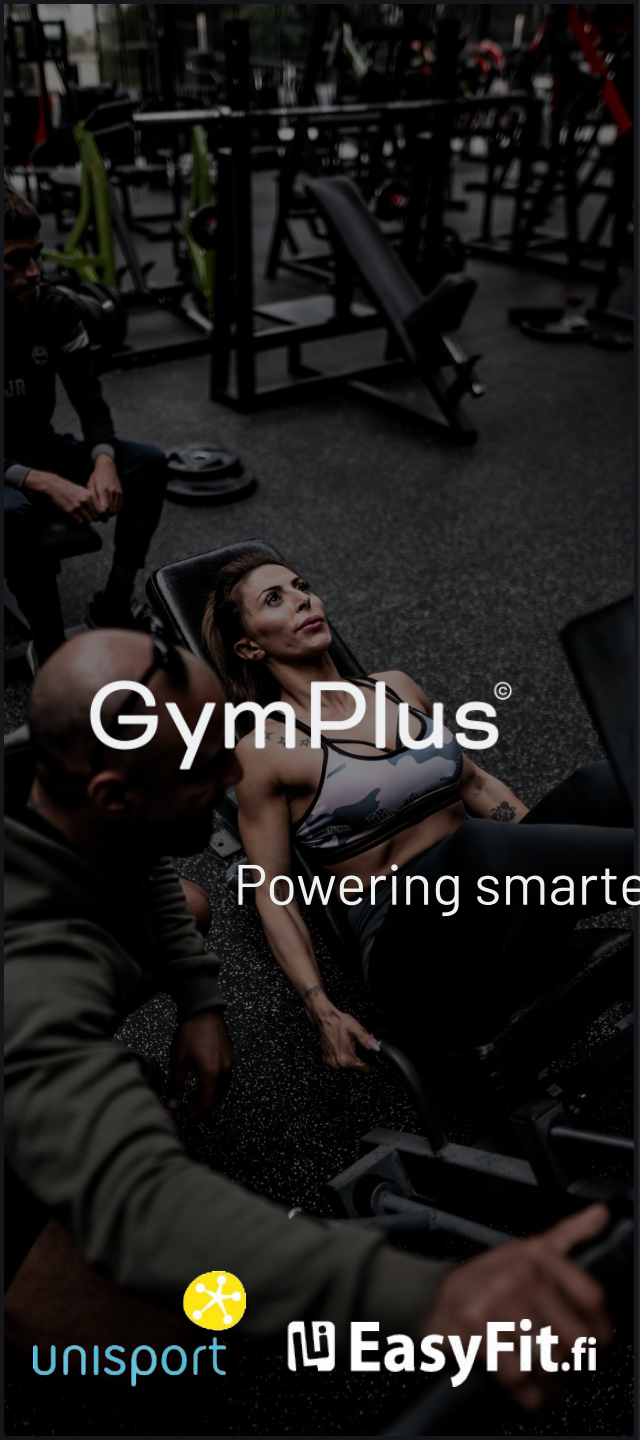


indoor  informatics

# ParkPlus

Technology makes parking easier and more efficient

- case LUT University



GymPlus®

ClassPlus®

ParkPlus®

PlayPlus®

Powering smarter service design, profitability and customer experience in real estate.



we are losing...

**TIME**  
**MONEY**  
**EARTH**

Outdoor parking now



# The average motorist in the UK spends nearly four days every year looking for parking spaces



- You can expect to spend nearly eight minutes to find somewhere to park in London.
- Nearly half of people (some 48 per cent) are frustrated by the lack of spaces in their area,
- 59 per cent are angry with bad drivers taking up multiple spaces with a single vehicle.

## The most important factors of parking

- location (67%)
- ease of access (51%)
- bright lighting (44%)

## The least important factors were

- clear facilities (10%)
- parking attendant (10%)

“Poor parking provision not only causes stress for drivers but leads to congestion on roads, contributes to pollution levels and – crucially for councils – impacts on revenue. The more time spent circling around looking for parking, the less time drivers are paying for it.”

