T2 SYSTEMS

T2 MobilePay
PARKING PAYMENT SOLUTION

# MOVE FORWARD

T2 MobilePay

YOUR CUSTOMERS. YOUR BRAND. YOUR REVENUE.

You work hard to attract customers, build your brand, and generate revenue. With third-party parking apps, you may be giving away control of your customers, minimizing your brand value, and losing out on revenue they retain from transaction fees. While they provide a great service to parkers, are they a great option for you?

T2 MobilePay, powered by TEXT2PARK, gives you complete and total control of your parking operation while providing your parkers a simple and convenient way to pay for parking on their smartphones.

MobilePay is a browser-based solution requiring no app for parkers to download. They simply send a text message or scan a QR code specific to your lot, enter their parking and payment information, and go on their way. They are your customer. There is no third party in between you and them. T2 delivers the solution to you and gets out of your way.

Additionally, by integrating mobile payments with T2 Iris™ software and T2 Luke® Pay Stations, MobilePay brings all of your transaction data together into a single system, providing consistent enforcement and reporting. And unlike existing mobile payment providers, who are acquiring your data to further their own business, T2 gives you complete control and ownership of your parking activity and your data.
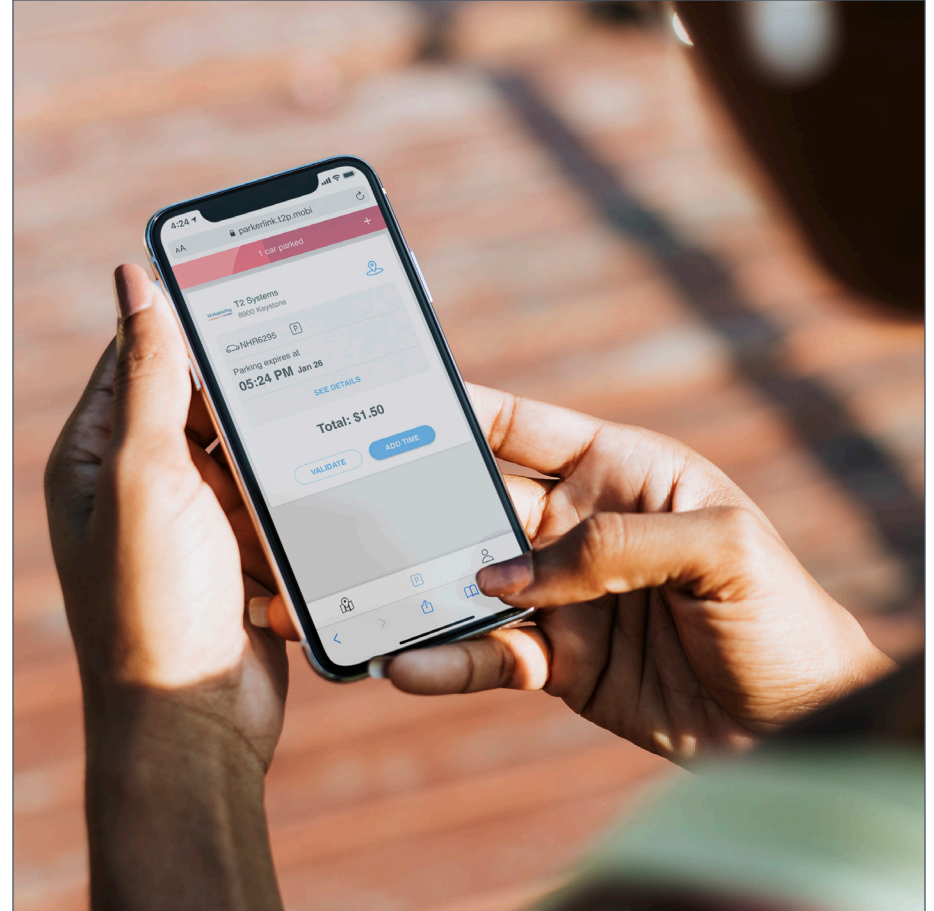
T2 MobilePay

WHAT MAKES T2 MOBILEPAY DIFFERENT?

TAKE BACK CONTROL OF YOUR PARKING OPERATION

T2 MobilePay

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Your Operation — Your Customers

Third Party Apps

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Your Operation — Third Party App — Your Customers

✓	Direct relationship with your customers	✗
✓	Complete ownership of your payment data	✗
✓	Unified rate & rule engine for all transactions	✗
✓	100% white label *included* to reflect your brand	✗
✓	Communicate directly to your customers	✗
✓	Charge and keep convenience fees	✗
✓	Retain 100% of your parking revenue	✗

THE ROI IS CLEAR

By maintaining contact with your parking customers with messaging,

by charging convenience fees that you set at your discretion,

and by retaining 100% of your parking revenue,

you can expect to realize at least a **6-8% revenue increase** using T2 MobilePay versus a third-party app.

