

# E-SOLUTIONS



# E-COMMERCE IS MORE THAN SOFTWARE

Only APCOA offers a wide portfolio of services with an integrated system and a networked process environment. E-Commerce is more than a program – APCOA covers all the services along the process chain. Additionally APCOA provides a broad marketing portfolio to support sales, customer loyalty and brand building: Search engine optimisation, search engine marketing, newsletter marketing, cross marketing, syndication of basic data on digital map services such as Navteq or Google.

## Product management

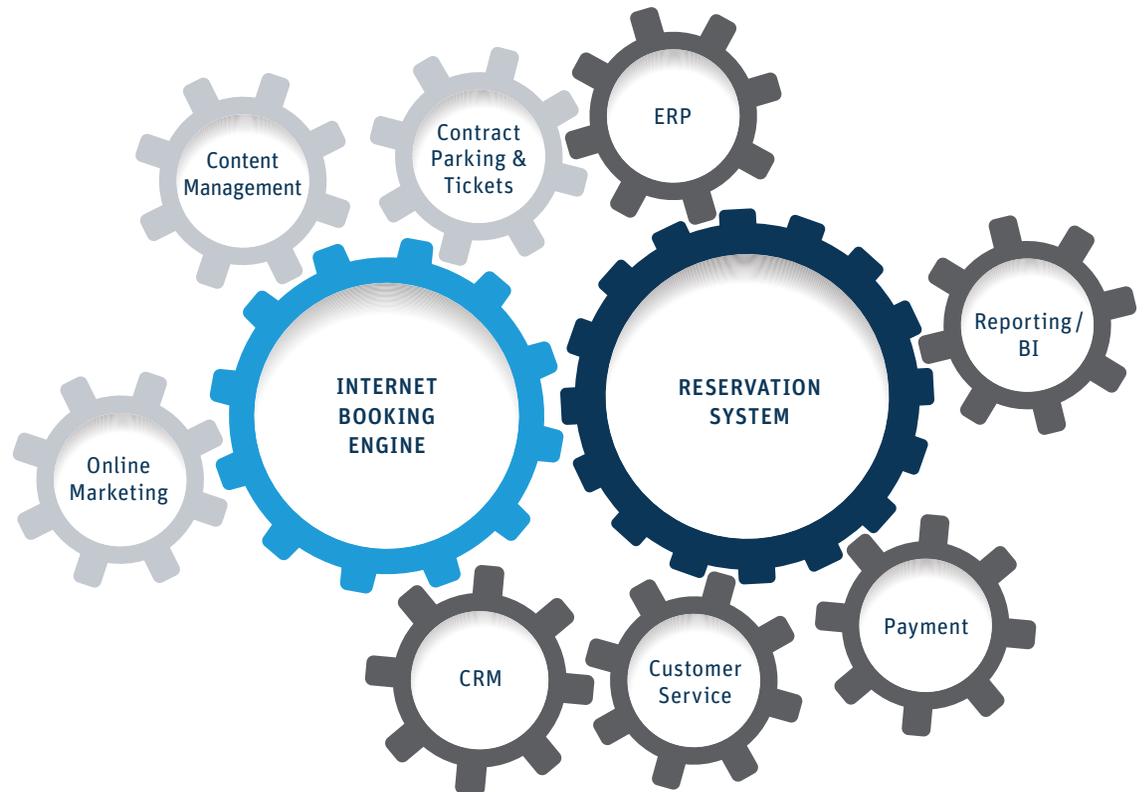
**Additional income is generated and customer satisfaction is achieved through online products**

- Cashless payments through online payment (advance), subscription model with monthly settlement
- Ticketless car parks through technologies such as barcodes, number plate recognition, contactless method (NFC, RFID), card media (EC-, credit cards)
- Guaranteed parking space against a booking fee
- Parking à la carte – clearly differentiated parking products for each target group

## Yield- / Revenue Management

**Business is controlled on a continuous analysis of data to generate optimum income with the correct price and product management. In this case, an overall view of online and offline products and prices is important.**

- Analysis of online user behaviour
- Analysis of bookings and booking terminators
- Analysis of parking behaviour
- Networked transaction data of all the car parks as a basis for the algorithms for assessment and prediction
- An eye on the competition



# APCOA HAS THE GREATEST EXPERIENCE IN E-BUSINESS IN THE PARKING INDUSTRY WORLDWIDE

The increasing income and spread of APCOA E-Business-Services shows customer acceptance, challenges posed by increasing competition and the great potential of digital sales and marketing channels for every location.

