



ParkCharge from ADVAM is a ticket-free parking management platform that enables you to better understand your customers and maximise the value of your relationships with them. The solution can be used to provide membership based parking, valet services and be linked to loyalty schemes.

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

ParkCharge provides the right platform to finally get to understand who your customers are, when and how frequently they use your car park or valet service. With the access to this information, you can build customer profiles and create effective marketing campaigns.

#### **Increase the value of your Valet Service**

If you provide a Valet Service, ParkCharge enables your customers to easily register and pay for additional options like hands free shopping and car wash.

#### **Integration with existing access control equipment**

ParkCharge was developed with the world's leading providers of car park access control systems, so it can be seamlessly integrated with your existing hardware solution.

#### **Management reporting**

The data that flows from ParkCharge can be accessed via the Administration Console or linked to your business intelligence solution enabling you to improve your understanding and enhance your management of customer parking requirements and preferences.

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

ParkCharge integrates with your website, giving your customers a seamless registration and payment experience. ADVAM manages the full integration to ensure it is in line with your branding.

With ParkCharge there's no ticket for your customer to collect, no change to find, and with less congestion around the car park, fewer problems entering or leaving.



## How ParkCharge works

### Simple registration, easy payment options

Your customers register from your branded website and select from the payment method that you have pre-determined, including pre-pay with auto top-up, pay-as-you-go via a linked card or seasonal payments.

### Ticket-free access using your existing equipment

ADVAM is an expert in integrating our solution with your existing equipment, allowing access via ANPR, RFID tag, barcode or payment card. We are access control agnostic and will work with your preferred hardware.

### Drive in, park, and go

The customer's parking and valet service fee is automatically calculated, deducted and paid to your preferred bank.

## About ADVAM

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

From our offices in Australia 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

### The ADVAM Gateway

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

### Leading integration

- Managed integration with your financial, CRM and retail software 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 compliant

- PCI DSS Level 1 compliant

### 24x7 global support

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

