



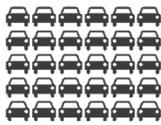
CASE STUDY

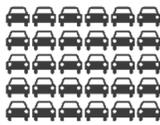
AmericasMart

AMERICASMART IS ONE OF THE LARGEST PERMANENT WHOLESALE TRADE CENTERS IN THE WORLD. REEF PARKING HAS OPERATED SINCE 2009, RECENTLY INTEGRATING OUR PROPRIETARY PARCS TECHNOLOGY.

ATLANTA, GA

26% ↑
10 Day market
REVENUE


723
SPACES
Building 2


393
SPACES
Building 3


FINGERPRINT
TECHNOLOGY

Situation

- 10-day wholesale market causes high-traffic periods, filling the AmericasMart garages each year.
- Ticket-based parking caused long lines during peak traffic periods
- Customers who “lost” their tickets could avoid paying for actual time spent in the garages
- Attendant-operated gates limited the hours the garages could collect fees, meaning customers who left after-hours avoided paying

CASE STUDY

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Approach

- Installed Reimagined Parking's proprietary, ticketless PARCS with cloud-based vehicle fingerprint technology to create a real-time customer database
- Used database to close payment loopholes and calculate all transactions in real-time
- Used vehicle fingerprint technology to ensure customers paid before leaving
- Used frictionless technology to significantly improve entry and exit times and decrease garage traffic
- Implemented pay-on-foot kiosks, online pay, and auto-pay options to reduce the time customers spent in payment lanes
- Kept garage managers on-premises to help customers adapt to the new technology
- Maintained rates from previous years

Results

- Raised parking revenue for the 10-day market by 26% compared to previous years with new PARCS.
- Shortened wait time for customers entering and exiting garages
- Achieved 24/7 fee collection and operating hours by automating gates
- Ensured accurate fee collection by replacing tickets with vehicle fingerprint technology and a real-time database
- Redeployed cashiers as roaming ambassadors to assist customers throughout the facilities
- Reduced on-site attendant requirements
- Expanded and optimized customer database by allowing customers to sign up for auto-pay