IPS GROUP®

BIG DATA

What is **BIG DATA** and how can it drive **YOUR** city's policies ?

Big Data... sets of data so large and complex that traditional data processing apps won't cut it. With the **POWERFUL DATA MANAGEMENT** tool from IPS, you can transform big data into **CRITICAL INFORMATION** helping you **ANALYZE** and **MANAGE** your intelligent parking system.

30%-40% revenue increase

DATA = REVENUE

When driven by **BIG DATA**, parking becomes a **TOP 3 REVENUE GENERATOR** for most cities.

SUSTAINABILITY

reduce circling
utilize solar energy
increase parking turnover

BIG DATA INFORMS SMART PARKING POLICY

Smart meter data can **INFORM** new pricing structures and systems to **INCREASE** your City's revenue. These structures optimize the parking asset, **CREATE PARKING AVAILABILITY**, and reduce the amount of time spent circling for a parking space.

DEMAND-BASED PRICING

VARIABLE-RATE PRICING

PARKING is a critical asset that needs SMART management

IPS GROUP SMARTER PARKING for SMART CITIES.™

IPS® GROUP



WITH
BIG DATA
THE POSSIBILITIES
ARE ENDLESS

LOS ANGELES

Initial 10,000 meters from IPS Group lease-to-own program increased revenue by 50% for a total of $3 million annually. They then purchased an additional 24,000 meters.

$3 MILLION

SANTA MONICA

Purchased 6,000 meters and sensors from IPS to manage their parking program. Also implemented policy changes including reset function and saw a 40% increase in revenue which paid for the parking modernization program in about 12 months.

40% increase

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FOR A FREE SMART PARKING CITY ASSESSMENT:

IPSGROUPINC.COM/ASSESSMENT
PROMO CODE: BIGDATA
1.877.630.6638



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