



# PARK TICKETLESS

Supermarket solution use case



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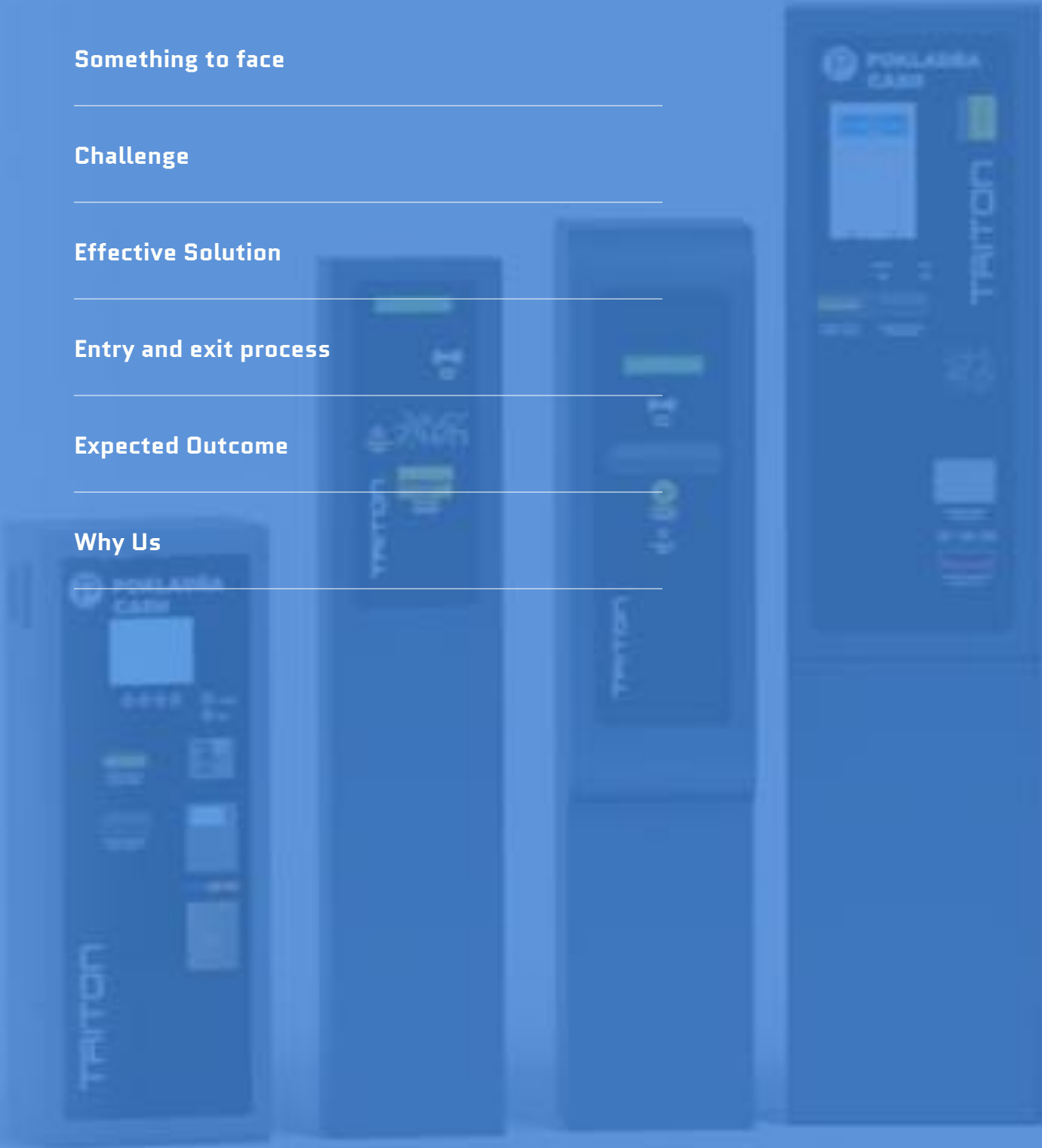
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# SOMETHING TO FACE



## PURPOSE AND REALITY

Supermarket operators build generous car parks with sufficient capacity for their customers at their stores.

The aim is to achieve their convenient parking, shopping and departure from the parking lot.



## CUSTOMERS AND NON-CUSTOMERS

In practice, however, it often happens that the parking lot is also used for parking vehicles whose drivers go to work or arrange various things in the vicinity. A supermarket visitor who wants to park, do shopping and leave, often circles the car park without finding a vacant parking place.

## DISCOURAGED CUSTOMER

Finally the potential customer leaves and goes shopping to another store, where there is an opportunity to park without any problems. And so the construction of a large parking lot often misses the purpose: customers have nowhere to park.



