



# SmartPass

Flexible Parking Management



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# Future-Proof Your Operations Post COVID-19

While the transition to work-from-home was rushed for most organizations, it's clear that this is the future of the workplace - pandemic or not.

While the adoption varies per industry, research has identified **the hybrid model is the most promising direction** overall, creating a demand for parking programs to adapt.

## Retain & Renew with Flexible Solutions

Accommodate the hybrid commuter

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- Avoid monthly cancellations by tenants with new flexible options
- Capture the new demand of commuters that used to rely on public transit
- Adjust your offerings as needed, given the demands of each unique market

# Challenges Preventing Agility

Multi-step  
sign-up process  
is frustrating  
and inefficient



Distributing  
physical keycards  
slows down  
management



Disconnected  
billing systems  
can cause  
revenue loss

## With SmartPass, You Can:



Easily add new  
parkers and **update  
access** as needed



Streamline  
billing and **get  
paid faster**



Reduce churn with  
**flexible options**  
for tenants

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With a streamlined process, you can increase operational efficiency, get rid of the headaches related to billing, and improve the parker experience for your customers.

A personalized, self-serving tool for:

**Parking Asset Owners**

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**Tenant Group Admins**

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**Your Parkers**

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**3**

**user portals,  
one platform**



# Get rid friction with a seamless, end-to-end experience for:

## Parking Asset Owners



**Create unlimited combinations of parking options**



**Set group-specific restrictions**



**Send all payments to a specified account**

## Tenant Group Admins



**Create parking programs with your authorized rates**



**If your company is sponsoring passes, set up your payment method**



**Share the link with your group to provide access**

## Parkers



**Choose the days that fit your schedule**



**Pay online securely**



**Access your digital pass once approved**

# Your Experience

## SmartPass Features - Parking Asset Owner

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### 1 Add your locations & your payout accounts

- Get paid faster with automatic transactions and void fees with ACH bank transfers
- Add multiple payout accounts if needed, funds can be distributed as assigned
- Remove the friction caused by account receivables

### 2 Create your parking products, customized per location and tenant group

- What's a parking product? A rate you'd like to offer to your customers or to a specific tenant
- With a parking product you can assign: days of the week, rate per day, etc.
- With management portals, assigned admins can oversee a portfolio, a region, or a particular location

### 3 Add your tenant group and assign the respective parking products

- Share the unique parking product link with your tenant admin who can then distribute to their employees
- Once purchased, payments are automatically transferred to your payout accounts



## Your Parkers Will Enjoy:

## SmartPass Advantages:

- Create as many parking products as needed with the ability to customize discounts per tenant group
- Get paid automatically and assign payments from a location to a specific account
- Offer different prices and exclusive promotions to your unique parking groups based on volume or lease terms as desired
- Control access with a 2-step verification process for employees
- Capture contact information from infrequent visitors and promote your offerings

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**With owners, tenant group admins, and parkers on the same platform, you have a seamless end-to-end management experience.**

**Flexibility:** Parkers can select the days they'd like to purchase and the frequency

**Multi-entry:** A new pass is generated daily and valid within your specified time limits, allowing parkers to exit and re-enter as needed

**Digital sign-up:** No need to visit the front desk and wait for a physical access card, their pass is immediately available with this self-serve tool

**Secure payments:** Powered by Stripe, best-in-class payment provider that your customers are likely already familiar with, and its 100% PCI compliant.

# Frequently Asked Questions

## SmartPass: Flexible Parking Management

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### How does SmartPass address PCI compliance?

- All payments and bank account information is processed through Stripe, Smarking does not store any credit card or bank account information
- Stripe is a trusted payment processor and is currently integrated with Google, Lyft, and Amazon products
- Stripe tackles PCI compliance by handling and storing credit card data securely, and performing annual validation to confirm compliance

### How does SmartPass prevent parkers from sharing the QR code with others?

- The SmartPass QR code is only available to the parker during the approved time of use. For example, if a parker purchases a pass for Wednesdays, no pass will be available on Tuesdays.
- A new SmartPass QR code is generated each day and expires once the transaction is completed

### Which PARCS does SmartPass currently support?

Smarking has expertise integrating with multiple meters, mobile payments, and access control equipment systems. Let us know which system vendor you work with, and can do a free technical evaluation for you.





# Schedule a demo

Contact your account manager or [schedule time here.](#)  
For questions, email [smartpass@smarking.com](mailto:smartpass@smarking.com)