This can equate into $10s of thousands of dollars per lot, per year in revenue.*

*A single location processing 3,000 monthly mobile transactions charging $5.00 fee plus a convenience fee can realize an $8,000+ revenue gain when compared to using most third-party apps. Savings generated by setting and retaining convenience fees plus eliminating lost revenue from third-party apps directing parkers to competitors' parking lots.
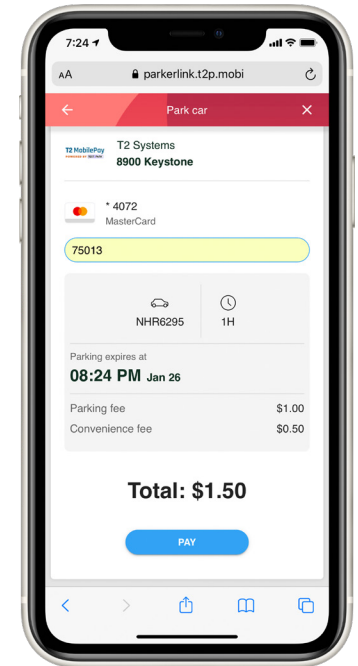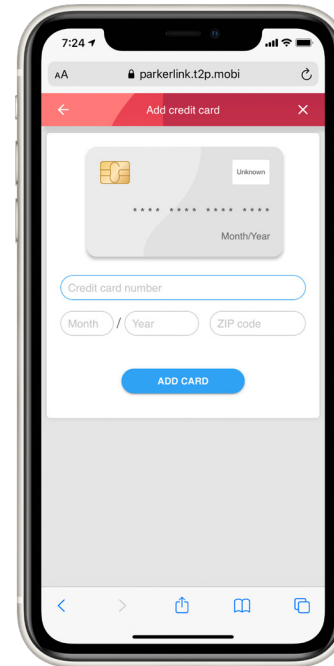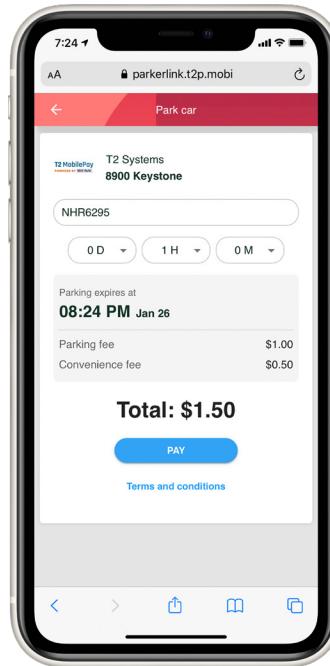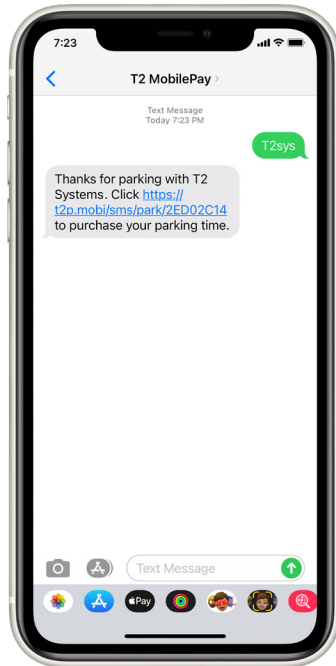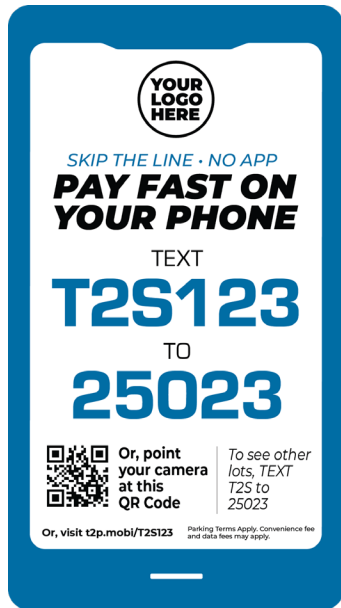
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HOW IT WORKS

Text P-Code or Scan QR Code & Click the Link

Enter License Plate, Time & Payment

Confirm ZIP Code & Click PAY

### THE SIMPLEST MOBILE PARKING PAYMENT SOLUTION

T2 MobilePay

KEY BENEFITS

BENEFITS FOR PARKERS

- Touchless and cashless payment option
- No app to download or account to create
- Supports multiple languages
- Parking expiration notifications and extend-by-phone capability
- Easy e-validations and digital receipts
- Option to save license plate and payment information for future use
- Search functionality for additional parking locations

