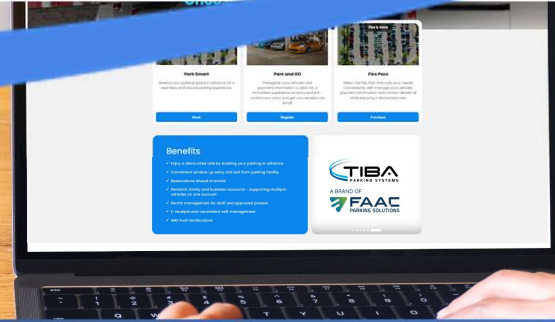




Solution Brief

Dynamic Pricing

Automatically change rates based on real-time demand and occupancy to maximize revenue and save time.

Respond To Demand In Real-Time

Dynamic Pricing — part of the SPARK platform — gives operators the means to capitalize on changes in demand, as they happen. Rates can be changed when a certain number of vehicles or a certain percentage of occupancy is reached, so that revenue keeps pace accordingly. It's that easy!

Planning Made Easy

Many changes in demand can also be anticipated in advance. Whether it's comparing weekdays vs. weekends or looking ahead to upcoming events, Dynamic Pricing allows rate changes to be programmed automatically when operators know change is coming.

Retain Full Control

Just because rate changes *can* be automated doesn't necessarily mean they *should* be. That's why Dynamic Pricing includes the option require all rate changes be manually approved by a designated user(s). Sometimes it's better to be safe than sorry!

Display Rates For Full Transparency

Any time a rate is changed, the new rate can be shown either via TIBA's X60 series of PARCS equipment or a separate integration for displaying the information on external signage. That way, parkers know what to expect when they arrive.

Operator Benefits

+ **More Revenue:**

Automated rate changes make it quick and easy to respond to demand and get the most revenue possible from open spaces.

+ **Operational Control:**

Users with the relevant permissions can be alerted to approve all rate changes when the required conditions are met.

+ **Display Rates:**

Operators can display their rates via their TIBA X60 series of equipment or via external digital signage (IPDisplays)

Parker Benefits

+ **Convenience and Flexibility:**

Easily view the displayed rates to make informed decisions about where to park.

+ **Discounted Rates:**

Rates can be lowered during low demand periods to incentivize parkers to choose preferred lots/zones.

How It Works:

Add Conditions

Simply open SPARK and go to “Lot Configuration” > Dynamic Pricing and then choose the conditions you want to apply:

- Lot/Zone
- Percent Occupancy
- Number of vehicles
- Day/Time

Condition Name	Counter Type	IF		AND		AND
		Occupancy	Revert At	From Time	To Time	Valid By
Game - SP	Trade Show (Parking Lot)	Less than 20%	25%	00:00	23:59	SD1 SD2
+ 1\$	4-Demo Lot - 23811 (Parkin...	More than 90 vehicles	80 Vehicles	00:00	22:27	All Days
Busy afternoon	Trade Show (Parking Lot)	More than 95%	90%	00:00	19:00	All Days
+ 3\$	Level2 (Zone)	More than 95%	90%	06:06	22:08	Mon, Tue, Wed

User Approvals

Users with the “Active Rate” permission in SPARK can receive alerts to approve rate changes when the conditions are met.

Dynamic Pricing - User Approval

Dynamic Pricing Condition Name

Parking Lot Name

The occupancy in **Parking Lot 1 | Zone 3** has increased to **95%**.
Are you sure that you want to change the rate to **2\$ Extra**?

Zone 3 - Occupancy Details:

6,531 / 7,603

0%

Monthlies & Guests 4,101 (53%)

Transient 2,430 (33%)

Available 1,012 (33%)

Note:
This popup will disappear when occupancy drops to 89%.

Cancel

Change Rate

A BRAND OF

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TIBA, a brand of FAAC Parking Solutions, offers innovative parking management systems, integrating advanced technology for seamless, efficient, and secure parking solutions tailored to diverse customer needs.

