



smarking

You can't manage what you don't measure.



Company

Headquartered in San Francisco, CA, Smarking is a parking management software company that specializes in working with transaction level parking data. By consolidating parking data from access control equipment, meters, mobile payments, online sales channels and other sources, our software provides a holistic view of parking operations, including occupancy, revenue, duration, entry and exits, and even oversell data in order to identify trends, prepare for events, and optimize rates.

Smarking is the parking industry's leading data and yield management software solution, with over 2,000 active locations. We have integrated and consolidated data from over forty of the leading PARCS equipment and software solutions to provide our customers with a full, 360-degree view of their parking assets so they can increase operational knowledge, management efficiencies, overall revenue, and customer satisfaction.



Overview

The parking industry has experienced more change in the past few years than the previous fifty. And the pace of change is only accelerating. Market dynamics including online reservations, TNC's, mobile payments, smart cities, electric cars, autonomous cars, and artificial intelligence have all combined to evolve the industry to an extent that some wonder what the future of parking holds.

Keeping pace with this change, let alone managing it, can be tricky. More importantly, investing in parking infrastructure which adds value today, but can help build for the future while remaining flexible enough to incorporate unforeseen changes, will be paramount.

This is exactly what Smarking was designed to do - add management and revenue value today, while helping our customers and partners build for tomorrow.

Product Introduction

Smarking is designed for both public and private parking managers, including owners, operators, municipalities, and airports, among others, who need a consolidated, business and operational view into all parking assets under management, in order to make data-driven decisions.

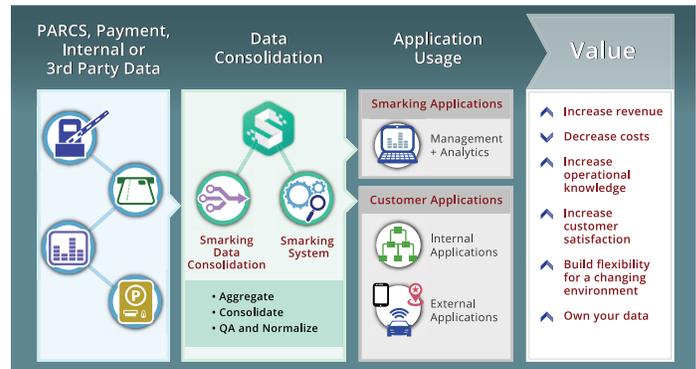
Smarking automates and streamlines the collection of data, both on and off street, from over forty different PARCS systems to provide a consolidated, 360-degree view of any parking portfolio and its key operational data. Once the data is integrated and consolidated, we apply sophisticated parking quality

control algorithms and logistics to ensure that the data is clean and accurate – not only on day one, but weeks, months and years into the future. We know each location is different, and Smarking has the experience and operational knowledge to ensure that location anomalies don't introduce data errors and inconsistencies.

Once the data is accurate and configured to your specifications, Smarking displays the key performance indicators within an easy-to-use business intelligence and data analytics platform, which can be accessed from a PC, laptop or any mobile device.

Not only does Smarking provide operational data configured to the way you want to see it, but we also provide best-practice recommendations including oversell analysis, alerts, competitive rate surveys, and now, automated yield management programs.

Smarking ensures that our customers are operating at optimal capacity and efficiency, while employing yield management techniques long practiced by hotels and airlines, in order to increase revenues, efficiency, operational knowledge and in the end, customer satisfaction.



Product Features

Real-Time Monitoring

Real-time parking occupancy for each parking facility will be displayed in the dashboard of the system, and updated in real time.



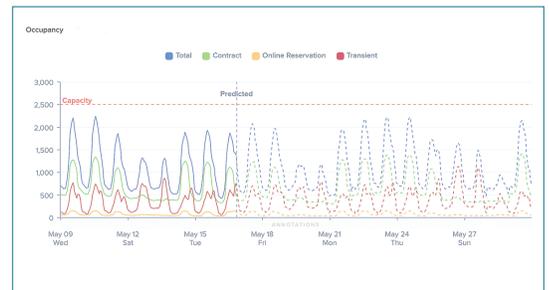
Analytics

The Smarking system can be configured to each individual's needs and includes an extensive list of reports including historical occupancy analysis, revenue analysis, duration analysis including forecasts, year-over-year, and averages. Additionally, all of the analytics can be configured to report on any parker segmentation (tenant, validation type, payment method etc.) available from the location.



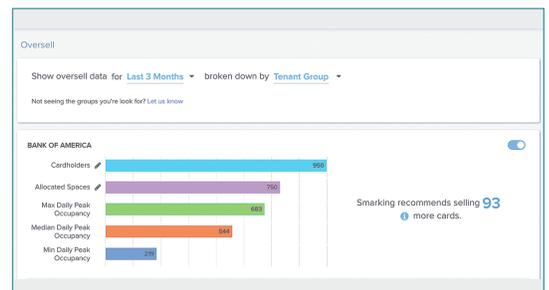
Future Projections

The system will analyze historical and real-time data to make predictions about future occupancy and revenue for up to 30 days in advance.



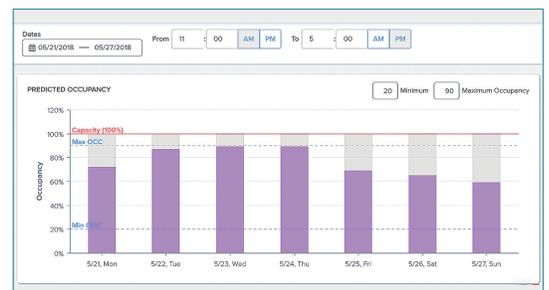
Oversell Analysis

Analyze the unique parking behavior associated with individual tenants/parking groups to create timely, accurate oversell decisions based on each group's distinct usage patterns.



