

## A SMALL FACILITY **AND ITS MASSIVE POTENTIAL**

### DIGITAL TRANSFORMATION CASE STUDY






Example of GTC Francuska Office Center in Katowice



#### IMPLEMENTED SOLUTIONS



### PROJECT OVERVIEW

-  The presented case study examines NaviParking's deployment of the NaviPay and NaviPay Manager at an outdoor parking lot at GTC Francuska Office Center Katowice.
-  GTC Katowice struggled with lack of management system and control over the use of parking spaces by the tenants' clients and external drivers.
-  To address these problems NaviParking provided NaviPay Manager and NaviPay: digital solutions for parking administrators and business owners who offer parking spaces for their clients and external users. The deployed hardware consists of IoT (Internet of Things) devices.
-  The GTC Katowice parking lot has been also added to the website [cyfrowyparking.pl](https://cyfrowyparking.pl), where external users can make reservations and buy subscriptions.
-  The NaviPay Manager and NaviPay products proved effective in optimizing parking processes both for the facility's administrators and its users.

## **P** About the facility

Francuska Office Center Katowice located at Francuska street 34/36 are two A-class office buildings managed by GTC in the very heart of Katowice, Poland. The facility offers 23 thousands m<sup>2</sup> of rental space for business companies. Francuska Office Center is in an attractive area to park a car: it's close to the railway station, shopping malls and multiple lines of public transport. The GTC Katowice itself also offers a wide variety of B2C services.

With signing a contract with the GTC at the end of 2021, NaviParking became an exclusive supervisor of the outdoor parking lot located right next to the GTC office building. Some of the spaces are rented by the office's tenants who offer a wide scope of services to the general public. The outdoor parking lot consists of 24 parking spaces – 10 for tenants' clients or workers and 12 for external drivers. GTC decided to keep two remaining parking spaces free for other tenants.

## **⚠** Identified challenges, needs and objectives to be achieved

The general task was to release the full potential of the parking lot – not only by making its management easier for the tenants but also open it to external clients.

The GTC managers informed that their tenants wanted to have a method to pay for parking for their clients only (and not for external drivers). The previous parking solution didn't offer that possibility and it occurred that the parking spaces dedicated to the tenants' clients were misused by external drivers. The goal was to tighten the parking system to prevent the misuse



of the parking spaces and money leakage, provide contactless and seamless entry to and exit from the facility, improve the security, as well as monetize unused parking spots.

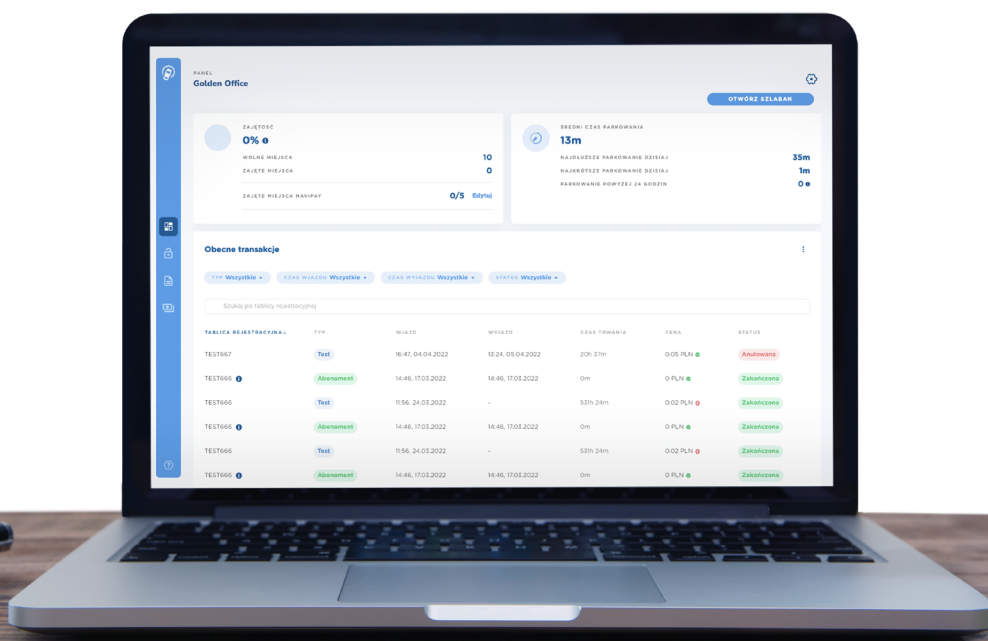
Without the solution of NaviParking, the parking lot's managers and tenants didn't have any tool to monitor and control the facility, e.g. in terms of occupancy rate. Receiving answers from the parking lot operator to the inquiries related to the installed hardware was a time-consuming and unsatisfactory process. The GTC Katowice staff wished the new operator to be more available for their needs.

