



Innovation Trail Finalist

ParkMaven – Stand C52

ParkMaven

ParkMaven is the world's first cloud platform for car park providers to attract drivers, manage bookings and maximise revenue. The core technology is one real-time connection between on-site enforcement solutions, access control systems, property management systems, revenue management software and online marketing channels.

Launched in November 2017, ParkMaven is the brainchild of YourParkingSpace founders Harrison Woods and Charles Cridland. Realising that most operators were still reliant on collecting and viewing fragmented management information via Excel spreadsheets, they developed a product which could stream a single parking space listing across multiple marketing channels and then integrate data from all stages of the parking process to assist management in making strategic operational decisions.

The three solutions constituting the ParkMaven platform are:

- The Booking Button, a white-label, commission-free online booking engine allowing drivers to make direct bookings through the parking provider's website.
- The Smart Dashboard, a portal displaying occupancy, booking, revenue and hardware data in one place, designed to inform marketing and pricing decisions.
- The Channel Manager, a tool providing real-time online distribution of spaces across marketing channels including Parkopedia, YourParkingSpace, Confused.com, APCOA Connect and ParkOnMyDrive, exposing car parks to the world's largest audience searching to book parking.

Currently, ParkMaven powers the booking engines of Horizon Parking and ParkingEye amongst others. Recent high-profile client signings include Regus Offices, Bruntwood Estates, Q-Park, Whitbread and CitiPark.

"The ParkMaven platform is transforming how we manage our car parks," said Ben Ziff, Managing Director of CitiPark. "The smart dashboard with its real-time occupancy and usage data allows us to test different tariff bands to maximise revenue from our existing customer base, whilst the channel manager connects our car parks to the largest possible online audience, bringing in tens of thousands of pounds in incremental revenue each month."