# CHALLENGE



## Signage ?

The simplest solution is to fit a sign with a text warning saying the parking lot is intended for supermarket visitors. However, this kind of a solution relies on the discipline of drivers, and sanctions can only be imposed if there are repeated checks on vehicles and subsequent calling the police. Such a procedure is therefore very difficult to control and risky in terms of possible conflicts with customers, which is certainly not in the interests of the store. The results of using this solution are therefore very limited.

## Simple system ?

Another solution, in an effort to provide to the customers free parking spaces, is to install a system consisting of parking posts, automatic barriers and an automatic cash register. Given that the aim of building such a parking system is not to charge visitors by parking fee that would discourage many customers, the assumed maximum free shopping time is set and the parking fee will start to cumula only after it has been exceeded. The customer of the store parks for free and the other drivers pay the parking fee for parking. In most cases, this solution will provide enough parking spaces for the store's customers.

## Extended system ?

If the car park is used by random parkers who are not 'short time customers' and the car park is occupied, it is possible to shorten the free parking time by equipping the store cash registers with bonus terminals that reprint the EAN code on the parking ticket. Then at the cash desk the customer submits the parking ticket to the cashier, who scans it by the cash register. If the parking is not associated with a corresponding purchase, the cashier using the bonus terminal prints an EAN code on the ticket, which represents the parking fee in the cash register system. The customer will pay the parking fee directly at the checkout of the store.

# EFFECTIVE SOLUTION



The described parking systems basically solve the problem of parking lot occupation by non-customers. However, a certain problem is slowing down the entry by taking a parking ticket, as well as burdening customers with the obligation of storing it and using it when paying or leaving the car park. Likewise, such systems represent a significant burden on the environment. In addition, parking tickets financially burden the operation of such a car park. Due to the fact that only a minimum of visitors pay for the standard parking fee, the issuance of parking tickets represents a certain economic loss.

The solution is to use a ticketless parking system. When entering the LPR (license plate recognition) car park, the camera reads the LP, records it in the system database and the system opens the barrier. When exiting the car park, the LPR camera reads the LP and if the vehicle does not have an unpaid parking fee, the exit barrier will open. If the free parking time has been exceeded, the driver has the option to pay the parking fee with a bank card via a POS terminal which is built into the exit post or at the cash register after entering the LP, or via a bonus terminal at the store's cash desk.

The advantage of the ticketless parking systems is therefore a higher speed of customer handling at the entrance and exit, greater customer satisfaction, lower operating costs and also less burden on the environment.

## EXPERIENCE

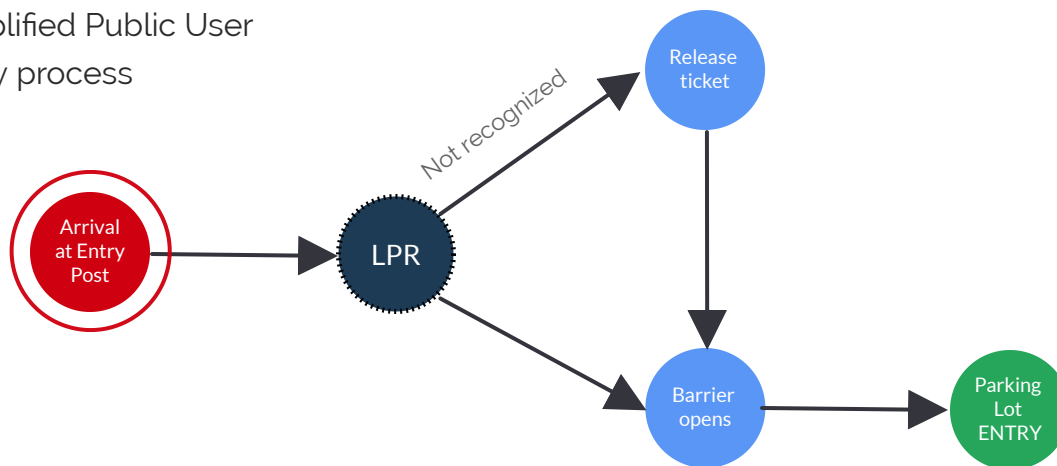
**Triton has supplied and operates more than 40 ticketless parking systems for Lidl, Kaufland, OBI, Terno and other customers in Slovakia.**



