

# OPTIMIZE **OCCUPANCY & MAXIMIZE REVENUES** AT YOUR **AIRPORT CAR PARK** THROUGH OPTIMAL PRICING AND INSIGHTFUL ANALYTICS



## GrayMatter's Car Park Revenue Management (CPRM)



Predicts Occupancy  
and Optimizes Pricing



Actionable Dashboards,  
Reports & Visualizations



Insightful What-if  
Analyses



Rapid Implementation  
of Solution



Capability to Override  
System Recommended  
Demand & Price



Superior UI/UX  
Across Devices



Customizable and  
Scalable Industry  
Standard Tech Stack



Greater Adoption Through  
End User Training &  
Empowerment

# Challenges for your Car Park Business



Fluctuating demand with seasonality and special events



Change in airport passenger volumes



Differential needs of different customer segments

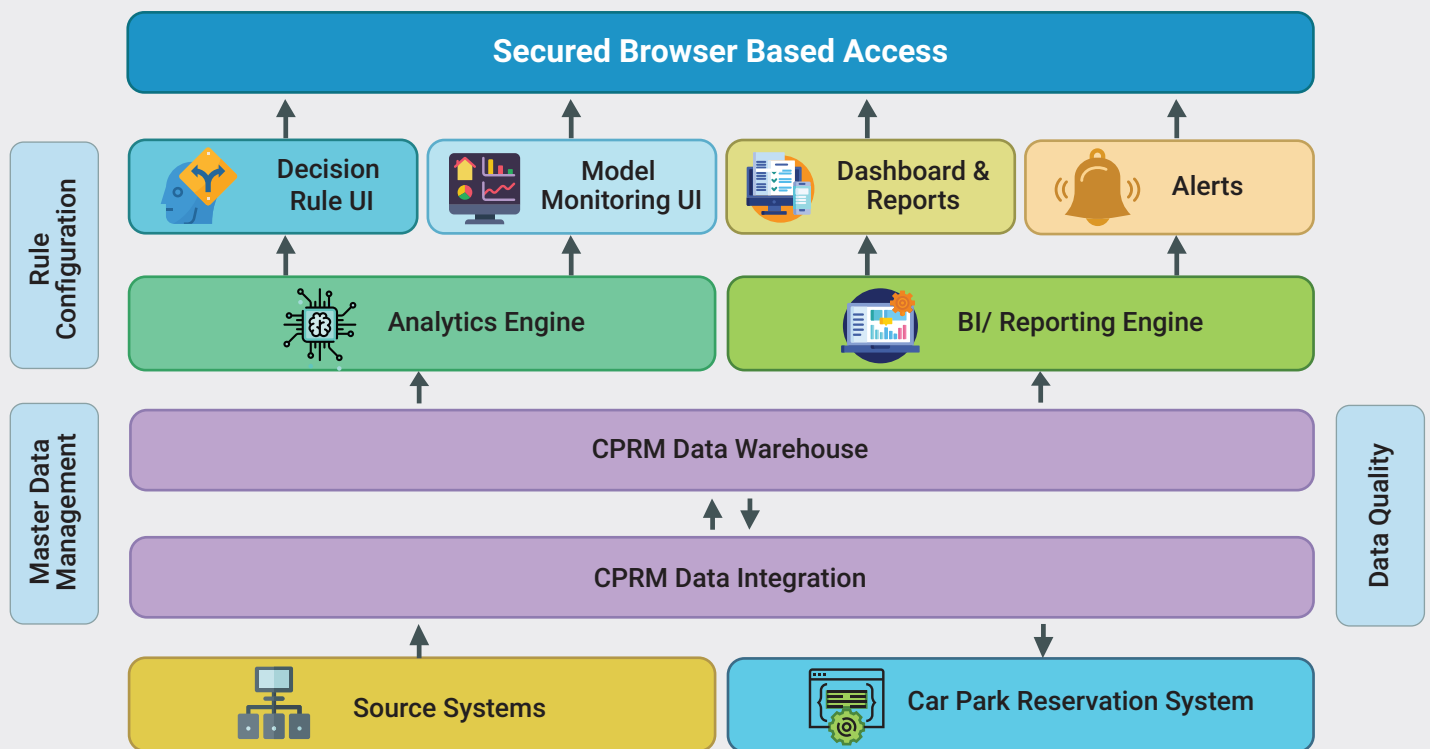


Capacity constraints in airport car park



Threat from direct competitors including meet & greet operators, off-site car parks

## Presenting GrayMatter's CPRM to address your challenges!



### PREDICTION & OPTIMIZATION

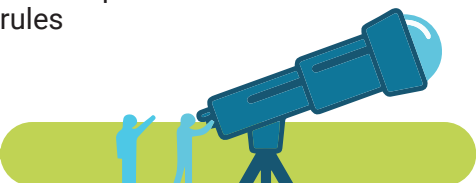
Analysis of historical data and recent trends