- Rachel England, The Independent (2017)

TIME

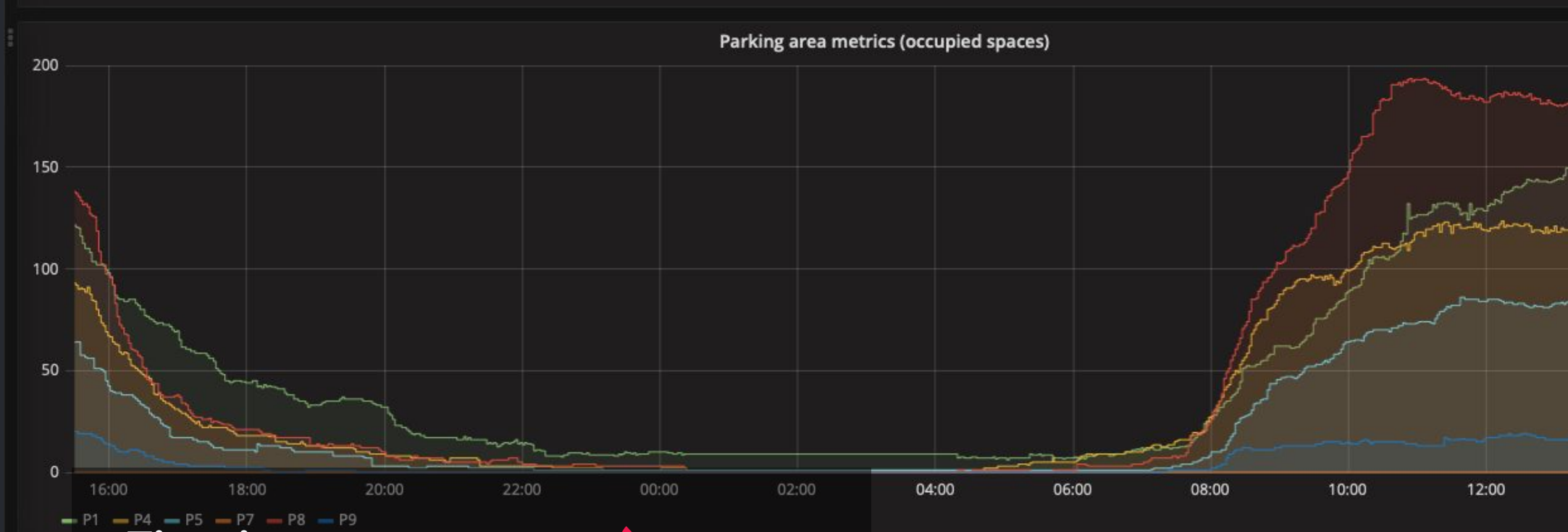
## Use it wisely

2000 visitors per day  
2min extra time spent per visitor  
70h time savings per day  
270 active days per year