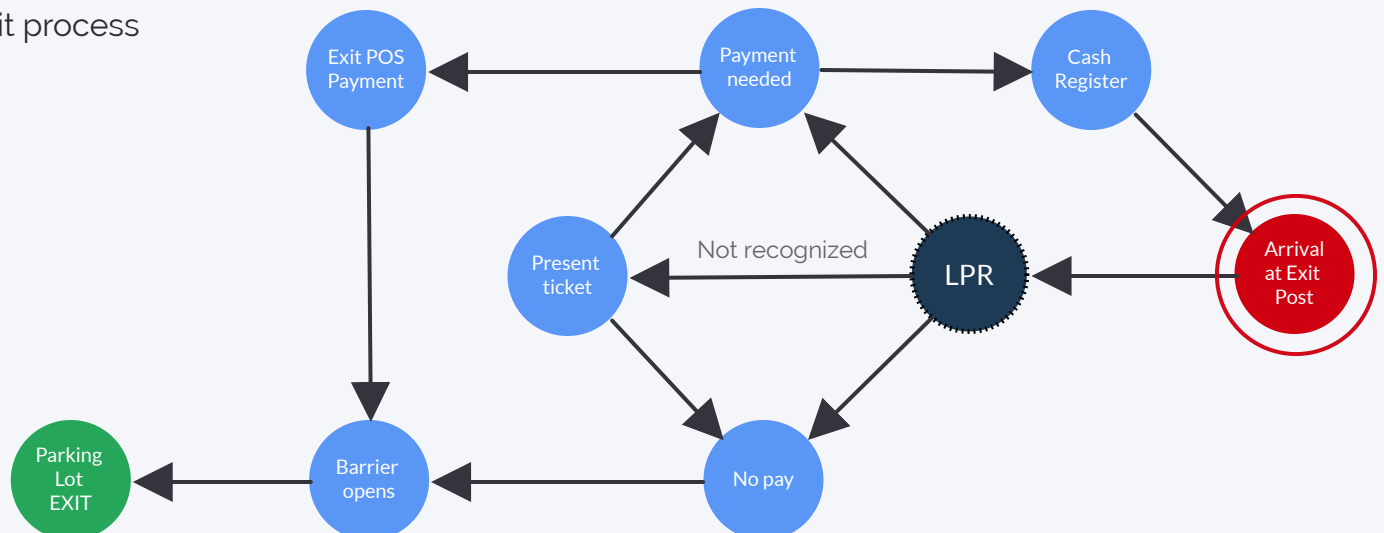
# ENTRY AND EXIT PROCESS



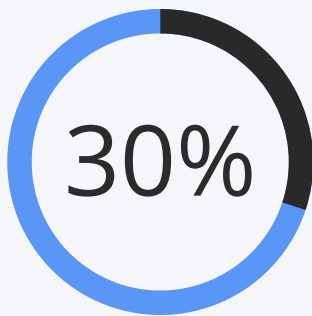
Simplified Public User  
Entry process



Simplified Public User  
Exit process



# EXPECTED OUTCOME



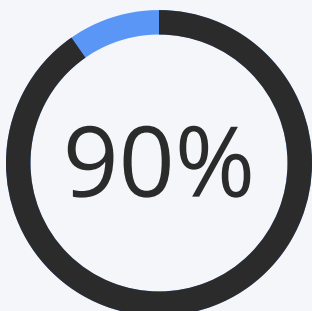
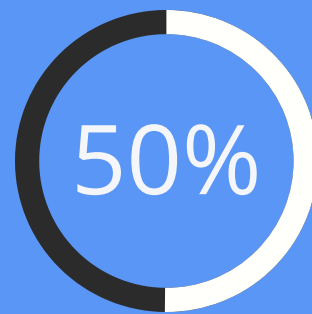
## ENJOY THE SPEED

Ticketless entry takes only 1/3 of the time need for ticket entry, approx. 3secs.

## SAVE REGULAR COSTS

Using LPR will reduce your regular costs to approx. 50%.

\*Transaction LPR fee is much less than the ticket paper cost.



## SPACE AVAILABILITY

Repels approx. 90% - 100% of non-customer drivers

# WHY US



Your supermarket doesn't need more parking drivers, it only needs free and available parking for your customers.

Our parking system can be easily tuned-in to a tailored solution making the parking operator content.



## EXPERIENCE IN SUPERMARKET SOLUTIONS

As a producer and distributor of our own parking system, we know the issues and we implement features that result in an effective and easy operable parking lot.



## FLEXIBLE AND EFFECTIVE

Robust configuration enables the system to work according to the customer's demands with the respect of a stable and effective parking system.



## SUPPORT AND MAINTENANCE

The part of the maintenance and offered services is our Surveillance Centre which manages visitor's requests by Parking Post Intercomm, solves some operating issues, etc.



Tritonsystems s.r.o., Kopčianska 9, 851 01 Bratislava, Slovakia  
Email: [info@tritonsystems.eu](mailto:info@tritonsystems.eu), Tel.: +421(0)692017564  
[www.parksystems.eu](http://www.parksystems.eu), [www.tritonsystems.eu](http://www.tritonsystems.eu)