Yield Management

Smarking algorithms programmatically adjust rates on select online sales channels based on user provided framework, i.e. high price, low price, max inventory, min inventory, etc.



Product Features (cont.)

Alerts and Daily Digest Emails

Users can sign up to receive daily or weekly summary emails customized to highlight the metrics most relevant to their needs and locations. Alerts and anomaly detection functionality can be configured to alert users via email or text based on specified occupancy levels, or track the usage of specific parking products, like validations and discounts, to monitor for abuse.

Stacked Deck			
	Revenue	Transactions	Peak Occ.
Overall	\$7,081	1,145	505 (28%)
Parkwhiz	\$647	43	17
Skidata	\$5,887	1,062	471
Spothero	\$547	40	17
February Budget			
	Month-to-Date	Budget	Progress
2018	\$201,760	\$210,000	96%
2017	\$170,704	\$176,050 (Actual)	97%

Online Rate Survey

Enables users to quickly ascertain how competitor locations are pricing parking on various online sales portals and set up email alerts around competitor price changes

Online Rate Survey | Wayne Tower

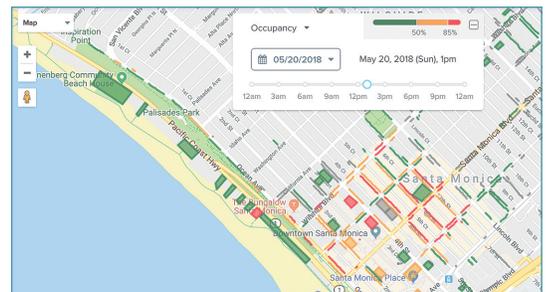
Compare rates on **All Sales Portals** for **All Days** between **05/07/2018** and **05/14/2018** within 1 mile of this garage

Location	333 E 14th St. - Valet Garage	347 E 17th St. - Valet Garage	318-326 E 19th St. - Valet Garage	310 E 18th St. - Valet Garage	222 E 21st St. - Valet Garage	245 E 19th St. - Valet Garage	329 E 22nd St. - Valet Garage	200 E 16th St. - Valet
Distance	1193 ft	1296 ft	0.3 mi	0.3 mi	0.4 mi	0.4 mi	0.4 mi	0.4 mi
6:00 am for 3 hours	\$21	\$12 - \$24	\$12 - \$26	\$19 - \$40	\$24 - \$45	\$46	\$23 - \$45	\$21 - \$31
2:00 pm for 3 hours	\$20 - \$22	\$12 - \$24	\$12 - \$26	\$19 - \$40	\$45	\$35	\$30 - \$45	\$18 - \$21
5:00 pm for 5 hours	\$20 - \$25	\$12 - \$23	\$12 - \$26	\$19 - \$40	\$45	\$35	\$30 - \$45	\$20 - \$21

Add Time Range +

API

Technical administrators can access the underlying API associated with the Smarking account data to stream relevant parking information from Smarking into third-party applications, either internal or external, such as business apps or public facing maps.



Management and Settings

Administrators can add, delete, and configure users for accessibility to the system as well as their roles, privileges and access to each page of the system. The interface can be configured to deliver only the information the user wants in the format they need it.

Email Settings

Select all | Deselect all | Save

Location Name	Daily Digest	Weekly Digest
Dixon Deck	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Gotham On-Street	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Stacked Deck	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Wayne Manor	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Wayne Tower	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Zero Square	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Solutions for Owners, Operators, Municipalities, Airports and Other

Over the past three years, Smarking has led the parking industry in providing data management solutions, so owners and operators can make more informed decisions, in an increasingly dynamic and complex market.

No other organization provides off-the-shelf integration with over forty different PARCS vendors and equipment. Our integration services get our customers up and running on the Smarking business intelligence tools quickly, so that parking professionals can spend time optimizing parking operations, as opposed to wasting time gathering out-of-date information.

Unlike many parking systems, Smarking customers benefit from data transparency, complete ownership and control.

Owners

Smarking enables parking owners to quickly and easily:

- Understand demand patterns by tenant
- Allocate inventory based upon data as opposed to intuition
- Dynamically price inventory based on demand
- Increase revenue
- Maximize land use

Operators

With Smarking, parking operators can benefit from:

- Partner with the best-in-class parking management software - No need to waste resources building, and more importantly, maintaining software over time
- Standardized, real-time reporting across all facilitates regardless of PARCS
- Real-time alerts to monitor garage occupancies, validations and discounts
- Elimination of redundant processes: physical car counting, and manual data consolidation
- Increased overall efficiency and reduce costs
- Increased revenue
- Increased client satisfaction

Municipalities

Leverage Smarking to:

- Realize all the benefits accrued to Owners and Operators listed above
- Create smarter parking policies that fit your city
- Implement dynamic and variable pricing strategies
- Track and measure the impacts of policy decisions in real time with data
- Be transparent by publishing data-driven maps detailing parking fees and occupancy
- Communicate real parking data and not just opinion to key stakeholders (councils, public, etc.)

Airports

With Smarking, airport parking operations can:

- Implement channel or variable pricing strategies
- Identify the ideal online pricing strategies
- Allocate staff more efficiently saving labor cost
- Digitize key parking metrics to be communicated to websites via the Smarking API

For additional information on Smarking, or to see a demo, please email us at sales@smarking.net