

RISETEK Helps North American Properties: Going Frictionless Requires an Intelligent Solutions Provider

With five parking garages (4159 spaces) servicing a high-end mixed-use environment the decision by **North American Properties (NAP)** to remove a million-dollar traditional gated PARCS was not an easy one. The high cost of equipment repairs and maintenance, combined with the poor customer experience and inflexibility of their legacy equipment lead them to take a leap to go “frictionless.” With proper tenant and customer engagement and messaging the conversion to a gateless revenue collection and enforcement approach at the **Ridge Hill Mall in Yonkers, NY** was achieved.

RISETEK collaborated with **NAP** leadership to craft a custom solution that met the needs of a diverse tenant base. Flexibility was the key to ensure a convenient approach to permit employees, offering a variety of validations and parking payment

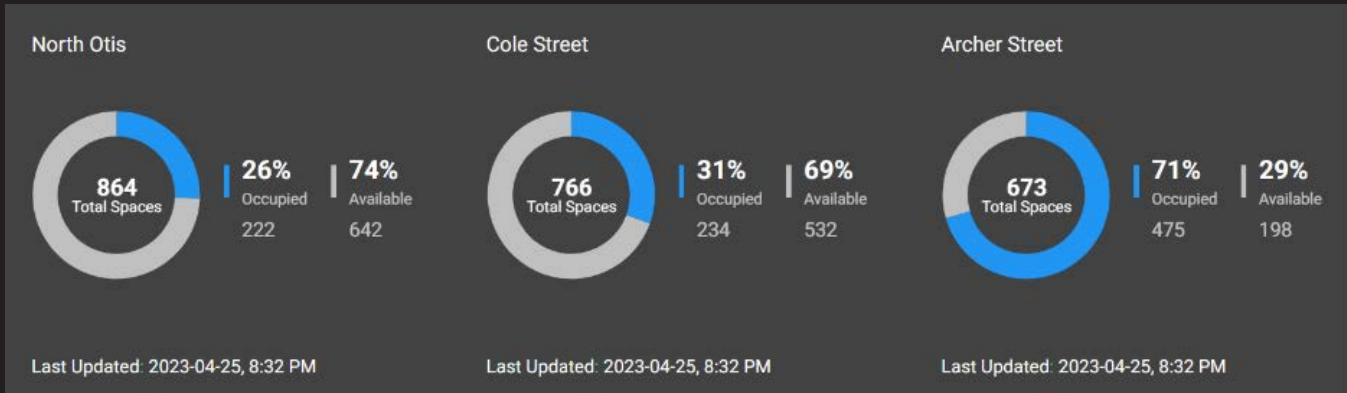


options, while delivering accurate facility occupancy/utilization data for NAP.

RISETEK installed twenty-seven lanes of fixed LPR technology to deliver detailed vehicle occupancy for each of the five parking garages. **RISETEK's** industry leading business intelligent platform **VERGE** delivers powerful reporting and analytics of all of the Ridge Hill parking transaction data. Included in the overall Ridge Hill solution are the

*“Our site recently converted to a gateless parking system and having the support of **RISETEK** from day one has been instrumental to our parking operation success. **RISETEK** can customize daily revenue reports and set parameters to your client and locations needs. **RISETEK** has been the backbone of the parking revenue success. Plus, having **RISETEK** call center and assisting our daily customers and guests has been a positive support system. **RISETEK's** solutions, **VERGE, Park Loyalty, and ParkLync**, integrate seamlessly and are easy to navigate. If you are thinking about going gateless at your property, you need the best product and support team. I would highly recommend **RISETEK.**”*

- Ray Gutierrez, Operations Manager North American Parking



following technologies: Flowbird payment kiosks, TEZ mobile payments, TEZ SMS valet software, Genetec MLPR, IPdisplays VMS signage, ParkLync and ParkLoyalty PCIMS.

VERGE delivers real time directed enforcement reporting to the NAP on-site team to deliver a consistent and efficient parking enforcement program. The entire program is supported by **RISETEK's** customer support center who fields calls 24/7 to

provide assistance to Ridge Hill patrons. **VERGE** provides **NAP** powerful dashboard reporting tools that delivers valuable visualizations of parking transactions and revenue data. **VERGE** makes spotting performance trends, managing budgets, forecasting revenues and developing pricing strategies easy. **VERGE** makes your data accessible and useful allowing you to spend your time analyzing your data instead of compiling it.