### 💡 **Solution: NaviPay Manager and NaviPay deployment. Software and hardware**

The parking lot opened in February 2022. Before that at the entrance to the parking lot at GTC Francuska Office Center existed barriers with a parking island. No previous software was used to manage the parking lot and it wasn't possible to reserve a place on-line in advance.

To address the challenges NaviParking decided to use the following **software**:

- **NaviParking Manager** – a program designed for a parking lot's administrators and tenants. It gives full insight into data describing statistics (traffic at the facility, occupancy rate) and transactions previews. The program allows managers to assign clients to particular tenants of the parking spots.
- **NaviPay** – an application with two types of accounts: a personal and a business one. The personal account allows external customers to pay parking fees from a phone and enter/exit a parking lot in a touchless manner. NaviPay business account and its kiosk mode are dedicated to the business owners who enable their clients to validate parking spots during the visit at a given facility.
- **Kiosk mode** – software designed for tablets, enables parking validation for all drivers: those who park with NaviPay and those without it. This solution was used by NaviParking for the first time in the GTC Katowice parking lot.





- **Cyfrowyparking.pl** or (in English) **digitalparking.city** – multilingual platform that offers parking reservation and subscription services.

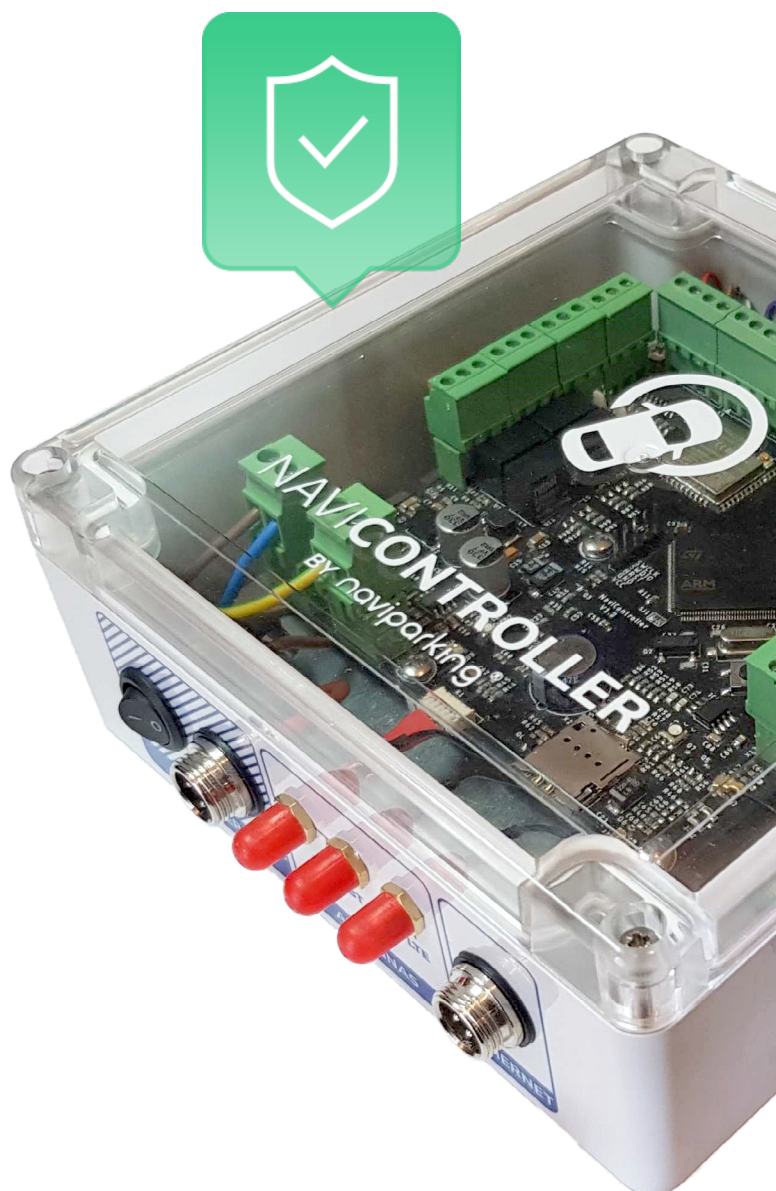
At GTC Katowice NaviParking installed the following **hardware**:

