

# ZERO KM SERVICE THE RENAISSANCE OF PARKING



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Back in May 2020, we questioned the provocative catchphrase spreading around the parking industry: **“Is Parking Dead?”**. Our answer was equally provocative **“Parking is not Dead, it is Pregnant”** (read the full article by clicking [here](#)).

**Our dream was clear and strong:**

Take maximum advantage from new digital technologies, to get smarter systems able to reduce human intervention when settling failures in car parks, consequently, changing the way Service is provided today, for the benefit of Business Continuity and Customer Experience.

**So what?** We have seen a spike in marketing offerings, the so-called anti-Covid solutions to reduce touchpoints and unnecessary customer interactions with the equipment. As a result, today we feel safer by getting a ticket without having to touch any device, paying with our smartphones and entering/leaving car parks using LPR systems. Nothing new of course! However, it is clear that this circumstance hit the gas on those features most easily accepted by the market, doubtless paramount improvements, but nothing worthy of being called a game-changer.

In this scenario, what remains to be addressed is the fact that, most of the car park Operators

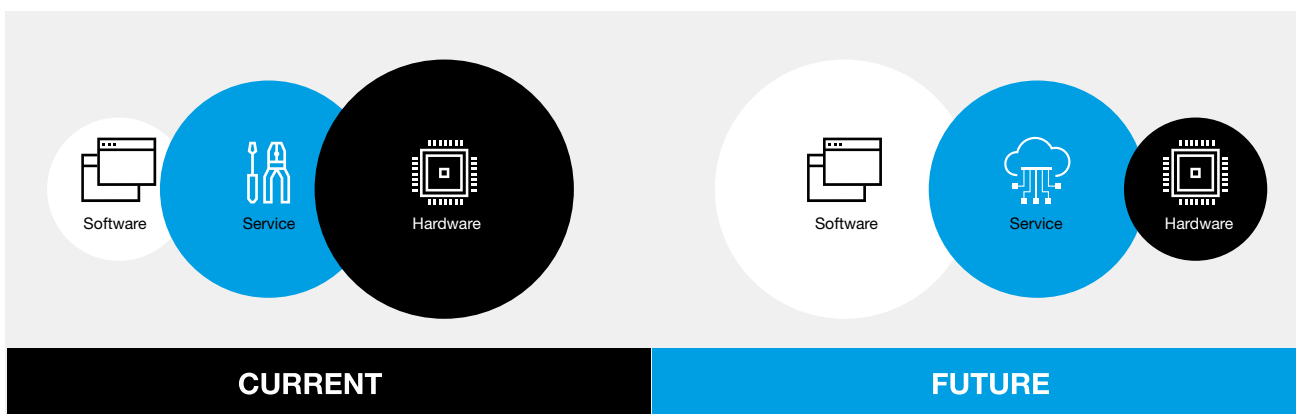
are forced to re-think and re-design their business models to cope with one of the toughest economic periods over the last years. Demand and revenues will go up and down for a while. Therefore, car park Operators are challenged to ensure, more than ever, the **Business Continuity** and related **Customer Experience**, and last but not least, the **Ebitda** as well, for the peace of mind of their stakeholders.

In a context where the unattended car park model is increasingly becoming a must, as we see it, the way to deal with Service can play a key role to get an unprecedented *double-digit* result in the company’s P&L.

To better understand our view, you cannot avoid considering that also in our industry, digitalisation is influencing a paradigm shift: **SW is becoming increasingly more important than HW**. But what about Service which is key for car park Operators?

We are convinced that the Service of the future will always have a central position but it will be provided in a totally different way.

