ParkMobile™

PART OF EASYPARK GROUP

Reshaping the future with an open market approach

Future proof your operations and power better customer experiences with open market parking

Join some of the world's most thriving cities and enter the future of digital parking with an open market approach powered by leading innovations in the parking and mobility industry. Free yourself from restrictive single-vendor procurement contracts to reduce complexity, drive innovation, and improve the customer experience like never before.
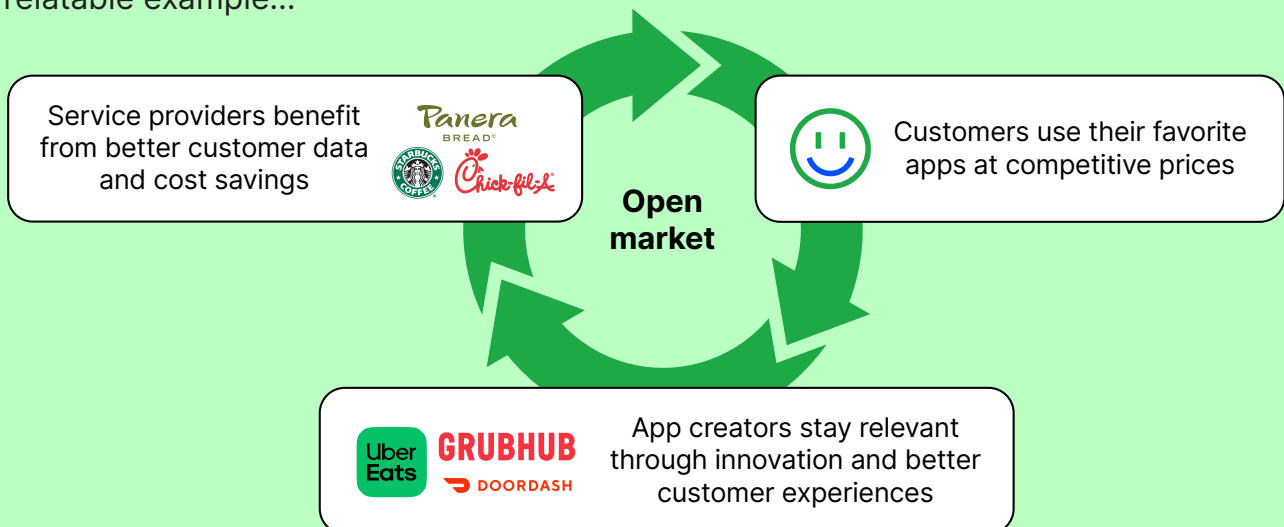
What is open market digital parking?

Traditional procurement contracts often limit a city's ability to innovate and improve the customer experience. Until recently, open markets for parking solutions weren't possible because of legacy hardware implementations and a lack of viable parking technologies. Now, software-only solutions are giving cities and parking operators the flexibility to customize their programs to better fit their unique needs. With multi-service, open market parking, authorize any number of qualified parking apps in a single, simplified parking ecosystem.

American industries already thriving on an open market model

Food delivery apps were a vital lifeline for restaurants during the pandemic, and continue to thrive because they've embraced the open market. Because these apps offer similar services and access to the same restaurants, they compete for customers via pricing, new business models, and special features. The open market model has led to food delivery apps to focus more on the consumers and innovation while cutting costs and increasing adoption – a win-win for customers and restaurants.

A relatable example...

Service providers benefit from better customer data and cost savings

Customers use their favorite apps at competitive prices

Open market

App creators stay relevant through innovation and better customer experiences

What cities are achieving using an open market model

The open market model for parking is not a distant concept but already a reality for thousands of cities around the world. In Europe, the benefits of the open market approach speak for themselves. Now, a growing number of cities are adopting open market systems as a practical way to increase revenue, streamline operations, and build the foundations for a smarter, data-driven tomorrow.

Copenhagen, Denmark

- Adopted in 2011
- Reduced hardware maintenance costs by 361k EUR year (~$375,000)
- Halved the number of traditional pay and display machines (parking kiosks) from 1600 to 800 units
- Achieved 95% digital adoption by 2021

Amsterdam, Netherlands

- Adopted in 2006
- Established central HUB with over 15 app providers
- Reduced on and off street payment hardware by over 50%
- Enabled digital ticketing and permits
- Achieved 74% digital adoption by 2021

Madrid, Spain

- Adopted in 2017
- Created dynamic pricing models for EV and hybrid vehicles
- Increased digital transactions by 30%
- Achieved 54% digital adoption in under a decade

Benefits of open market for parking providers

Eliminates time spent on RFPs

The traditional procurement process including the writing and administering of RFPs is a huge drain of time and resources for both parking providers and technology partners. In an open market, cities can simply set minimum standards and requirements that vendors must meet to participate. This authorization system ensures all apps offered in a city are of consistent high quality without the need for the RFP process.

Reduces operational cost and complexity

A flexible authorization system and centralized hub reduces the burden on cities to research and manage parking providers while driving less reliance on payment hardware and other manual processes. As adoption increases, cities can drastically reduce spending on acquisition and maintenance costs for signage and other traditional on-street hardware, sometimes by almost 50%. Better yet, having several qualified apps significantly reduces downtime if one service goes down and shifts the responsibility for upkeep and customer support onto the service providers themselves.

	Single vendor	Multi vendor	Open market
Facilitates cashless parking	✔	✔	✔
Increased ability to use one app in multiple cities (or locations)		✔	✔
Offers consumer choice		✔	✔
Enables national infrastructure			✔
Removes barrier to entry			✔
Provides investment stability			✔
Drives continuous innovation			✔
Cost effective bids process			✔
Efficient onboarding process			✔
Integrated data / Data-as-a-Service			✔
Reduced operating costs			✔

Drives innovation and better services

Unlike traditional multi-vendor approaches, an open market model encourages qualified apps to compete directly for customers by providing the best and most innovative experiences. Additionally, open market creates opportunities and reduces risk for app providers looking to develop highly-specialized service offerings for niche or underserved consumer groups. Incentivizing innovation ultimately leads to more inclusive and accessible parking experiences.

Provides more customer choice

With multiple services in one parking ecosystem, customers are empowered to use their favorite apps that cater to their unique needs without adding complexity for cities. Beyond making parking more straightforward and convenient, the open market model can also foster competitive and fair pricing organically. Giving users the freedom to choose between different services and price points helps stabilize pricing in the long run in the form of end-user pricing.

Boost digital parking adoption

Flexible authorization systems and more choice for customers helps cities fully benefit from the latest innovations and features, which in turn drives more customers to using digital parking services. In some markets, the open market model contributed to digital adoption rates of over 90%, opening the door to exciting opportunities for digital transformation, fleet services, and other data-driven initiatives.

Enables data-driven policies

Increased digital parking use combined with a centralized hub gives parking providers a treasure trove of valuable data to use for smart city initiatives, sustainability goals, and other key infrastructure projects. Internationally, there are already 60 cities leveraging real-time data to better optimize their parking ecosystem. Additionally, access to real-time data is leading to smarter policy and enforcement decisions, like pricing and hourly limits. In the near future, these services could also pave the way for more parking automation and convenient customer experiences.

Ready to learn more?

While the exact method to implement an open market varies from location to location, EasyPark and ParkMobile have pioneered a winning combination of industry-leading technology and experience to future-proof parking operations around the globe.

Learn more about ParkMobile, a smarter way to park.

Visit **parkmobile.io/demo**

ParkMobile™
PART OF EASYPARK GROUP