



make parking accessible

**engage**  
APT SKIDATA

## the subscription service business

You choose something to buy. You pay for it. It turns up. You use it. This certainly true to a lot of things you buy. However, you also buy things that cost me something every month. The usual suspects here - energy, phone, council tax - have been this way for at least as long as we have been paying for them. This is a very consumer-oriented thing.

Then software companies started to do this. Instead of buying the CD with my generic office suite on it, you now have a generic office subscription. You have access to the software for as long as you pay the monthly fee.

And then car manufacturers got in on it. You can now get a car on a subscription. You get the car as long as you pay the monthly. They are even trialling subscription services on car features. You trial heated seats on your new car for 3 months. If you want to carry on having a nice warm bottom in the winter, you pay the additional each month.

Fair enough.

This is all still consumer driven. You now expect what you buy to be available as a subscription. Your home security, your fitness, your music, your TV, your dinner. You get the service for as long as you pay. Some of these have minimum terms, some of them can be cancelled at any time.



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# there is a different way

How do we bring this into the business world? Microsoft are already doing it. Salesforce have been doing it for years. You have been able to lease a car for as long as we can remember. So, it's not new. There are however some industries where this has never really been seen.

We're primarily talking about parking.

This industry has pretty much always been the classic - choose what you want, buy it, pay for it, it turns up, people use it. Of course, the maintenance contracts have been in place for years, but the actual hardware has always been a pre-installation purchase.

We think it's time we changed that. We think it's time we opened the market to give more car park operators the opportunity to have high quality equipment on a subscription basis. This is "Parking as a Service" and it is a totally new way to be a car park operator.

You pay nothing up front. Just choose what solution you want, choose what features you want your customers to use and then pay a single subscription each month. If you add more functionality, you pay a bit more each month. Oh, and I also think we should monitor your car park and if anything needs to be fixed, we just fix it without any disruptions.

"lets simplify  
how we do  
car parks"



Think of all the pay and display car parks in the UK. Think of all the machine management, cash management and enforcement management that could be removed just by installing a parking as a service solution.

Think of the massively improved customer experience. Think of all the additional services you could add in. ANPR, reservations, permits, EV charging, offers and discounts.

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all of this on a single subscription

introducing...

# engage

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“The Parking as a Service solution that provides a fully connected & hosted car park for a monthly subscription.”



- > You pay nothing upfront
- > We install gates, barriers and ANPR on site
- > We connect you to our engage.cloud
- > You pay a monthly subscription for 3, 5 or 7 years
- > Service and Maintenance are included
- > PSP and Acquiring Bank fees are included
- > There is no server hardware on site to support
- > You manage the intercom

You get a **fully operational**  
barriered, ANPR enabled,  
pay on exit **car park**,  
**connected** by the engage.network  
**to the engage.cloud**,  
**for a single monthly subscription**

what do I get?

# how does it work?

We will work with you to select the best package for your car park. You will have a choice of entry and exit hardware and intercom.

Deployment is no longer about installing servers and configuring hardware on site. All hardware and the hosted parking platform are pre-configured, meaning that once the hardware is deployed, commissioning is simply a connection.

1

You Select your **hardware** package

2

We **install** your hardware onsite

3

We **connect** you to the engage.cloud

4

your car park is **open** for business



## how does it fit together?

### engage.parking



Plate.Gate  
Cube ANPR  
Camera



Barrier.Gate



Lite.Gate or  
Power.Gate  
with payment  
terminal

We will deploy your chosen hardware package onsite and connect you into the engage.network

### engage.network



We will provide the network connectivity from your car park into the engage.network through to engage.revenue (PSP and Acquiring Bank) and to engage.cloud (Management Servers).

### engage.revenue



PSP



Acquiring  
Bank

We will process all payments, collect all revenue and issue you with a statement of your account every month

### engage.cloud



Car Park  
Management



ANPR  
Management



Intercom  
Management



Car Park  
Control

Cloud Management Layer consisting on the main DAU, the verify ANPR server, the intercom server and the control server - complete with full diversity across multiple sites

# what are some engage experiences?



## Town Centre

Do you want to develop a car park on your estate, but cost is getting in the way?

Upgrade your car park using engage. Surface, P&D – they all fit into the engage parking as a service model.

engage is a great way to compliment your larger solutions giving you more opportunities to develop your portfolio.

## Retail Park

Do you want to improve customer experience and create customer loyalty, but believe a barriered solution will just get in the way?

Upgrade your car park using engage and create the simplest parking experience.

engage is a great way to get your customers into your shops quickly, enhancing the complete retail experience.



## Hospital

Do you want to provide your patients, visitors and staff a simple parking solution, but don't want to add another hardware management layer?

Upgrade your car park using engage and ensure there are no more servers added.

engage is a great way to improve parking capabilities whilst reducing operational overheads.

## Rural

Do you want to protect your revenue, but think you can only get a P&D car park?

Upgrade your car park using engage and easily replace a P&D car park, making revenue collection even easier.

engage is a great way to add barriers, ANPR and pay on exit to make revenue management a thing of the past.



innovate.integrate.operate

GET STARTED TODAY!  
**APT SKIDATA**

### **Get In Touch**

If you have any questions,  
simply get in touch with your  
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