

EPA 2021 – Digitised Partnerships

Q-Park Belgium | Category 4 | Digital innovative partnerships



We enable our partners to offer their customers seamless parking



PARKING AS A SMART SERVICE

Powered by Q-Park

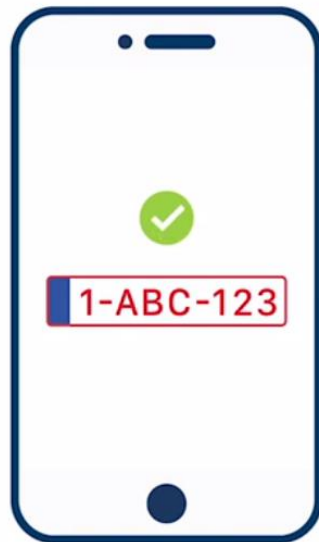
Q-Park PlatePay for Business Partners

(PlatePay = ANPR + Payment)

- I We've digitized the parking journey **nationwide**, for more than just our customer segments.
- I We enable partners to offer parking directly to their customers – easy – by means of an **API** or a **URL**.
- I The customer journey is digital and seamless from beginning to end – from number plate registration, to parking, payment and exiting a car park:
 - I Online registration or pre-booking
 - I No need to take a parking ticket
 - I No need to go to a payment machine

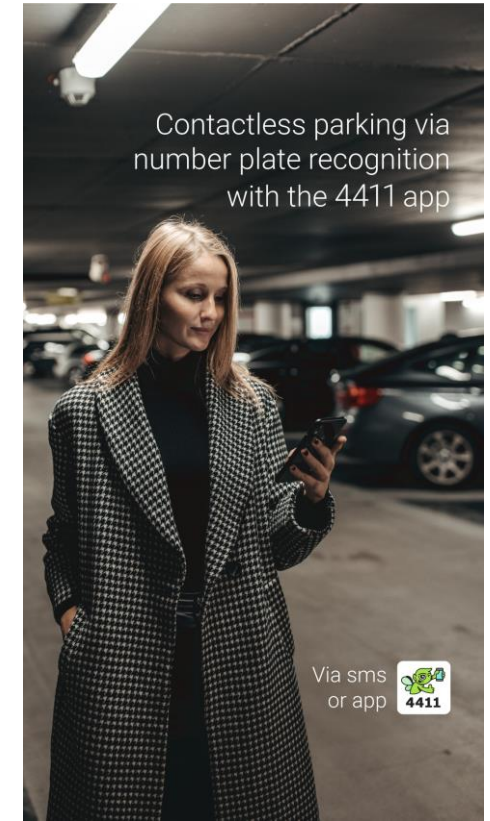
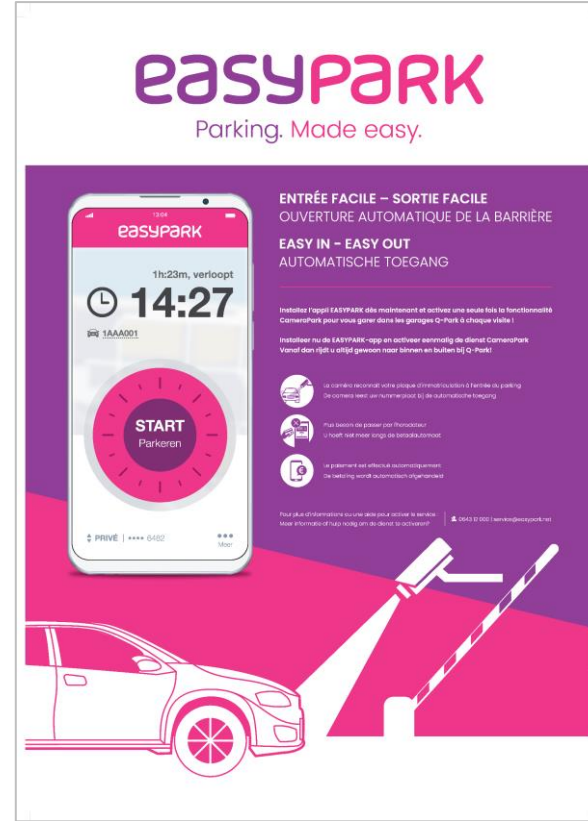
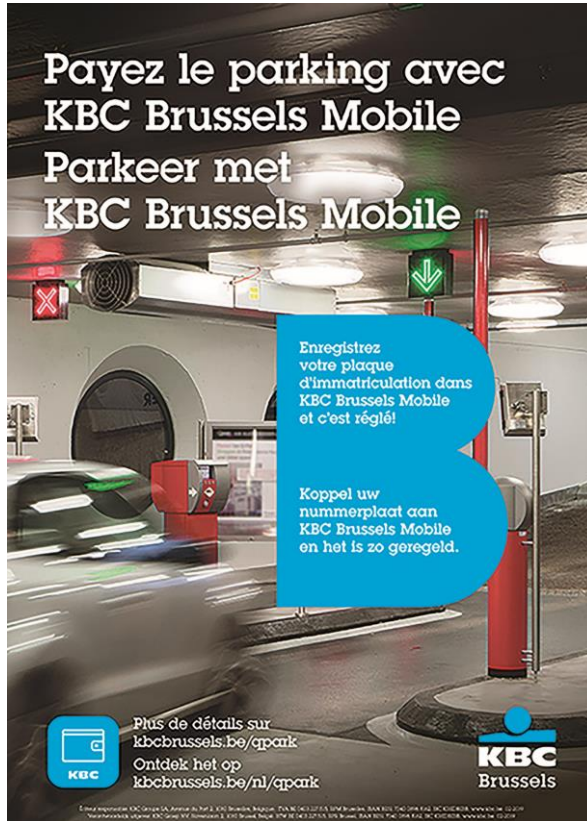
API Solution i.e. platform integration for Mobility Partners