Within a year, they can save three



# MONEY

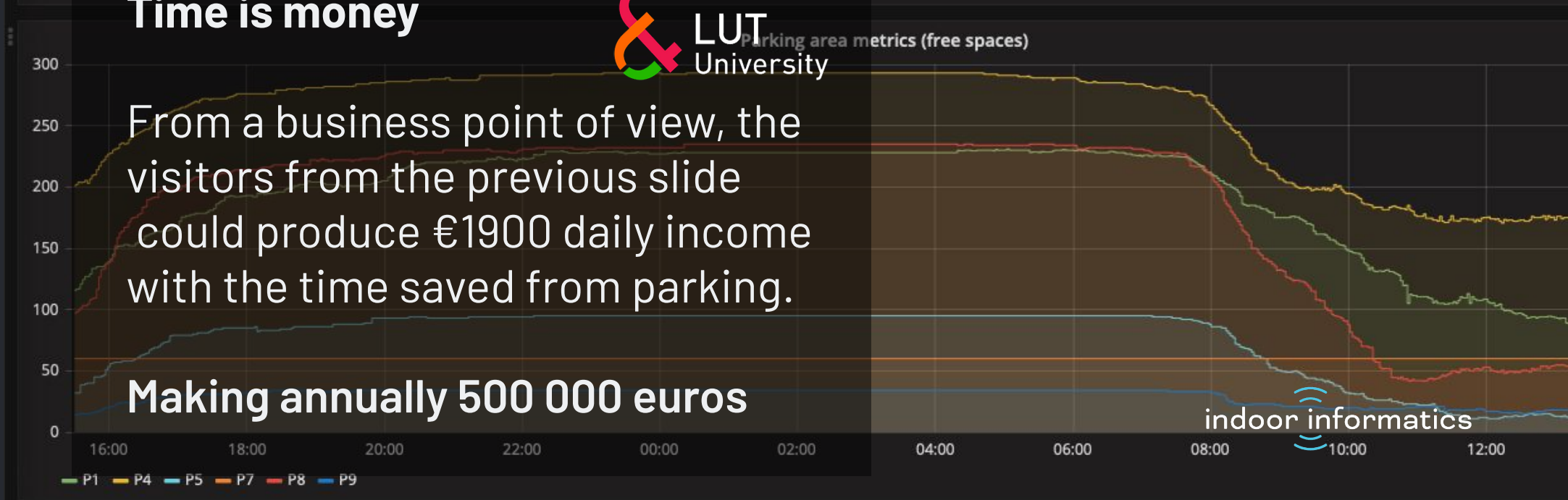


**Time is money**



From a business point of view, the visitors from the previous slide could produce €1900 daily income with the time saved from parking.

