



Westfield Miranda Shopping Centre

Westfield Miranda is a large shopping centre in the suburb of Miranda, managed by the Westfield Group. Under a traditional ticket based car park access control system, 100% of shoppers are required to pull a ticket at entry and safe keep that ticket until exit despite less than 5% of shoppers being required to pay for parking. SKIDATA realized a modern solution at Westfield Miranda Shopping Centre to shift away from a ticket based parking access system to a ticketless parking solution which gives the shoppers higher convenience and the operators a higher level of control as well as additional CRM possibilities.



Project description

The ticketless parking solution at Westfield Miranda is the first large scale high transaction deployment of its kind to control a car park in a completely ticketless environment. The solution relies on license plate recognition technology to record the customers' number plate details on entry, logging the time of entry against the number plate which becomes the key identifier in lieu of a paper ticket. This then allows for rates or validations to be applied at point of payment.

This innovative solution drives a higher level of control within a car park environment, a higher customer convenience, reducing risk of vehicle damage at entry and exit, and less queuing through the absence of an entry boom gate. A further innovative aspect of the

solution is a purpose built digital eco system to support the overall shopper journey; e.g. customers can check elapsed parking time from smart phones. After user registration an SMS notification is received on entry and payment can be processed via a linked credit card.

The app and web applications that have been developed by Westfield offer great additional CRM possibilities for the operators. The applications store client information based on the licence plate number as the key identifier. The solution better integrates the Miranda shopping centre car park with the mall itself, opening the door for Westfield Group to better profile its shoppers in order to deliver a better overall shopping experience and for targeted marketing.

Facts and Figures

Customer	Westfield Group
Project	Miranda Westfield Shopping Centre
Installation Date	13 th October 2014
Capacity / Size	5,200 parking spaces
SKIDATA Products	<ul style="list-style-type: none"> • 17 Column.Gates • 23 Barrier.Gates • 18 Power.Cash 'Accessible' • LPR PlateTech solution incl. 66 Redflex cameras
Solution Implemented	Parking.Logic
Requirement	A standalone LPR solution which replaces a physical parking ticket with license plate capture as the unique identifier
Realization / Special Features	The ticketless parking solution at Westfield Miranda is the first large scale high transaction deployment of its kind to control a car park in a completely ticketless environment