Voeg je nummerplaat toe in KBC (Brussels)/CBC Mobile en koppel ze aan je zichtrekening.

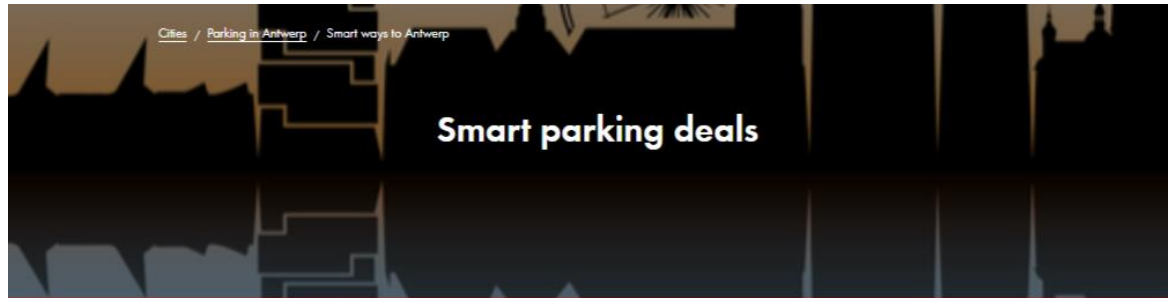


- We integrate our off-street parking services directly into our partners' payment platform.
- We started with KBC, a bank and insurance provider (Payment Provider) with a focus on an easy and secure all-in-one app for their customers. Next to bicycle rent and public transport payment, they wanted to add parking as a service.
- Parking Service Providers such as EasyPark, Parkmobile and 4411 followed suit.
- Skipr, a MaaS player who simplifies intermodal mobility for businesses, is connected as well.