**Making annually 500 000 euros**

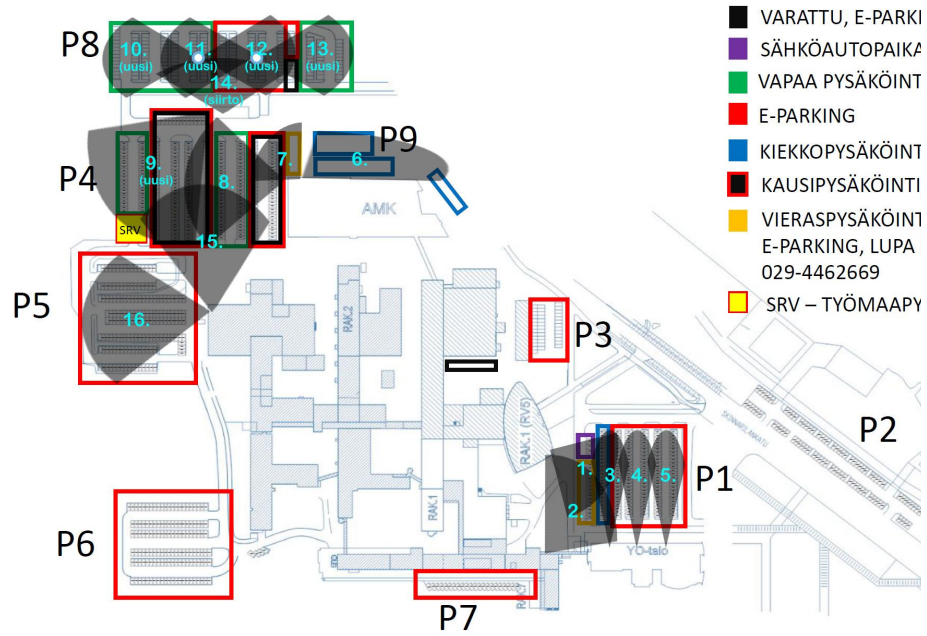


**Annual CO<sub>2</sub> effect**

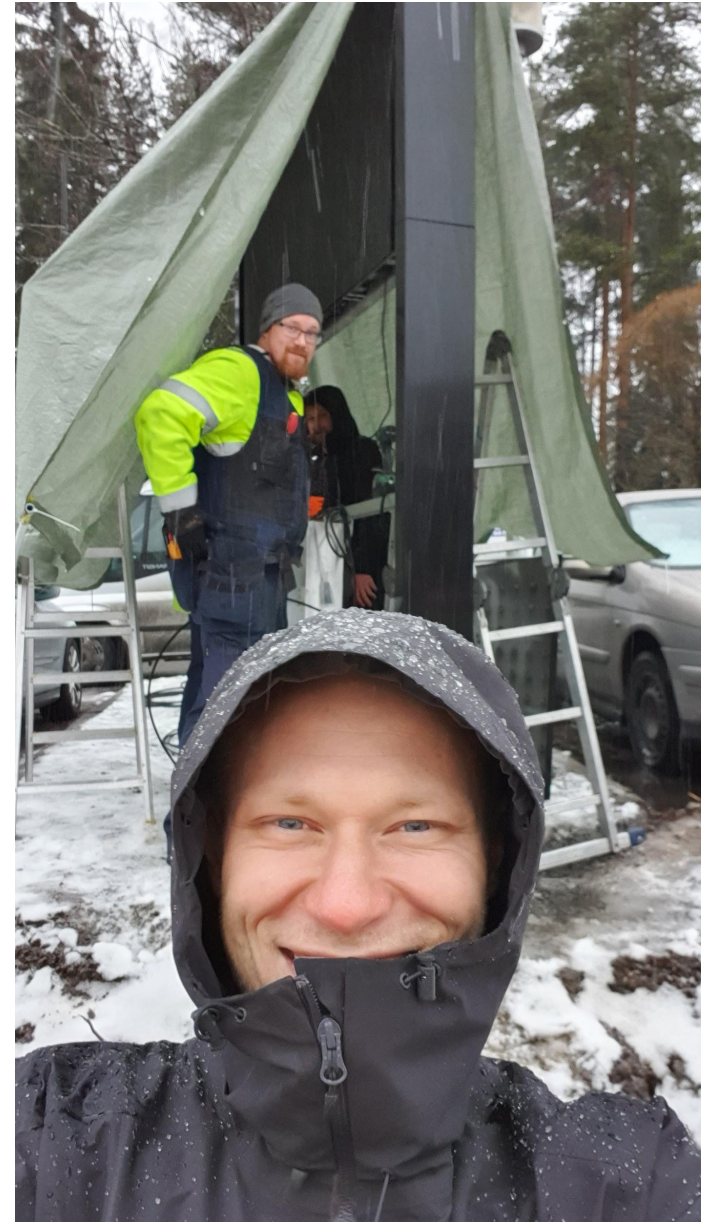


2000 visitors per day  
600m extra drive per visitor  
202g CO<sub>2</sub> per extra drive  
270 active days per year