APCOA boasts years of experience in the management of car park reservation systems, online sales and the management of rights of access such as for long-term parkers or time, value or season tickets.

After beginnings in Great Britain in 2004 and the introduction into the Norwegian and German market from 2007, APCOA operates pre-booking now in 14 airports around Europe.

APCOA calls for, promotes and significantly implements the development of new technology itself and it has also developed its own efficient and flexible e-commerce platform. Through this APCOA manages the largest parking place reservation system in the world measured in terms of transactions, at London's Gatwick airport. Through Skyparking.com APCOA has also developed and implemented the first international marketing platform for parking at the airport.

## E-Business-Key figures

- Management of the first booking platform in 2004, Introduction into the German market in 2007
- Pre-Booking is currently at 14 airports and many stations and hotels
- > 1.5 million reservations and sales per year over the e-commerce platforms
- > 250.000 visitors a month in total on the APCOA Web portal and booking sections

## Advantages through E-commerce

- Additional income through
  - Higher market penetration
  - Gaining of market share
  - Increased incidence of customer loyalty
  - Upselling of carpark products
  - Sale of additional products
- Increase of customer satisfaction through
  - Communication and Information
  - Simple and Integrated processes – seamless travel





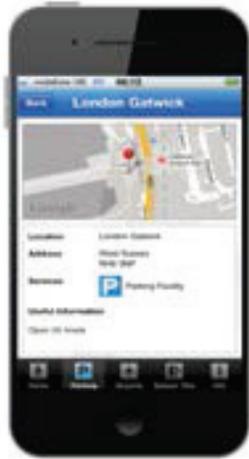
## APCOA Customer newsletter

Currently APCOA delivers the only regular end customer newsletter in the parking industry. The monthly newsletter contributes to customer loyalty and direct sales.



## APCOA additional products

Additional products generate scalable income at little cost. In this case additional products such as Fast Track Security Flughafen-Lounges or Car wash and repair can be flexibly integrated into the online marketing platform. The exclusive Park-Storno-Versicherung (parking cancellation insurance) was developed with solid partner HanseMercur in 2012.



## APCOA mobile Services

Increasing use of mobile devices and their interaction with vehicles and traffic infrastructure require upgrading online applications and new services. APCOA has already developed an iPhone app for the UK market. Increased added value will be achieved through so-called location based services e.g. Micronavigation and car2infrastructure and Augmented Reality offers.



## Marketing- co-operation

APCOA has effective marketing partners such as tour operators, real-estate profiles and mobility service providers to increase the reach of the information and sales.



## Search engine marketing

Search engine marketing and optimisation achieves higher market penetration and direct ROI through additional sales. APCOA syndicates object master data to map and navigation service providers such as Nokia/Navteq and Google for the most effective presence of our locations and products in a host of digital channels.



## APCOA – We know how!

APCOA is Europe's biggest Parking Manager and manages multi-storey and open-air car parks in thirteen European countries. APCOA provides its business partners with an extensive portfolio of services for the entire parking industry. Clients include local authorities, shopping centres, airports, trade fairs, leading international hotels, banks, insurance companies or stadiums and multi-functional arenas to name just a few.

<b>APCOA PARKING HOLDINGS GMBH</b> P.O. Box 2304 63 D-70624 Stuttgart Tel +49 711 94 791-0 <a href="http://www.apcoa.eu">www.apcoa.eu</a>	<b>APCOA AUTOPARKING GMBH</b> P.O. Box 2304 63 D-70624 Stuttgart Tel +49 711 94 791-0 <a href="http://www.apcoa.de">www.apcoa.de</a>			
<b>APCOA PARKING AUSTRIA GMBH</b> Landstraßer Hauptstraße 146/13 A A-1030 Wien Tel +43 1 71716-0 <a href="http://www.apcoa.at">www.apcoa.at</a>	<b>APCOA PARKING SWITZERLAND AG (Administration)</b> Elisabethenanlage 7 CH-4051 Basel Tel +41 61 271 66 30 <a href="http://www.apcoa.ch">www.apcoa.ch</a>			