Mobility Partners informing their customers about the platform integration




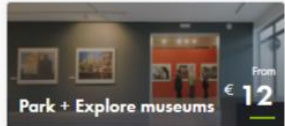




URL Solution i.e. bespoke parking propositions for Purpose Partners



Combined efforts often lead to the best solutions

Deals

 <p>Shopping Ticket 4 hours</p> <p>From € 9</p> <ul style="list-style-type: none">Park right by the shopsPre-book now & park for lessContactless parking	 <p>Shopping Ticket Day</p> <p>From € 16</p> <ul style="list-style-type: none">Parking in the Diamond DistrictShop all day longFavourable tariff	 <p>Shopping Handelsbeurs</p> <p>From € 22</p> <ul style="list-style-type: none">Visit the renovated HandelsbeursPark at the MeirContactless parking
 <p>Park + Explore museums</p> <p>From € 12</p> <ul style="list-style-type: none">Discover Antwerp's art galleries and museumsPark in the trendy South	 <p>Weekend in Antwerp (Fri, Sat and Sun)</p> <p>From € 25</p> <ul style="list-style-type: none">Park in the trendy SouthGet to the centre quickly by bus, tram or train	 <p>P+R at Berchem Station</p> <p>From € 10</p> <ul style="list-style-type: none">Get to the centre quickly by bus, tram or trainFavourable tariff





- We create bespoke propositions together, enabling our Purpose Partners' customers to pre-book.
- We have the opportunity to offer our Purpose Partners their own single or multiple offerings.
- For the city of Antwerp we created multiple parking offerings, serving a variety of needs:
 - Retail support with shopping tickets
 - Leisure with explore and weekend tickets
 - Liveability with P+R tickets
- For hotels, restaurants, event venues et cetera we set-up unique offerings, catering to specific needs.

Purpose Partners with single parking offerings


Ingang en Parking

Ingang Handelsbeurs via Borzestraat.
Boek je parking vooraf en met meer dan 50% korting bij **Q-Park Handelsbeurs** (inrit Sint Katelijnevest 55) [via deze link](#) en ervaar contactloos parkeren.


Handelsbeurs over 10 multifunctionele zalen en break-out rooms op de eerste etage met decoratieve glas-in-loodramen, prachtige parketvloeren en hoge plafonds. [Meer info over handelsbeurs?](#)




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HANDELSBEURS
ANTWERPEN



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MAENE



Q-PARK

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Home Parking Products Business About Q-Park Customer service

EN Login

Cities / Parking in Antwerp / Cheap parking in Antwerp / Lit d'Art Hotel


Exclusive boutique Hotel Lit d'Art

Q-Park Steendak

Normally for €19

From €17,50

Book now



Q-Park

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Cities / Parking in Antwerp / Cheap parking in Antwerp / SHECT


Sportclub Het Eiland offers 2 hours of parking

Q-Park Godefriduskaai

Normally for €5,80

From €4

Book now



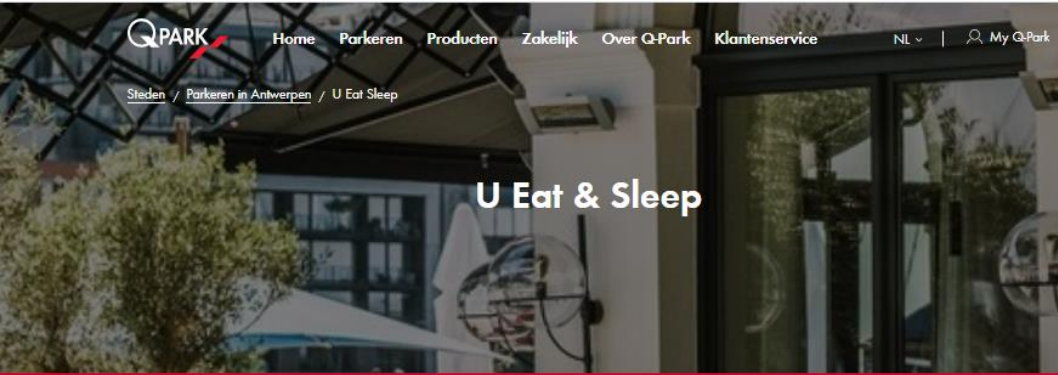
General information

Practical information



- Fully contactless parking linked to your number plate. No need to take a ticket or stop at the payment machine.
- You benefit from a favourable parking tariff.
- You are certain of your parking space. We will keep a space vacant for you.

