Retail

Driving a seamless parking experience

Leading parking company

To make parking hassle free, this leading parking company replaced outdated ticket machines with a new proprietary station management solution built on the Lenovo ThinkEdge SE350 edge platform. Today, customers enjoy smooth parking while the company unlocks new revenue opportunities.

Lenovo

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Who is
this leading
parking
company?

With operations across Asia and Europe, the company is a leading provider of parking facilities. Across its facilities, the company offers a wide range of specialized products—from monthly parking passes to fleet parking solutions for businesses.

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The
Challenge

This leading parking company is on a mission to make parking enjoyable and convenient. But like many lot operators, the company previously relied on third-party station hardware—ticket machines, entrance and exit barricades—and supporting software to manage its sites. Outdated and prone to failure, this hardware required frequent repair and was incompatible with contactless payments via card, mobile or smart devices.

For customers, legacy hardware increased friction, as they had to spend a long time interacting with payment meters and barriers. Furthermore, the parking company could only extract a small amount of data from the machines—limiting its ability to use insight into customer behavior to enhance services. To break free from vendor lock-in, the company decided to build its own station hardware and accompanying software solutions from the ground up.

"We welcome an enormous number of visitors to our parking lots every day and each interaction generates a wealth of data. We wanted to find a way to process as much of this data as possible on site, as this would help us provide faster, more reliable, and more convenient services. To ensure the success of our project, we aimed to work with the right partners and use the best technologies from the outset."

Spokesperson
Leading parking company

Innovation at the edge

To improve its services, the leading parking company created a brand-new station management solution. Powered by Azure IoT Edge, Ubuntu, and Lenovo ThinkEdge SE350 devices installed on site, the new solution captures and processes payment and sensor data to ensure seamless parking experiences.

The company developed the station management solution to be fully compatible with contactless cards, mobile payment applications, and QR codes. In parallel, the company developed a dedicated application that enables customers to pre-book, get in-app discounts, and save their favorite destinations.

Hardware
Lenovo ThinkEdge SE350

Software
Ubuntu

Services
Microsoft Azure IoT Edge

"We had numerous conversations with technical experts and business teams at Lenovo and after every meeting we came away energized because it was clear that Lenovo was deeply committed to our vision. We took an iterative approach to solution development, moving from prototype to proof of concept to deployment. Lenovo helped us to ensure optimal configurations and excellent performance for the Lenovo ThinkEdge SE350 devices every step of the way."

Spokesperson
Leading parking company

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Results

Equipped with fast, reliable, and flexible edge computing from Lenovo and Microsoft, the leading parking company is revolutionizing the parking industry one facility at a time—delighting customers and creating many new revenue opportunities.

Today, customers can simply tap in with their card, app or smart watch at an entry barrier and tap out when they are ready to leave, eliminating the need for paper tickets and multiple trips to ticket machines. Furthermore, because Lenovo ThinkEdge SE350 devices deliver excellent uptime, customers enjoy always-on access to parking services.

✓ Delivers seamless customer experiences

✓ Removes vendor lock-in

✓ Creates new revenue opportunities

Going beyond parking

By developing and managing its station management solution in-house, the company is no longer held back by the outdated business models of third-party vendors. Already, it is exploring how to offer consumers and businesses a much broader array of services through the new solution.

"We really think of parking lots as retail distribution channels, not real estate," comments a company spokesperson. "Moving to IoT and edge computing has unlocked huge volumes of data that we can leverage to build new services. For instance, we're already exploring how we can help to improve the customer journey by offering route-planning features, real-time traffic updates, and notifications on queues at airport security. We also see our facilities and our digital services as a terrific way to help local businesses connect with customers, advertise, and perhaps even offer joint promotions."

"Embracing edge computing has helped us to blaze a new trail in the parking industry. With Lenovo and Microsoft edge computing solutions, we can innovate, enhance, and expand how we want, when we want—and we've already seen excellent results. We're excited to deepen our partnership with Lenovo as we develop more IoT-enabled solutions and install our solution in more parking lots across the globe."

Spokesperson
Leading parking company

Why Lenovo?

Parking lots are physically challenging environments with a great deal of noise and vibration—conditions that have the potential to break traditional server platforms.

"We selected Lenovo ThinkEdge SE350 because it was a compact edge platform robust enough for the parking lot environment," explains the spokesperson. "We also decided to partner with Lenovo because they are an international business with a global reach. As a company with sites around the world and global ambitions, we knew that we needed to work with the best vendors out there to succeed in our vision."

How can companies transform the customer experience?

A leading parking company enables fast, frictionless parking powered by Lenovo ThinkEdge devices.

Explore Lenovo Edge Computing Solutions

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