- **NaviController** – among the main functions we can highlight: API integration with ANPR cameras, QR code readers (and other peripherals), redundant cloud connectivity via LTE, WiFi and Ethernet, Bluetooth connectivity, multipurpose inputs and outputs for third-party integrations.
- **ANPR cameras** – their main function is character recognition on the license plates.
- **QR code readers** – used as a back-up for opening a parking lot in case of malfunction of the cameras.
- **Kiosk stand** – a tablet on a stand located in the entry of a facility, where customers can validate their stay at the parking lot.

## Stages of NaviPay Manager and NaviPay deployment

At first the NaviParking team provided detailed consultations with the customer, aiming to understand the current challenges and needs related to the parking lot management. To efficiently address the highlighted needs, NaviParking experts chose NaviPay Manager and NaviPay products.

In the next phase it was necessary to un-install the previously existing eVend hardware (i.e. cash register at the parking lot) and install new hardware – ANPR cameras and NaviController. After the calibration of the cameras, the software was installed (i.e. kiosk mode). The infrastructure used with the previous parking management system – a parking island and barriers – have been left and adjusted to the new NaviParking system. The final stage was to place the information about the GTC parking lot on the digitalparking.pl platform to enable external customers to purchase reservations and subscriptions.



## 😊 Obtained results

The goal to prevent money leakage and create better customer experience was achieved with the NaviPay application and the kiosk mode available on NaviPay business account. The parking lot is not misused anymore and the tenants are ensured that only their customers park on the spots they rent for them.

In 90-95% of cases the tenants' customers can enter and leave the parking lot without being stopped by the security staff – they validate their online tickets with the kiosk at a facility or in NaviPay. This way the new system improved not only the customer experience but also the quality of work of the staff. Ticketless system lowered the operating costs for the tenants, deleting possible problems with tickets lost by drivers.

Thanks to the new solution designed by NaviParking the managers of the parking lot gained access to the new data – it turned out that after deployment of the product the occupancy rate reaches 60%.

The NaviParking team set an objective to create close cooperation with the GTC. The NaviParking team proved to be available every time the customer needed it

and quickly reacted to different requests. Thanks to this attitude it was possible to build custom made solutions tailored to the needs of the GTC and extend the cooperation for the next projects – digitalization of parking lots in Warsaw, Cracow, Poznań and Katowice.

### **The location of hardware and direct impact of weather conditions were a big test**

of our adaptive recognition technology knowledge.

It also helped us obtain new skills in this area. The complexity and number of stakeholders within this parking area was a great test of negotiation and reporting capabilities. The GTC Katowice parking lot is a great example of utilizing the full potential of urban parking areas.

#### **MATEUSZ BRZOWSKI**

Business Project Manager @ NaviParking



## 💡 Lessons learned

- ✓ Transformation of the parking lot at GTC Katowice expanded the expertise of our specialists – the kiosk mode has never been implemented at any other facility digitalized by NaviParking. The deployment and further usage of the product by the administrators, tenants and clients was estimated as a success.
- ✓ GTC Francuska Office Centre Katowice has been the first parking lot where NaviParking became a full-time parking operator, i.e. where each transaction goes through the company's system.
- ✓ Thanks to the deployment of the NaviParking products, we discovered and successfully managed new challenges related to the application operating on Android OS. As a result the stability of the service has been improved.

### ✉ Contact us

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