

Today's parking industry decision makers know how vital the quality of a customers' experience is to the long-term success of an operation, especially in such a price sensitive, competitive market.



## Key benefits

ADVAM solutions give you the opportunity to...

- Manage capacity and revenue
- Engage with your customers
- Understand their needs
- Develop loyalty and advocacy strategies

## ADVAM – for parking operators

Creating consumer loyalty and increasing the value of customer transactions is key to maximising the return on your asset, but that can be difficult if your payment equipment and your customer analytics capability are not up to date. ADVAM manages the payments of tens of thousands of consumers every day for the leading car park operators in UK, Europe, New Zealand and in Australia.

Our innovative solutions help you to collect data and information so that you're able to manage capacity and revenue, engage with your customers, understand their needs, and develop strategies that grow their loyalty and advocacy to your operation. Our solutions provide a platform not only to help you remain price-competitive, but also to create, manage and incentivise loyalty.

We'll guide you through the EMV journey and show you how we can transform the parking experience of the people who matter most to you – your customers.



## ADVAM solutions for car park operators

- *AltitudeReservation* – the world leading car parking reservation solution
- *ParkCharge* – ticket free, account-based parking for your customers
- *UnattendedPayments* – the complete and trusted unattended payment solution
- *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 and the UK, 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 parking operators across the UK, Europe, Australia, New Zealand and the US
- Managed integration with existing access control equipment and backend systems

### The ADVAMGateway

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

### Leading integration

- Managed integration with your access control equipment, financial and CRM applications
- Access control agnostic. ADVAM connects to your access control and enforcement equipment

### Redundancy

- Transactions processed via a fully redundant link to the banking network

### PCI & EMV compliant

- PCI DSS compliant – tested to Level 1
- EMV certified

### 24x7 global support

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