Purpose Partners with multiple parking offerings



"U" are always welcome!
Geniet van onze locatie, onze gastvrijheid én onze parkeerdeals.

Alle deals



- | Parkeren van 18:00u tot 03:00u
- | Gunstig tarief
- | Verzekerd van een parkeerplaats



- | Parkeren van 11:30u tot 15:00u
- | Gunstig tarief
- | Verzekerd van een parkeerplaats



- | Onbeperkt in- en uitrijden
- | Gunstig tarief
- | Verzekerd van een parkeerplaats

U are always welcome

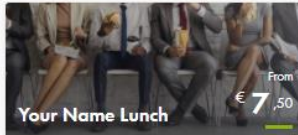
Sinds de zomer van 2017 is het trendy eilandje in Antwerpen een boetiekhotel en gastronomisch restaurant rijker. Gelegen aan de voet van het MAS en met zicht op de schitterende jachthaven.

De combinatie tussen het historische pand van de bekende architect Pierre Bruno Bourla waarin "U" is gevestigd en de urban style van het interieur en de trendy buurt met hypermoderne architectuur, maakt van "U" een unieke plek.



Your logo will be on the left and the banner contains your signature visual.
Your description comes here.

Deals



- | Parking from 11:30am until 3:00pm
- | Your parking space is guaranteed



- | Favourable tariff
- | Contactless parking
- | Your parking space is guaranteed



- | Discover Antwerp's art galleries and museums
- | Park in the trendy South

Your title here / Your visual on the right

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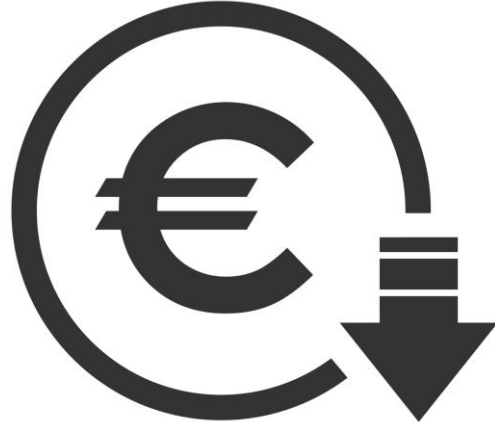


Digital Partnerships – For Mobility Partners & Purpose Partners

- All Q-Park Belgium parking facilities are connected:
 - An immediate nation-wide off-street parking solution for Mobility Partners – with just one API.
 - An abundant amount of possible place-day-time promotions – co-created per partner, quick and easy.
- Onboarding costs vs benefits for a Mobility Partner API solution are based on customer base and scalability.
- Onboarding costs vs benefits for a Purpose Partner URL solution are favourable as efforts are limited.
- Next step on the digital partnership roadmap is an API (not an URL, but a true sales channel) for Purpose Partners, allowing them to integrate parking directly in their e-commerce flow – think of cinemas and theatres who wish to offer a combined pre-planned and paid for leisure + parking ticket in an 'All-In-One' flow.

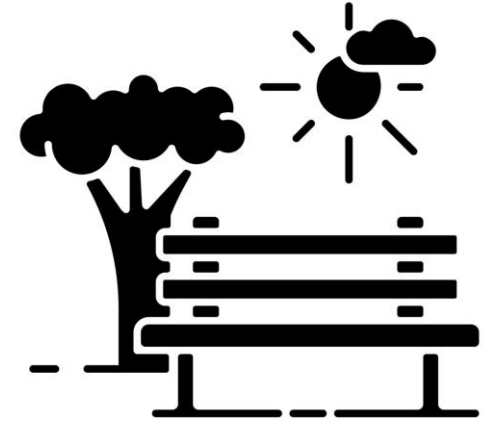
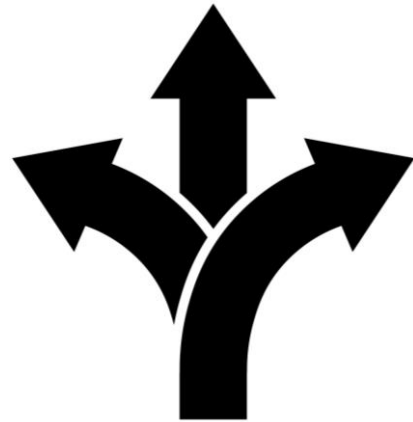
Digitising the parking journey for our partners' customers means ...