The solution factors seasonality, special events, competitor pricing, demand shift patterns

Recommended pricing is personalized to customer segments

System provides flexibility to override recommended pricing

The solution complies with adherence to business rules



### ACTIONABLE DATA-DRIVEN INSIGHTS

Analyses of bookings involving net amount, transactions, stay days, length of stay, gross transaction value, average day rate

Analysis of occupancy patterns (both pre-bookings & drive-ups)

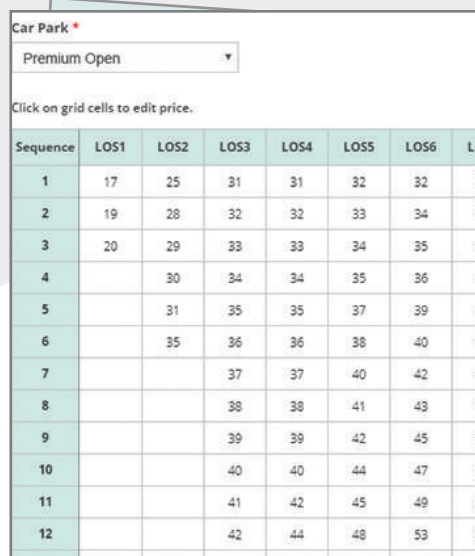
Revenue analysis by car park, terminal, booking channel, product type, length of stay, price band across time

Analysis of length of stays by price bands

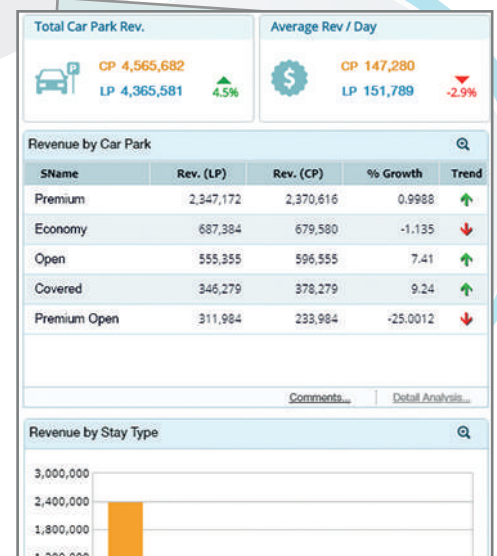




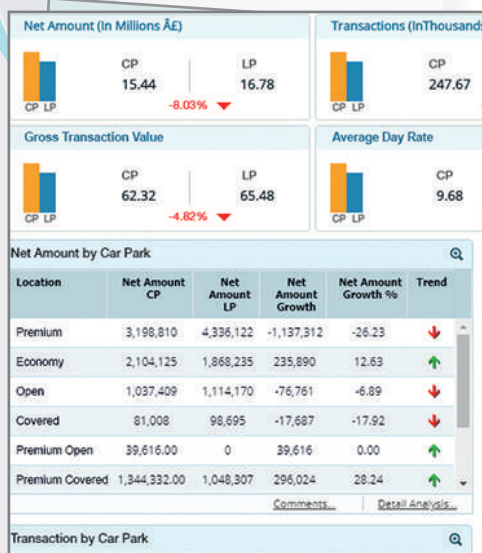
Decision Review



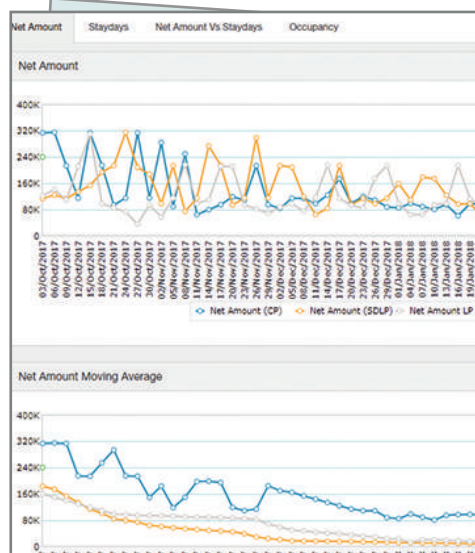
Price Point



Car park Revenue



Booking Activity



Occupancy



Future Day Trend

30+

Dashboards & Reports

80+

KPIs

08

Predictive Models

90-365

Days of Future Pricing

5-7%

Increase in Revenue

20 week

Implementation Time



# WHY GRAYMATTER

## Domain and Technology Expertise

A good mix of domain and technology expertise

## Methodology

Well defined project management and project execution life cycles

## Track Record

Successful project execution and satisfied large customer base

## Compliance

Highest level of compliance with zero tolerance policies

## Lower Total Cost of Ownership

Best Solutions executed in offshore and on-site development model

## People Matter

We take ownership of everything we do



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