



How Software Integration is Changing Revenue Control

Software is an integral part of our lives and for the most part, it works just like it should. Software powers our energy grid, computers, smartphones, automobiles, airplanes, some of our kitchen appliances, our computers our PARCS equipment.

A majority of the time, when software engineers write programs for a specific piece of equipment, they generally get it right, with the occasional bug aside. The tricky part is when you want to connect your device or system to another device or system. This is when two completely separate software development teams have to come up with a way to communicate.

Different Software Communicate in Everyday Life

We've all likely experienced a successful example of software communication. In newer cars, you have probably connected your smartphone via Bluetooth® and were able to set a few connection parameters

and then successfully complete a call. You were able to do this in a couple of minutes because technology providers have agreed on a Bluetooth API (Application Programming Interface)—a published way of allowing devices and systems to communicate in a widely-known, standard fashion.

Proprietary Systems Unable to Communicate with New Technology

These APIs are what allow completely separate systems to establish a two-way dialogue. Imagine the gridlock if every car manufacturer specified their own proprietary interface protocol; the phone manufacturers would spend most of their time in development, or the reverse, where the car manufacturers had to deal with proprietary interfaces with every phone company.

In the coming Internet of Things age, proprietary, closed systems will die a slow death, as they will not be able to commu-

nicate with emerging technologies.

Integrate PARCs to Capture Key Data

In the parking industry, we have seen where proprietary programming worked enough to tie in some external technology, such as RFID. Interface development took some time on both party's part and then things generally worked as expected.

However, parking is seeing a significant influx of both hardware and software technologies where these new, external systems are expecting to communicate via an API, generally a feature of open systems. Online reservations, loyalty cards, credit cards and big data analytic systems all expect to connect via an API.

If your PARCS is not able to quickly integrate with these emerging technologies, you will likely find yourself falling further behind and your technology upgrades will take longer and cost more. ■

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