**Data and transaction security** – The SKIDATA hosting center offers a high level of security – with regards to technology as well as organization. Data is saved in a professionally operated central hosting environment (compare hosting center versus local data center).

### Facts

- More than 2,000 active sales channels (webshops, online payment stations)
- Revenue stream in the most strong-selling week: € 2.5 million
- Top Seller / most frequented web shop: € 640,000 in one week
- Sales transactions on peak day for 2013: 16,000 per hour
- Sales transactions in 2012: 6 million
- Increase in transactions per year: 2 million

**SKIDATA**<sup>®</sup>  
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