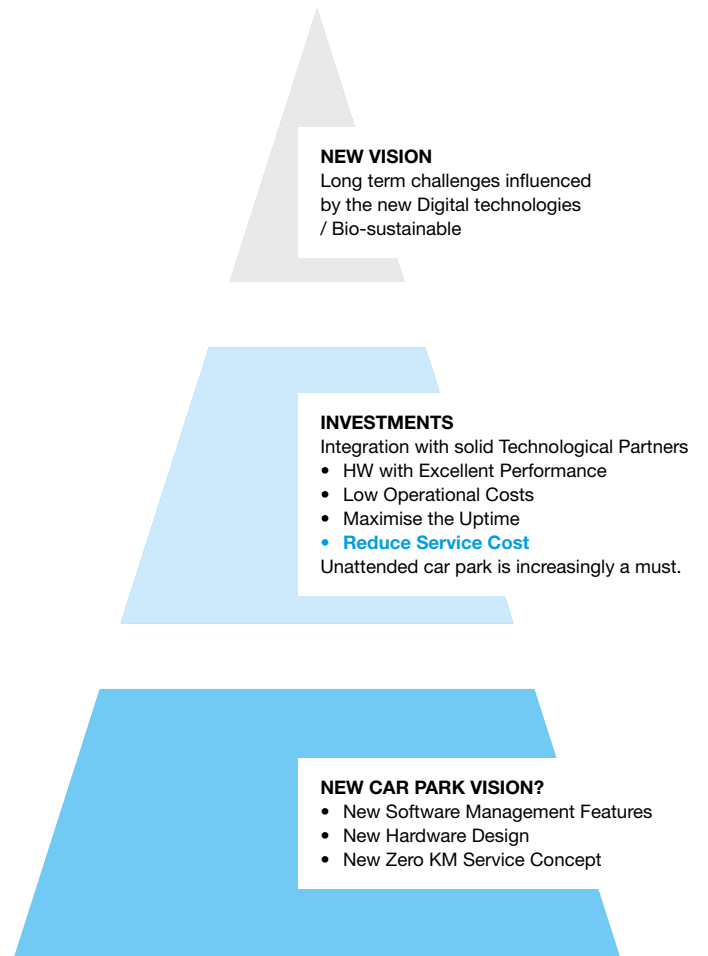
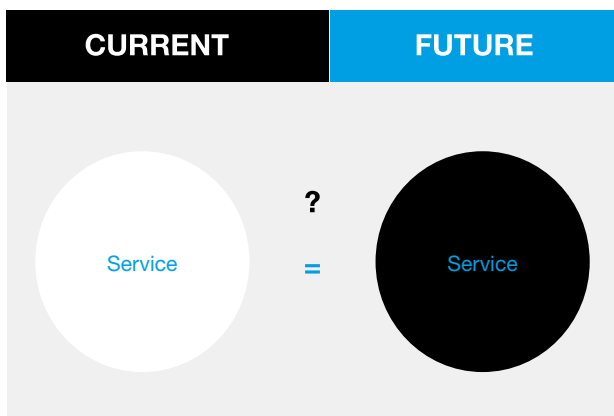
**Digital Transformation allows a paradigm shift to take place: Software is becoming increasingly more important than hardware.**



Before the Covid-19, most of the car park Operators either launched or were ready to launch impressive investments to re-engineer their market approach, looking at a new value chain. After a very tough period, at this very moment, with renewed enthusiasm, they are ready for a New Vision of the car park industry, a new challenge featured by long-term perspective inspired and led by new digital-driven technologies. Investments must be accompanied by partnerships with solid partners to secure:

- Excellent Performance of the Equipment;
- Lowest Operational Costs;
- Maximisation of the Uptime ;
- A Double-Digit Reduction of Service Costs.

How digitalisation will affect the Service of the Future?



## OUR INNOVATIVE VISION OF PARKING

Our extensive experience and continuous dialog with customers have enabled us to understand what can really make the difference. For everyone, a real innovation would be to count on a Revolutionary and Self-Sufficient System that is able to:

- inform of the need for preventive maintenance, providing the instructions to follow,
- lead local staff through performing a repair, quickly and autonomously,
- guide local staff to reboot and reconfigure the system in real time through an application,
- manage spare parts replenishment in real time using a Smart Software,
- the same Smart Software reports also the components wear and tear.

Our idea of innovation is based on the use of new digital technologies to create smart devices capable of minimising human intervention in case of failures and preventive maintenance.

**This really could revolutionise the Service!**

## THE STRUCTURE OF THE NEW SERVICE CONCEPT

We have envisioned a combination of **New Hardware Design** and **New Smart Software**, to which we have transferred the knowledge of the most skilled engineers and technicians, thus establishing a **New Service Concept based on three pillars:**

### 1 - Hardware

Devices are designed in robust modular kits, which provides a huge advantage, since any parking employee with no technical skills can swap them quickly and autonomously. Consequently, specialised technicians are no longer required, except in rare and specific events.