Provide your customers the ability to see all your parking locations on a map, but never your competitors' lots.
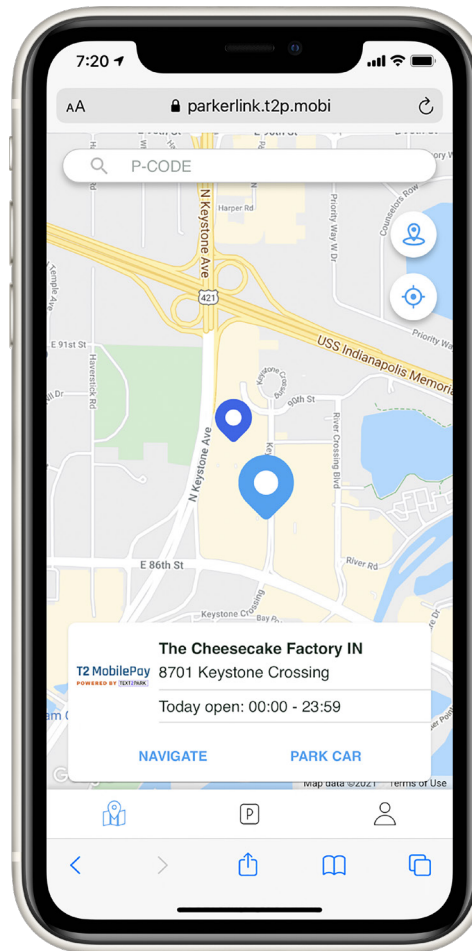
BENEFITS FOR OPERATORS

- Bypass third parties and own your customers and your data
- Leverage mobile convenience as a pricing tool with customizable convenience fees
- Seamlessly integrates with T2 Iris to:
  - Offer a unified rate and rule engine for all channels, including third-party providers
  - Record all your transactions in one place for consistent enforcement, real-time monitoring, and comprehensive reporting and analytics
  - Provide ability to look up mobile transactions by zone or plate
- Communicate public messages or generate additional revenue with advertising options
- App-free platform increases mobile payment adoption
- Works with existing mobile payment apps as an option for users who do not have the app
- Simple, straightforward, transparent pricing with no recurring development fees

T2 MobilePay

ALL-IN-ONE SOLUTION

T2 Iris integrates with MobilePay, T2 Luke Pay Stations, and other third-party payment solutions to provide a single system of reference for enforcement and full reporting capabilities for *all* your transactions.

Unified Rate & Rule Engine

Iris provides a single interface for defining your rates and rules, ensuring consistent pricing no matter the transaction type. Plus, Iris has the most flexible rate options in the marketplace, enabling you to make parking more convenient for your patrons and more profitable for your operation.

Real-Time Data & Reporting

Iris brings all of your parking transactions together in one application, allowing you to see your operation's complete revenue and transaction picture in real time. Iris also provides ongoing reporting of your mobile transaction data and combines it with your other payment data to generate comprehensive reports.

Enforcement

Since all of your transaction data – whether from MobilePay, pay stations, or other third-party apps – flows through Iris, you can enforce your parking with one system versus having multiple integrations with enforcement systems, eliminating the risk of different data being sent via different APIs.

Luke Pay Station Integration

Transactions started with MobilePay can be extended at a T2 Luke Pay Station, with future functionality allowing for pay station transactions to be extended using MobilePay.
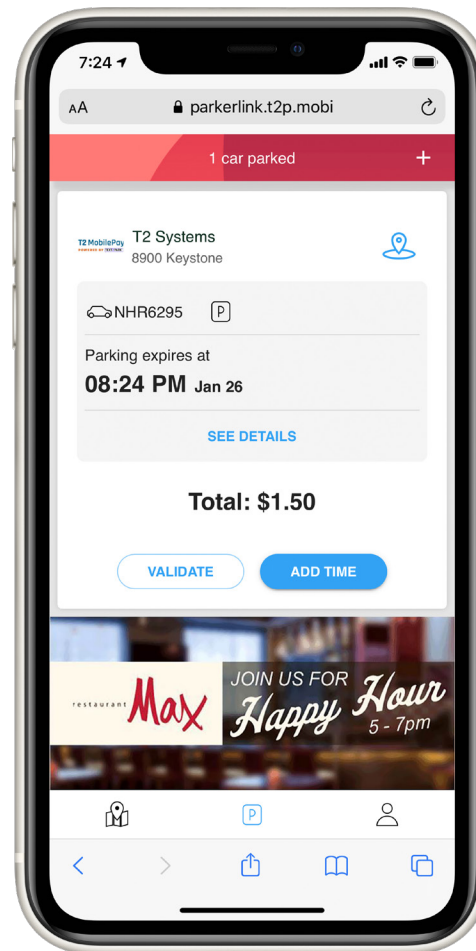
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PROMOTIONAL MESSAGING

Expand your parking business with real-time, geotargeted online messaging on your MobilePay portal. Build and enhance your relationship with your customers, get feedback on your customer service, or sell the space to local stakeholders and businesses.

Promotional messages are easy to set up and manage in your MobilePay portal. You can display a single, static image or a rotating carousel of images.

With geotargeting, your messages will display based on where a user has parked. This enables you to direct specific messages to different customers based on their location.

However, the real value of MobilePay's promotional messaging is the ability to create new revenue streams by selling advertising space to local stakeholders and businesses, such as a restaurant near your lot wanting to promote its happy hour.

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