> "When people have a plane to catch, or a friend or relative to meet, the last thing they need is to be delayed trying to find parking. Xerox has helped us meet customer expectations in a very busy environment."
>
> Guy Marguet, Project Manager
> Geneva Airport

Our Challenge

"Parking is usually the very first or very last physical impression that people have of the airport. We really want it to be a positive experience, even if they're not in a hurry.

That's not easy to achieve, especially when each year we cater to a growing number of travellers and people working on site, without a corresponding growth in parking spaces. So when it was time for us to upgrade our parking management system a few years ago, we had very specific and detailed requirements for the solution we wanted, to enable us to provide the fastest, smoothest possible parking experience for travellers and staff."

Our Solution

"Xerox was fully prepared to customise its Multipark® Evolution solution to meet our requirements, and it was the clear winner after we scored all of the bids against our criteria.

Xerox support during the phased rollout of the solution exceeded our expectations at every level. They clearly understood that technology programmes are never just about technology, and we had a truly open, collaborative and supportive relationship throughout. Working with our technical assistance team, Egis France, the Xerox project manager was one of the best I've ever seen. The Xerox team was capable and flexible, and together we completed the project under budget. The training Xerox gave our operational, IT and maintenance teams was extremely professional, and to this day, Xerox experts are only a phone call away if we need assistance in using or maintaining the solution."

Our Results

"Quite simply, the Multipark Evolution solution makes life easier for everyone: not just those parking at the airport - staff, flyers, and their friends and relatives - but also the operators in our parking control room, our maintenance staff, and our IT and finance teams."

A faster, smoother parking experience:

- Parking guidance system helps drivers find parking more quickly
- Licence plate recognition enables high-speed exiting, lost ticket recovery and the ability to locate lost cars
- Parking can be pre-booked online
- Multiple payment methods are supported
- Integrated video keeps operations running smoothly

A resilient and flexible system:

- Virtualisation and hardware redundancy ensure high availability
- Car parks continue to operate if there's an issue with the central system
- Tariff-setting is highly flexible
- Integration with other airport systems improves management control

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Time for an Upgrade

For any major international airport, a parking management system is a significant investment with a long lifecycle. But there inevitably comes a time when a rising cost of ownership signals a need for new investment. For Geneva Airport, that time came when its car park system was more than 10 years old.

"We had good financial reasons for the upgrade," says the airport's project lead, Guy Marguet. "But the moment we started talking to stakeholders about the project, everyone — from our parking control-room operators to the marketing and finance departments — agreed that the guiding principle of the project should be to make life easier for those who would be parking their cars at the airport."

A Methodology to Measure Value

By engaging with a wide range of stakeholders, Geneva Airport could be very specific in its requirements for the parking solution. Bids were scored on their ability to meet performance criteria for over 200 elements of the solution, covering everything from network performance metrics and video constraints to barrier opening speeds and credit-card payment response times.

"We had a precise method for choosing a solution that would achieve our objectives and give us the best overall value for money," says Marguet. "The Xerox Multipark Evolution solution emerged as the winner, and it has proved to be an excellent choice."

Good for Customers…

Geneva Airport has 23 car parks and more than 9,000 parking spaces, all managed from a central control room. Xerox has installed 83 entry-exit terminals and high-speed barriers in the car parks, which dispense tickets and also read credit and debit cards. Drivers can insert their payment card at entry, and again on exit to pay for their parking.

The solution includes 35 pay stations, which accept cards and cash (both Swiss francs and euros), and also support contactless payment technologies if the airport chooses to offer these in future.

Drivers can quickly find a free parking space by looking down aisles for clearly visible indicators of spaces that are empty. By minimising the time that cars spend driving around, the solution supports Geneva Airport's environmental objectives.

Licence plate recognition technology improves the parking experience in a number of ways, including automatic raising of exit barriers as cars approach them, and providing assistance to customers who have lost their ticket or forgotten where they've parked.

The Xerox solution also includes a state-of-the-art video system and a new centralised web-based monitoring application, tailored to Geneva Airport's own specifications and used by the control room operators to ensure that all car parks are running smoothly, and that cars and car-park users are safe.

Each entry-exit terminal and pay station also has an integrated camera that automatically has its view displayed in the control room when someone presses the 'assistance' button. Able to see where customers are and what they're doing, operators can provide help more effectively.

… and Good for Business

The new solution is very intuitive for the control room operators, and the airport can configure a range of automated actions based on real-time occupancy levels, such as turning on a 'full' sign or disallowing entry for certain categories of car park users.

Occasionally, drivers try to avoid paying the full amount by claiming that they've lost their ticket but have only been parked a short while. Operators can now ask for a licence plate and identify exactly how long any car has been parked.

> "Through its Multipark Evolution solution, Xerox is supporting all of our objectives for parking management. It's better for customers, for the business, and for the environment."
>
> Guy Marguet, Project Manager
> Geneva Airport

It's very easy to set and change parking tariffs and to generate management reports, and the solution is integrated with the airport's financial management system, among other airport systems. Integration with the website, for example, enables customers to pre-book parking online, or check which car parks have space before driving to the airport.

"Whichever way we look at it, Multipark Evolution is a great parking management solution for us, and Xerox is a reliable partner," says Marguet.

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