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tibaparking.com

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Getting started is easy.

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USA

2228 Citygate Drive, Columbus, OH, 43219

Israel

17 Ha-Mefalsim Street, Petah-Tikva 4951251

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Get Started Today

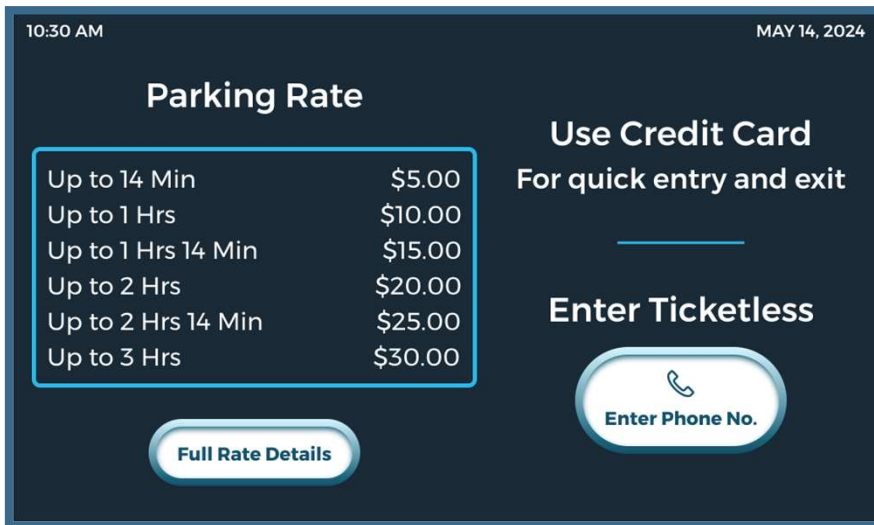
Scan the QR code to connect with our team and discover how Dynamic Pricing can help

How It Works:

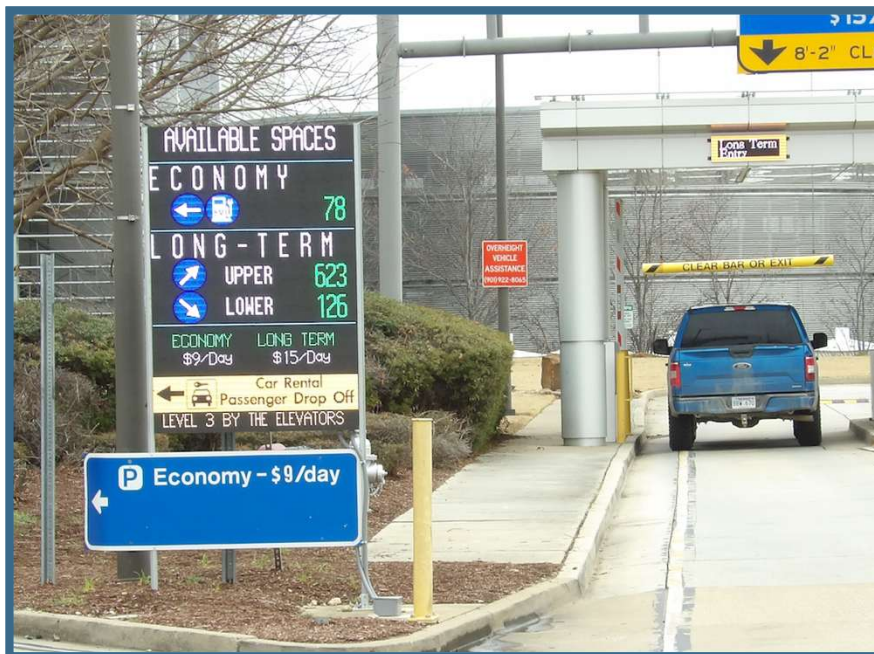
Display Rates

There are two options for displaying rates:

TIBA's X60 series of PARCS equipment



IPDisplays integration (external signage)



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