EFFICIENT SYSTEMS
Lower Your Cost of Entry

"If your technological solution of choice requires a server, check that it is properly sized to give you the performance you want. Alternatively, if your solution is cloud-based, ensure you have enough bandwidth matched to your transaction volume."

Each time a customer purchases a new system, he or she rightly expects the same thing every time: the best value for money. In making any parking technology purchase, customers must understand the expected operating environment.

There are quite a few touch points where a good understanding of the business requirements can help create a parking technology environment that fulfills your objectives and doesn't exceed your budget.

Ensure You Have Ample Server Space or Bandwidth

If your technological solution of choice requires a server, check that it is properly sized to give you the performance you want. While computing power has drastically come down in price, having a server that can handle 1,000 percent of your expected load is probably overkill, yet having an undersized server will likely negatively impact the system's performance.

If your solution is cloud-based, do you have the proper bandwidth matched to your expected transaction volume?

If you have a geographically dispersed environment and remote devices need power and communication, research if your company can handle the device communications wirelessly, instead of laying fiber or copper, thereby reducing civil costs.

Validation Type Can Add or Decrease Costs

Depending on how you expect to offer validations, you may have a choice between online and off-line validators. Off-line validators will save you money by eliminating the need for communications.

By going a step further, do you even need physical validators? Determine the feasibility of offering web- or iPhone-based validations, or use stickers. Each of these types of validators can save in the cost of equipment, communications and power.

Weigh Pros and Cons of Full Automation

Will you have a fully automated facility or cashiers? If your company employs cashiers, pay-in-lane devices may not be necessary, and they are more expensive than exit verifiers.

Alternately, if you have strong signage at your automated facility pointing out your pay-on-foot devices, then you might be able to get away with not having pay-in-lane devices. ∎

Michael Bigbee is CEO of TIBA Parking Systems. Email him at **michael.bigbee@ tibaparking.com.**