

As competition intensifies, shopping centre operators can no longer provide just a place to shop, but a destination experience – and it's an experience that starts and finishes in the customer car park.



Key benefits

ADVAM solutions enable you to...

- Understand who your customers are, providing the insights to maximise revenue
- Provide a platform to engage with customers
- Develop and grow customer loyalty
- Connect parking to the overall destination experience
- Make it easier for your customers to spend longer in the shopping centre
- Deliver an easier way for your customers to pay for parking
- Manage retail staff and contractor parking

ADVAM – for shopping centres

ADVAM payment solutions help world-leading shopping centre operators, understand who their customers are and what they want, giving the insights required to transform their customers' experience and help them to build more loyal relationships.



ADVAM solutions for shopping centres

- **ParkCharge** – provide ticketless parking to make it easier for people to park, understand your customers and drive loyalty
- **AltitudeReservation** – offer prebooked parking, find out who your customers are, provide special offers and secure a competitive advantage
- **StaffPark** – manage retail staff and contractor parking
- **UnattendedPayments** – integrated unattended parking payments
- **PathToPay** – manage payments made online and over the phone
- **ePark** – the parking app that lets you remove the hassles of cash

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

Specialist expertise

- Work with leading shopping centres
- Single platform enables the management of multiple sites
- Managed integration with existing systems and access controls

Leading integration

- Managed integration with existing back end solutions including loyalty programmes, CRM and business intelligence solutions
- Access control agnostic. ADVAM connects to your access control and enforcement equipment
- Integration with your online platforms, delivering a consistent brand experience

Redundant and secure

- PCI DSS compliant – tested to Level 1
- EMV certified terminals – enable secure contactless payments
- Supported by ADVAM ISO 9001 accredited processes
- Transactions are processed via a fully redundant link to the banking network

Online management portal

- Manage parking products and tariffs
- Create special offers and connect with loyalty rewards
- Easily access transaction and customer/staff information
- Data to support customer analytics and profiling

24x7 global support

- Expert team providing around the clock support