**45 - 70t CO<sub>2</sub> savings annually**

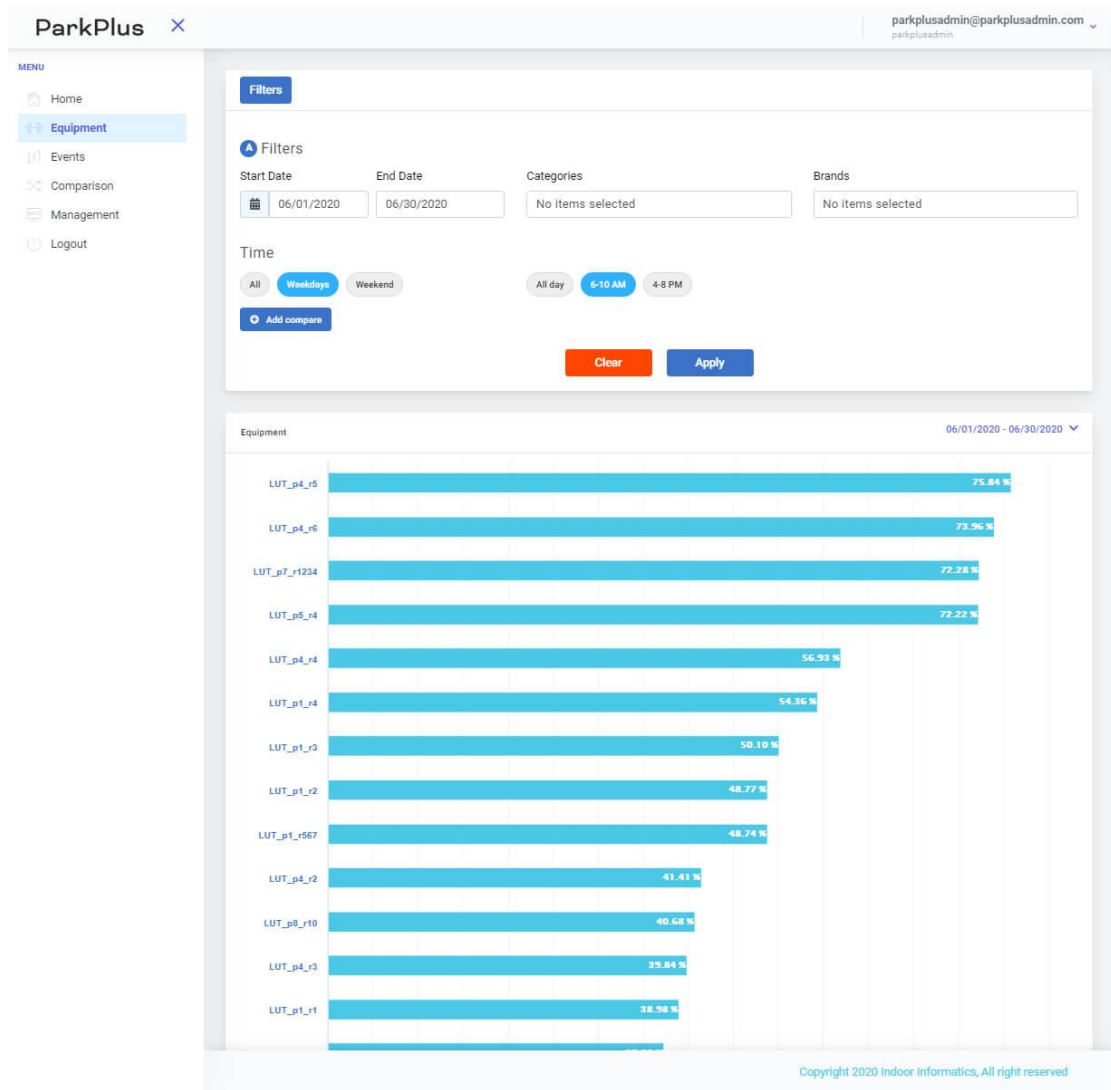


# Planning & installation





# High quality integrations



The screenshot shows a web browser displaying a table of parking availability data. The table is titled "E-parking Kiekko Lupa Vapaa" and has columns for different parking types (P1, P4, P5, P7, P8, P9) and their respective counts. The data is as follows:

Parking Type	Count 1	Count 2	Count 3	Count 4
P1	192	23	11	-
P4	-	-	-	269
P5	-	-	-	91
P7	-	-	-	60
P8	-	-	-	232
P9	-	20	8	-

Below the table, there is a legend: Kiekko = Parking disc, (2 or 3 h), Lupa = Guest parking, call 029 446 2669 for permit, Vapaa = Free parking. There is also a link: Pysäköinti-info/Parking info >

## Indoor Informatics ParkPlus Api

This Api has been built to be used in 2 use-cases:  
1) Serve parking availability information to outdoor monitors  
2) Serve data to customer frontend

### 1. to serve parking availability information to outdoor monitors

This API has more detailed queryparameters in order to serve separate business cases

### 2. Serve data to customer frontend

For this purpose no query parameters needs to be passed to the API at this time.