### 2 - Smart Software

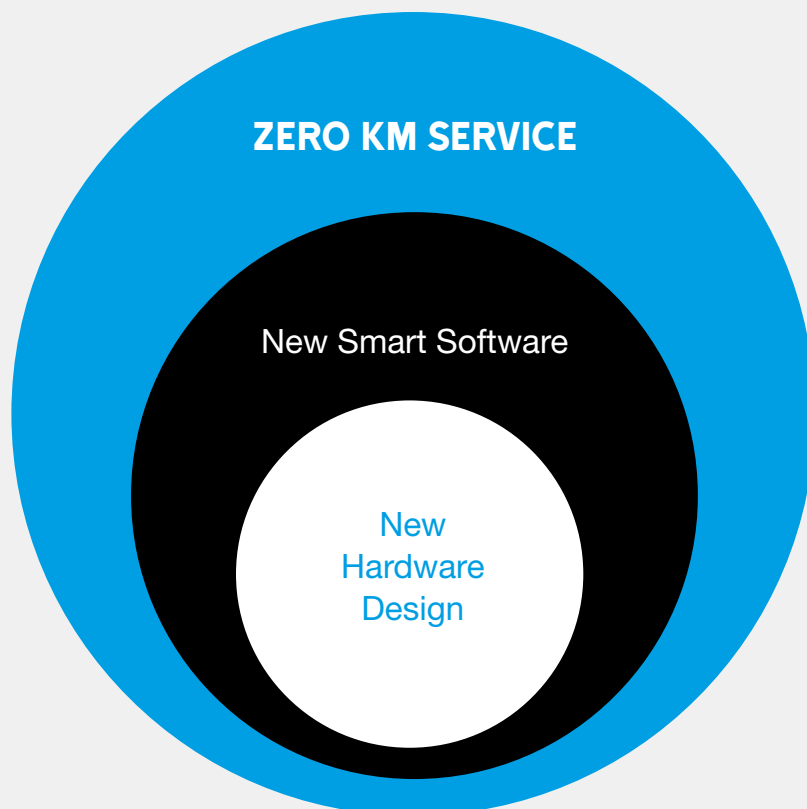
Software capable of sending real-time data to inform and guide the operator's staff

to be self-sufficient in both preventive and corrective tasks. The software also reports the components wear and tear and manages spare parts logistics.

### 3 - Artificial Intelligence Algorithms

A modular and intuitive structure, supported by Artificial Intelligence algorithms, ensuring never-before-seen operational continuity.

Each modular kit is provided with a chip, encased into boxes shaped to grant the swap by unskilled staff, and designed to make easy any on-site and remote maintenance work. A number of algorithms enable the system to deliver and manage digitalised information linked to the modular kits.



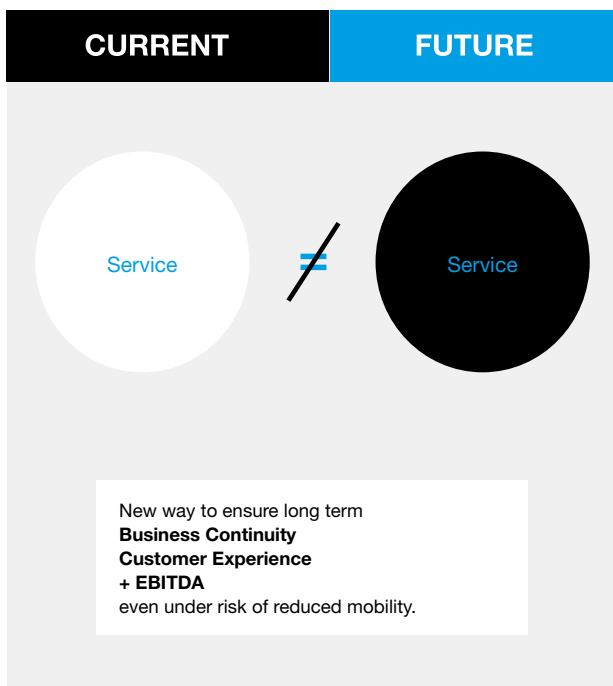
The structure of the New Service Concept.

## THE BENEFITS FOR OPERATORS

Operators who decide to profit from this New Concept will be eligible for countless benefits at all levels of their organisation, among others:

- a drastic cut of the costs,
- to get the best performance from the system,
- fully autonomous Service management.

All accompanied by a huge increase in **Business Continuity**, **Customer Experience** and **EBITDA**, the key factors for competitiveness.



The Service of the future will be provided in a totally different way and will ensure **Business Continuity**, **Customer Experience** and a huge impact in **EBITDA**.

## A JOURNEY FROM DREAM TO REALITY

After two years of intense work, our project has become a reality, transforming the concept of traditional maintenance into the Zero KM Service.

Zero KM Service is a breakthrough and innovative Service concept which is already available with the SPK parking system.

With SPK, when an incidence occurs any parking employee can bring the system back into operation, autonomously and quickly:

- no need to call the Service provider;
- no more waiting for a specialised technician;
- no stress for the car park manager.

SPK is an innovative parking system concept, **the new frontier in Zero KM Service.**

SPK is not only a new product to sell, it is also a complete new approach for CAME Parkare to serve and partner with customers, showing that we are at the forefront of parking solution technologies.

We are on a mission to anticipate the impact of the megatrends that are shaping the parking industry and to surprise our customers by offering solutions that are at the cutting edge of innovation. We are on their side to build together a more sustainable mobility by protecting their long-term investments.

We will be thrilled to share our full view on the **Zero KM Service** Concept with car park Operators looking to reinvent a new meaning of Customer Experience against this backdrop and provide peace of mind to all Stakeholders.

Stay Tuned!

**Renato Berto**