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Smart Parking for Companies

EFFICIENT PARKING MANAGEMENT IN THE NEW WORK ENVIRONMENT

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Current challenges for companies:

Hybrid working environment: the return from home office to office?

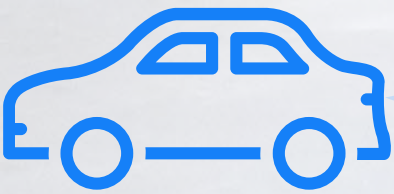
The world of work is changing. While many companies have increasingly relied on working from home in recent years, there are now clear signs of a return to the office. According to a recent study, 84 per cent of companies in Germany are calling for their employees to return to the office either partially or fully – significantly more than the European average of 73 per cent. However, only 38 per cent of German employees believe that the current office space is actually suitable for hybrid working or a full return to the office.[1]

This presents companies with a new challenge, because the growing number of people in the office is also increasing demand for parking spaces. This is causing problems, especially in cities where parking is scarce and expensive. Companies are faced with the task of making optimal use of existing space and ensuring fair and flexible parking allocation.

Smart parking offers a future-oriented solution here. This white paper explains how your company can use digital technologies to efficiently manage parking spaces, reduce costs and increase employee satisfaction.

Did you know?

30-40 %...

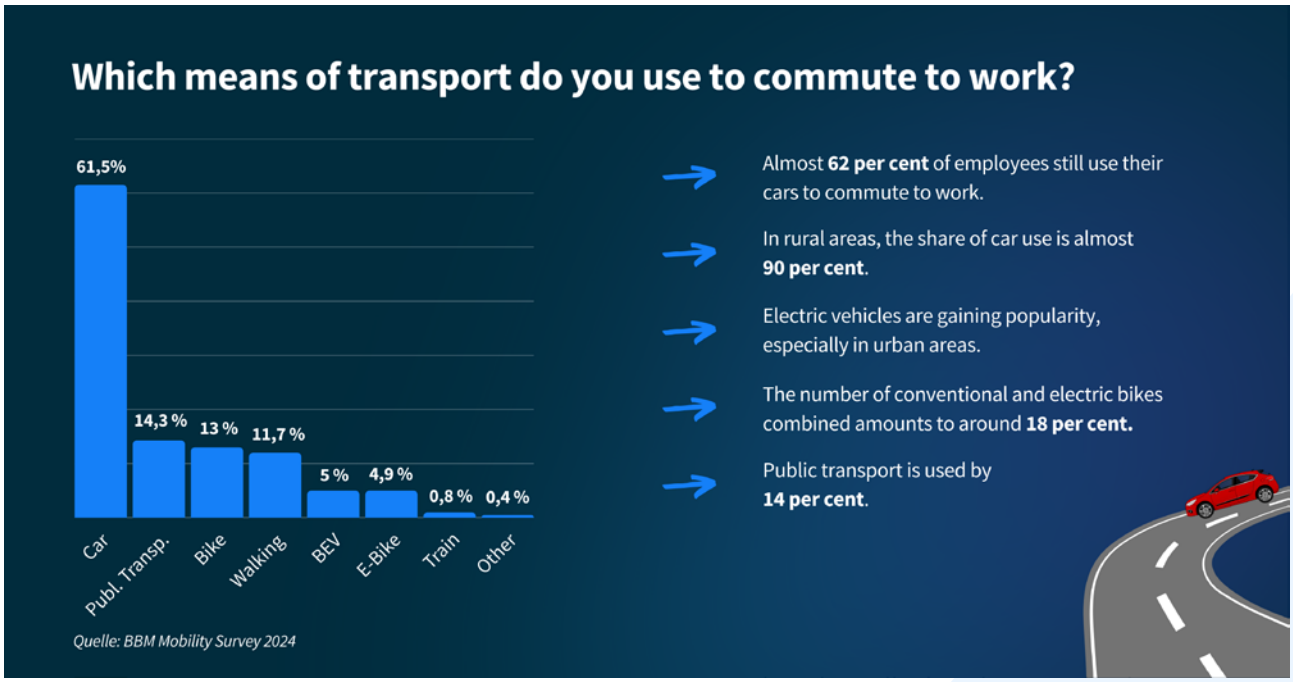


... this is the estimated share of traffic caused by drivers searching for parking spaces in the total inner-city traffic volume.[2]

STATUS QUO:

THE FOLLOWING CHALLENGES MUST BE FACED BY COMPANIES NOWADAYS

The number of commuters in Germany remains high. In 2024, more than 20 million employees regularly commute to work. Despite an increasing number of public transport options, the car remains the preferred means of transport for many employees – 61 per cent use their own car to get to work. This trend is particularly evident in rural areas, where the share of car commuters is almost 90 per cent.[3] A difference that should be taken into account when developing internal company parking space concepts.