### Authentication

Api uses customer specific APIkeys in authenticating and analyzing the requests coming to the API.

### Stages

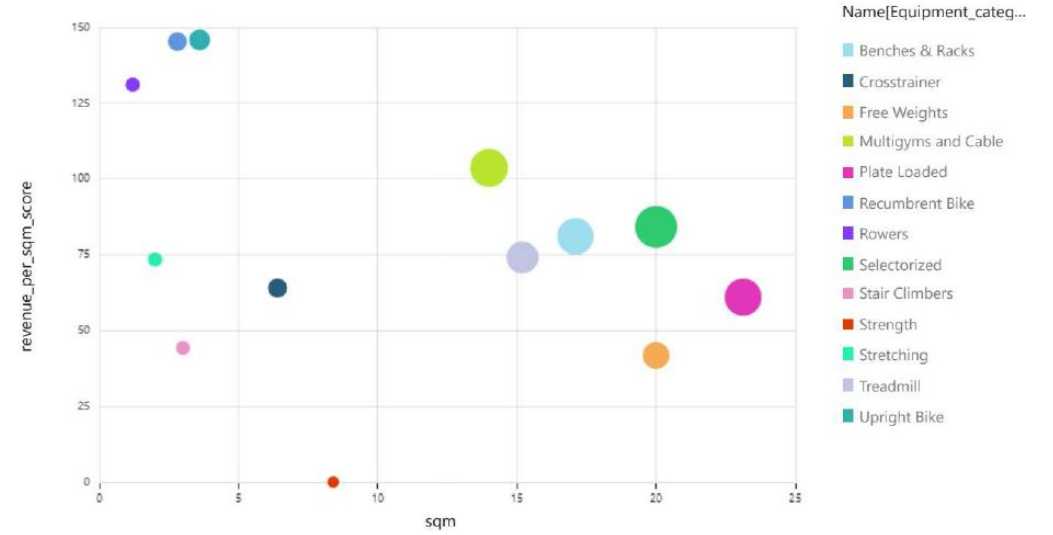
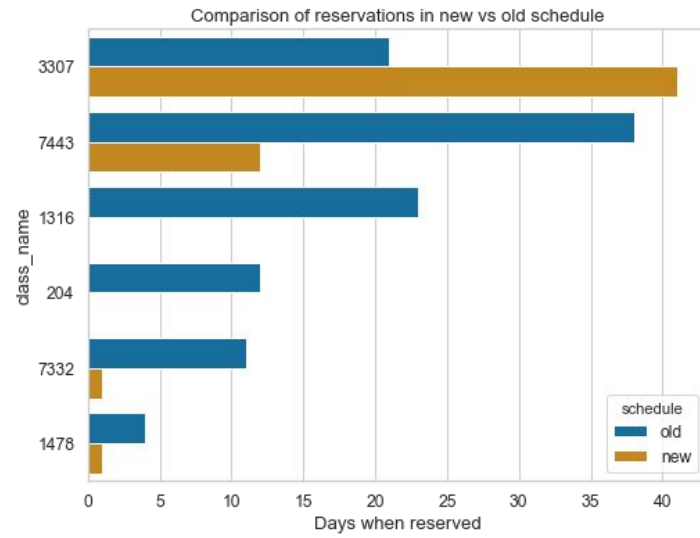
There are currently 3 stages in the API  
1. dev - used in the development of the API  
2. qa - used in the quality assurance and testing any breaking features  
3. prod - used in the production environments no breaking changes will be pushed here without notifying customers

