

Solutions for Valet

Integrating standard revenue control systems with valet have continually been a problem with operators. Making the gate systems and the hand-held valet systems communicate was virtually impossible. The ParkingSoft valet solution has solved the problems and with a solution that allows the revenue control system lead the valet controls. This reverse thinking streamlines the operations and allows for better overall reporting capabilities.



this issue

- access control convergence P.1
- frequent parker programs P.2
- ParkingSoft has the blues P.2
- mile high success P.2

Parking and access control convergence

The necessity to streamline the operations of parking facilities with the integration of access control has finally become a reality.

In recent years building access control systems have tried to stay separate from all other systems within the building infrastructure. Parking systems have likewise taken a path that has classically been toward revenue control.

The problem that most building owners had to face was how and if they could connect the two systems together. Usually, if possible, the systems did not communicate with each other very well.

Why the need

With the explosion of mixed use developments and large property companies with multiple buildings and parking facilities, centralized parking and building access became vital to property owners.

Instead of having an HID card that only communicated with the access control system the convergence allows the HID card to be controlled by the parking revenue control system.

The benefits allow the parking system to generate the various monthly billing reports and allow the facility one source for both needs.

Added to the complexity of the facility include the need to store and create recurring credit card billing for the

monthly parking customers.

Some facilities charge the company as a whole for the monthly billing whereas other facilities charge the individual parkers. With the convergence of the two systems the facility can do both.

Credit Card Security

At present facilities that accept credit card payments have to do so by storing the credit card numbers within the billing office. With the new PCI credit card standards this is considered a very risky practice. The monthly recurring billing system stores the customer's card offsite with the processor thus relieving the property manager the liability of credit card information getting lost or stolen.

Web Based

The entire system is web based. This allows the property company to administer the building and parking controls for any laptop with an internet connection. It also allows the property management companies the ability to allow the parking and building tenants to administer some of the functions and run their own management reports.

Other benefits

By combining the two systems, it allows the facility with only one button to turn on or off a parker and access into the facility.

Frequent Parker Programs

The question that most facility owners ask is “Does a frequent parker increase my revenue?” The answer is complicated because it deals different types of parking with different types of facilities.

The two types of facilities are airport/off-airport and city/office facilities.

Airport/off-Airport

In most cities you will see frequent parker programs offered that allow a parker to use his points for free parking and the purchase of detail services. With strong competition in this arena parker programs make total sense. The ParkingSoft parker programs give the facility the ability to not only track points using the parker cards, but it also tracks the parkers company use and allows discounts to be added to the card. Having a parker card issued by a person’s travel department encourages the parker to use that facility.

City/Office

Frequent parker is not the word to use for a city or office facility. City Card would be an appropriate name. If a management company operated multiple facilities within a city center, the ParkingSoft system could support a card that allowed card holders to park at any facility. Offering preferred pricing to the card holders. What this does is push customers into the facilities that offer the card.

Combine the facilities.

With a city card program, if the operator also managed an airport facility, the operator could easily push city customers to the airport facility.

ParkingSoft has the blues....



ParkingSoft has obtained a contract to install parking revenue management system for former Union Planters Bank headquarters in downtown Memphis. The system will feature only automatic entry and exit devices. No cashiers will be on staff and the system will automatically collect revenue for the tenants of the Planters building, two hotels using valet, and from students at a law school across the street.

EFO Residential bought the building in 2007 and is in the process of renovating the 12 story building into 157 upscale apartments.

The renovation will include the adjoining garage, which is attached through an underground tunnel. The 10-story parking garage with 400 spaces will provide parking for both tenants and the surrounding hotels valet parking.

Both the planters building and the parking garage are undergoing a 23 million dollar renovation.

Mile High Success



This past month WallyPark Denver got a new revenue control system. The system includes automatic entrance and exit lanes and a complete frequent parker system.

WallyPark customers can now scan their parker cards to enter and exit the facility without having to see a cashier. Some customers have elected to add their credit card numbers into the secure ParkingSoft System to allow automatic quick exits and online tracking for expense reports.

WallyPark can easily track all transactions online either from the Denver location or their corporate headquarters in Los Angeles. The accounting department in Los Angeles can watch transactions in real time.

The WallyPark marketing department can track corporate accounts and offer incentives to the most frequent companies that park.

The transition happened overnight and the customers are pleased with the ease of use of the new onsite equipment. The valet customers are able to be charged for their parking while on the shuttle returning from the airport.