For companies, this means a high demand for parking spaces – often outstripping supply. At the same time, the costs for parking spaces are considerable: in German cities, companies pay between €2,000 and €4,000 per parking space per year, depending on the location.[4] nefficient use of this space can therefore have a significant economic impact.

Especially when there are two or more employees per parking space, it is essential to think about a system for efficient parking space utilisation. The traditional, fixed allocation of parking spaces leads to several problems. On the one hand, parking spaces often remain unused when employees work from home or are on a business trip. On the other hand, employees who come to the office on a particular day often cannot find a free parking space because all the spaces are already taken. This not only leads to frustration, but also to additional traffic from employees who lose valuable time searching for a free space.

In addition, the growing proportion of electric vehicles is changing the requirements for parking space management. In 2024, over 380,609 new electric cars were registered in Germany[5], and many companies are experiencing an increasing demand for charging infrastructure. Companies that do not offer solutions for managing their charging points risk inefficient use and employee dissatisfaction.

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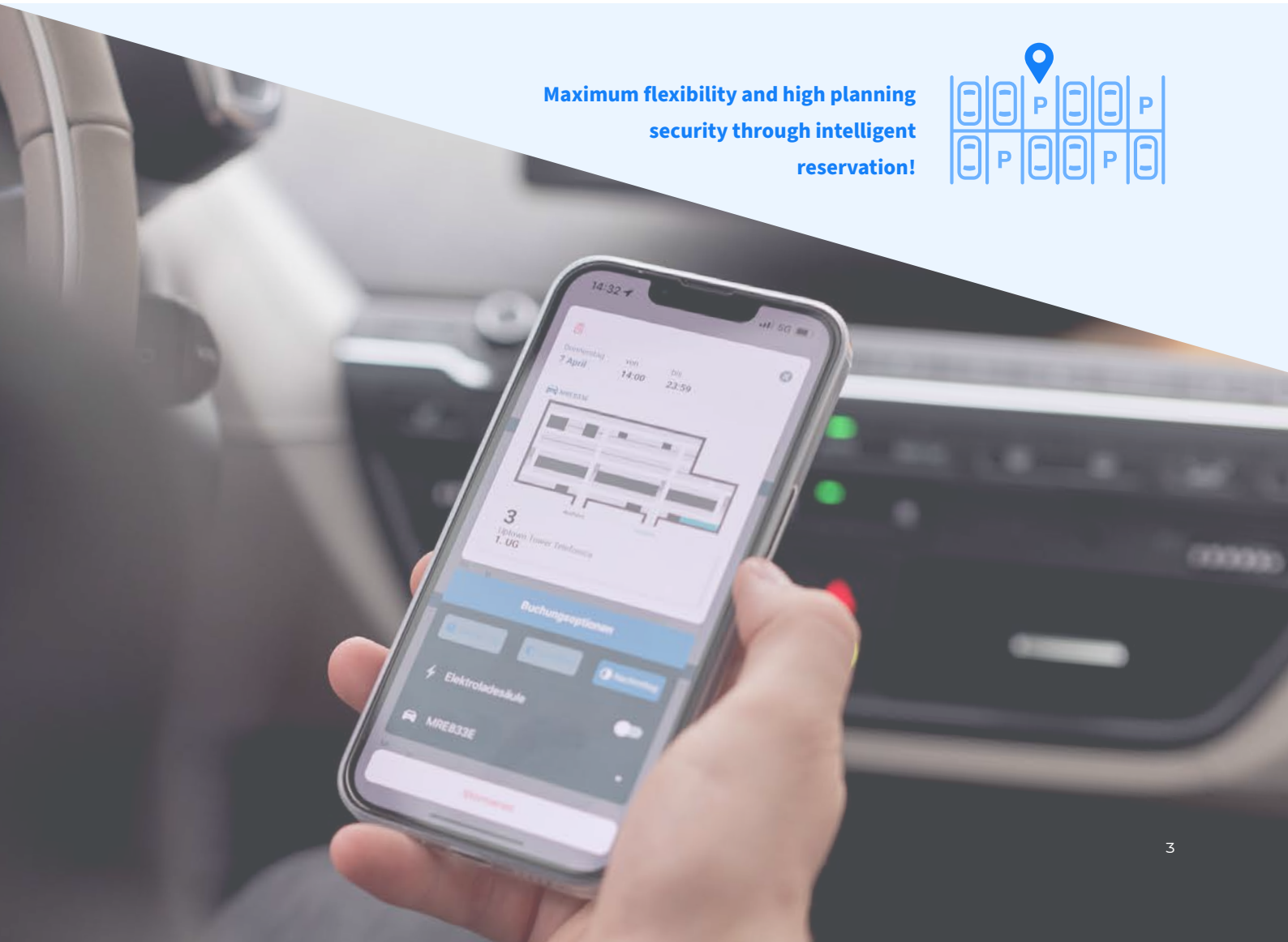
THE SOLUTION: SMART PARKING

