

What is Parking As A Service?

Building owners and operators need to ensure they are offering the latest in mobility and payments technology in their car parks. In the past this has meant upgrading the parking systems and equipment every 5-7 years with expensive European made products requiring large capital investments and long depreciation cycles. At the end of the product life the parking technology has been superseded and is no longer relevant and does not meet the service standards of the time.

Over recent years, the parking industry has seen rapid development of new technology to more efficiently operate and deliver parking services. The trend from mechanical (moving parts) parking equipment to digitised cloud based systems as well as the introduction of online and mobile based services to help customers find a car park and make bookings and payments has led to parking technology evolving at a much faster and constant rate than ever before.

This has resulted in building owners and operators having the burden of selecting the latest parking technology available and then regularly upgrading the hardware and software (every 2-3 years) to ensure they can offer their tenants and customers the most convenient parking services available and with the rate of innovation in parking technology today its becoming even harder to keep up.

Introducing Parking As A Service (PAAS)

The Software As a Service model is well known in delivering software services to consumers and businesses worldwide and has evolved to include not only the software but also the platforms related hardware and equipment's and has become the new standard in the delivery of technology platform services.

Parking As A Service is simply a combination of the parking hardware and software provided together as a subscription service model to offer building owners and operators the latest in parking technology and services and also includes the cost of installation and the ongoing maintenance, support and upgrades of the hardware and software over the term of the contract.

PAAS provides building owners and operators an **Evergreen Solution** that ensures building owners and operators are offering the most efficient and relevant parking technology services at their car parks that will continue to improve and evolve during its product life.

WAAS combines the parking hardware and software together into a single monthly subscription fee without any upfront cost or capital investment.



Future Technology Today

PAAS is an investment not just in the latest in parking technology available today, but in the technology that will be available tomorrow. The result is a system whereby building owners and operators can deliver the latest and greatest parking technology to their tenants and customers at an affordable monthly fee.

Technology FOMO

As new technology evolves and old hardware becomes obsolete building owners and operators are often left with a sense of technology FOMO. WAAS solves this problem by constantly upgrading and improving its hardware and software to ensure it is inline with the latest tech standards and customers trends.

No Upfront Costs

PAAS rolls up the cost for the supply of the hardware, software, installation and the ongoing maintenance and support into one predictable monthly fee. The subscription fee then becomes an operating expense rather than a large capital expense.

Maintenance & Support

We are responsible for the ongoing maintenance and servicing costs. This means we proactively maintain and service the system to ensure optimal performance whilst looking for cost saving opportunities in the product development.

No unexpected costs

We are responsible for the replacement and upgrade of all hardware and software which means there is no risk of unexpected costs for hardware failure or redundancy. We are responsible for repair and replacement costs over the contract term.

Cyber Security

We cover the ongoing cost and responsibility of cyber security and data security as well as PCI compliance. Our systems and servers operate within secure data centres with the highest levels of anti-virus and malware software and include data back up and redundancy to ensure the security of your data.

Evolving Intelligence

The value of the investment grows over time as more and more data is generated which can then be mined and analysed to make more intelligent business decisions.

Faster Implementation

Eliminating upfront costs makes implementation much faster as you are not waiting for sufficient funds to become available or for the capital expenditure to be approved. Our parking system equipment is developed and produced locally, providing a much faster lead time and stock availability in country.

Customisation & Integration

The Watermelon parking system is locally developed by a team of English speaking engineers with more than 50 years of combined parking technology development experience. This allows us to quickly customise our system to meet the individual needs of building owners and operators and integrate to third party systems such as booking systems, APPS and financial systems.

Customer Engagement

The PAAS model helps to maintain a stronger relationship between the supplier, building owners and operators. This is due to the ongoing nature of the subscription fee model and more regular interaction and closer cooperation.