### Query modifiers

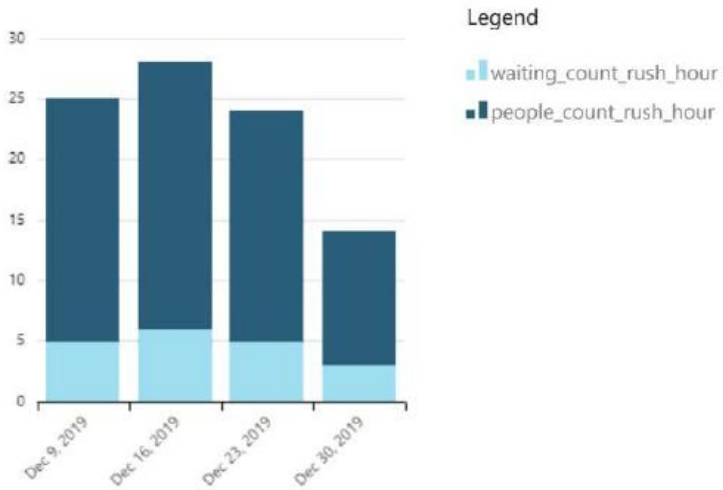
#### showArea

- comma separated Parking area ids parking areas to show if aggregated P defined P should be listed here.

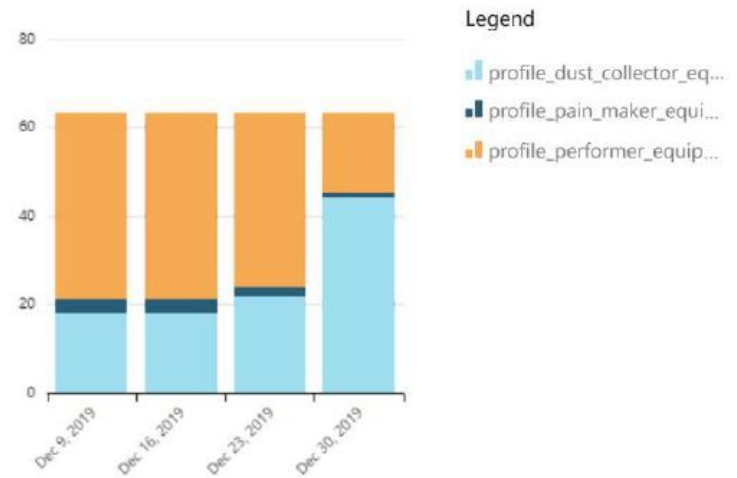
# Experienced in analytics



Rush hour - training to waiting distribution



Portfolio utilization performance





Choose us

## Real estate utilization

focus and be the best.

## Outstanding technology

more than on/off data, plan the future.

## Sharing the vision

with leading stakeholders in Finland.

*Team*  
**FINLAND**

**SUPPORTED BY**  
**BUSINESS FINLAND**



**TRUSTED BY**  
**PUBLIC SECTOR**



**GDPR**  
**COMPLIANCE**



**KIUAS ACCELERATOR**  
**BATCH 2019**





Aki Illikainen  
CEO, Co-Founder  
✉: [Send me an email](#)  
☎: +358 50 599 5650  
💛: [Book a time with me](#)



Teemu Toivonen  
CIO, Co-Founder  
✉: [Send me an email](#)  
☎: +358 50 301 7872



Martti Sutinen  
Data/Design, Co-Founder  
✉: [Send me an email](#)  
☎: +358 40 063 4208



Marcos Vinicius  
Sales Manager, GymPlus  
✉: [Send me an email](#)  
☎: +358 40 688 3089  
💛: [Book a time with me](#)







James Gallacher  
Sales Manager, ClassPlus/ParkPlus  
✉: [Send me an email](#)  
☎: +358 45 133 2100  
💛: [Book a time with me](#)



Miika Salminen  
Lead Front-End Developer, Partner  
✉: [Send me an email](#)  
☎: +358 45 787 69 200

Muhammad Usama  
Front-End Developer  
✉: [Send me an email](#)  
☎: +358 45 615 4335

 indoorinformatics.com  
 #indoorinformatics #classplus #gymplus #parkplus  
 @indoorian  
 @indoor-informatics

**We are here for you.**