DIGITAL PARKING MANAGEMENT FOR INDIVIDUAL REQUIREMENTS

The challenges of traditional parking management can be efficiently overcome with digital solutions. Smart parking enables dynamic allocation of parking spaces that flexibly adapts to the needs of employees. This allows companies to intelligently allocate parking spaces to their employees based on availability and demand. Employees reserve their parking space in advance using an app, thus avoiding empty parking spaces and making optimal use of resources. Companies benefit from optimised capacity utilisation and reduced administrative overheads, as the system works automatically after a one-time configuration. It also provides real-time data on usage patterns and capacity utilisation, which supports data-based decisions for further optimisation measures.

In addition to dynamic parking space allocation, smart parking can also make the management and use of charging infrastructure for electric vehicles more efficient. Intelligent systems ensure that charging stations are used efficiently and that charging times are coordinated. This enables companies to prevent charging stations from being blocked by vehicles that are already fully charged. It is even possible to utilise three to four charging processes per charging station per day, which can save investment costs for additional charging points.

Maximum flexibility and high planning security through intelligent reservation!



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HOW COMPANIES CAN BENEFIT FROM SMART PARKING:

LONG-TERM ADVANTAGES AND ECONOMIC POTENTIAL

Companies that embrace smart parking early on benefit not only from better utilisation of their parking spaces, but also from significant cost savings. Optimised use of parking spaces can help companies to rent less parking space and use existing parking areas more economically.

In addition, smart parking contributes to more sustainable mobility. Reducing the number of vehicles searching for parking spaces not only saves time, but also reduces CO_2 emissions. Particularly in combination with a well-thought-out concept for electric mobility, smart parking can make an important contribution to reducing the ecological footprint, which can help to achieve ESG goals.

Another important aspect is employee satisfaction. A smooth and fair parking system reduces stress and frustration, which has a positive effect on corporate culture. Studies show that satisfied employees are more productive and have lower turnover. Companies that invest in modern parking solutions thus strengthen their attractiveness as an employer and position themselves as innovative and employee-friendly companies.

Optimised parking space occupancy

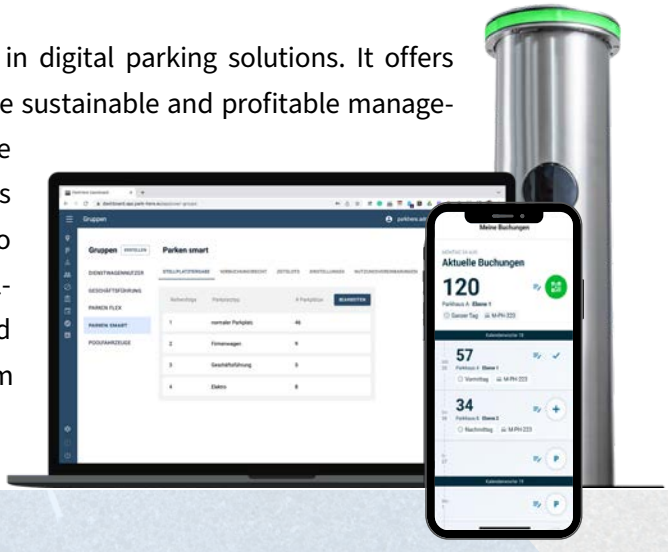
Fostering sustainable mobility

Increase in employee satisfaction

THE PARKHERE SYSTEM:

SMART ALL-IN-ONE SOLUTION FOR EFFICIENT CAR PARK

ParkHere is a technology company specialising in digital parking solutions. It offers companies and parking operators systems for the sustainable and profitable management of parking spaces based on IoT hardware and software products. The system not only offers solutions for parking space management but also for charging station management. Numerous well-known customers such as Telefónica, BMW and Henkel already rely on the all-in-one-soltuion from ParkHere.



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