

ePark is a white label App that integrates into your parking and enforcement solution, enabling you to offer an easy-to-use cash-free parking alternative.



ePark minimises the problems associated with cash payments, improves cash flow, supports enforcement, broadens the range of product possibilities, delivers valuable customer information, and provides a platform to engage with customers.

#### **Remove cash from parking**

ePark enables you to benefit from cashless payments for on-street and off-street barrierless parking. It's a solution that reduces cash collection and hardware provision costs, lowers machine damage or theft, cuts payment fraud and improves cash flow.

#### **Receive valuable customer data**

ePark provides comprehensive user data. With access to customer information, you can manage pricing, build customer profiles, create a range of products to meet your customers' needs and create effective marketing campaigns.

#### **Deliver a better customer experience**

ePark makes it easy to enhance your customers' parking payment experience, removing the need for cash and maximising loyalty. ePark can be configured to enable drivers to extend parking sessions, and it also allows them to manage their account and payment receipts online.

#### **Improved cashflow**

Customer payments are deducted from their registered card and are remitted directly into your bank account. The payment is processed through ADVAM's fully secure and PCI DSS compliant – tested to Level 1 payment Gateway.

#### **Presented as part of your brand**

ePark is delivered as your own branded App, giving your customers a seamless registration and payment experience. ADVAM manages the full integration to ensure it is in line with your branding.



## How ePark works

### Simple to join, simple to use

Consumers download the App, which is branded to your parking solution and managed by ADVAM. They then sign up, entering their car registration and payment information. Or, they can enter their card details when they park if they have not pre-registered.

### Park, pay and walk away

Consumers register and initiate payment to commence a parking session on arrival at their chosen on-street or off-street barrierless car parking location. Session options can include start/stop for timed parking, a pre-defined parking period, or other tariffs such as Early Bird rates. ePark is integrated into your enforcement technology to ensure session verification.

### Benefit from cash-free parking

Payments go directly to your bank, reducing fraud, improving cash flow, accessing valuable customer data and maximising consumer loyalty.

## About ADVAM

ADVAM delivers world leading payment solutions enabling our clients to engage with their customers.

With teams in Australia, New Zealand, UK and the US, ADVAM's expertise stretches across the globe.

Each client benefits from our depth of experience and industry knowledge. By working with our clients and alongside industry partners, we manage the complete integration of the business processes, enabling you to focus on improving your customers' experience.

## The ADVAM advantage

### The ADVAMGateway

- Transactions authorised in real time to your preferred acquiring bank
- Immediate transaction confirmation to your customer

### Integrated, supported, branded

- Connectivity to your enforcement solution
- Choice of parking options including start/stop for timed parking, a range of pre-defined parking periods, or other tariffs such as Early Bird rates maximises consumer convenience
- Delivered as your own branded App managed by ADVAM

### PCI compliant

- PCI DSS compliant – tested to Level 1

### 24x7 global support

- Expert team providing around the clock support for clients across the world