- Improving customer service – more, smart and easy services in our respective portfolios
- Reducing costs – no more tangible assets to manage such as value cards or configuring parking systems on-site
- Improving impact on the bottom line – more services convert more customers who have more choices
- Increasing safety – no more cash handling means safety for employees and customers

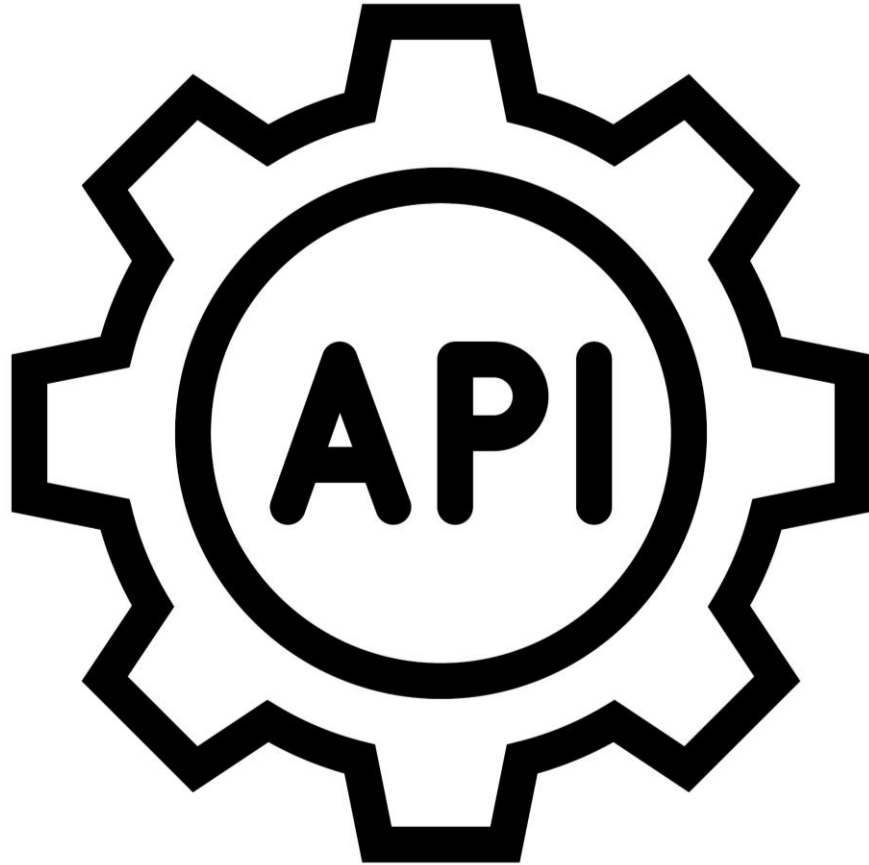


Digitising the parking journey for our partners' customers means ...

- Improving liveability – parking search traffic behaviour is reduced as customers are more informed
- Embracing choices – offering alternative mobility options such as public transport, walking or cycling
- Contributing economically – enabling visitors who travel by car to urban amenities, make them feel welcome
- Improving public space – nudging off-street parking behaviour which opens-up public space for people



Digitised Partnerships – Easy & Nationwide Digitised Customer Journeys



APIs for Mobility Partners
Integrating Platforms with Parking & Payment



URLs for Purpose Partners
Endless variety in unique Parking Propositions



Quality in parking