brivo®

LEDGER & PARKABLE CREATE AN INNOVATIVE PARKING GARAGE USER EXPERIENCE

Integrating Brivo's Access Control APIs Placed Every Spot in the Community Parking Garage

EXECUTIVE SUMMARY

Ledger, a modern, mixed-used destination workplace, demands a leading user experience. Compliments of a savvy technical integration between Parkable and Brivo, Ledger's parking garage offers a seamless mobile user experience. Guests can book parking in advance and never hassle with swipe cards. In addition, the joint solution from Parkable and Brivo eases Ledger's administrative burden and saves money.

THE CHALLENGE

Ledger is more than a hip, architecturally stunning building in downtown Bentonville, Arkansas; it claims several "firsts." It's the first new "Destination Workplace" to offer the community places to work, play, and gather. This state-of-the-art, mixed-use space provides a place to work for companies of all sizes and houses over 260 pieces of original artwork, events, and retail shops. Ledger is also the world's first bikeable building with switchback ramps allowing bicyclists and pedestrians to access each level. And the Ledger parking garage is the first in the community to charge for parking. These brand-new aspects have given Ledger high-octane expectations. As a result, these expectations translated to requirements trickier than parallel parking on a busy street at 5 o'clock.

THE CHOICE

Ledger turned to Parkable – the leading digital parking management platform for businesses, enterprises, and property managers. And where did Parkable turn? To Brivo, the leaders in cloud-based access control. To define a new digital parking experience, Ledger asked Parkable and Brivo to help on multiple levels. First, support flexible pricing for its garage in a pay-as-you-go model with monthly, daily, and hourly options. Second, make parking reservations accessible by a mobile app. Third, vary access rules privileges by time, day, floor, membership, type of user, and more. Fourth, make it so easy, a student driver could use and manage it. Very few organizations in the world could quickly fulfill these requirements. Nevertheless, Parkable and Brivo did it.

Community Access
The first floor is open to th public

Parking Passes
Monthly, weekly, and daily parking passes are available for purchase

Flexible Permissions
The second floor is accessible to the public after 5 PM

Book & Pay in App
Parking is accessible by app or website

THE CHANGE

Technology at Ledger goes beyond the basics. Ledger demands frictionless and intuitive access for its guests and staff. Payton Lenz, Head of Digital Experience at Ledger, is passionate about offering world-class user experiences to all who visit. Whether someone is there for the first time to attend an evening fundraising event or is a daily commuter, the team demanded that all aspects of the experience be seamless, including parking. With Payton's background in IoT strategy and operations, he knew it was critical to bring the right digital parking platform. With technical guidance, Parkable integrated Brivo's API into their existing access control solution. Using Brivo's APIs and guidance, Parkable integrated access control functionality into their smart parking app. The result is a breakthrough parking experience for a unique facility.

BREAKTHROUGH BENEFITS

Parkable's smart parking app and solution improve user experience, ease administration, and save money.

1 **Improve User Experience:** Guests and customers of Ledger can book parking in advance and view parking spot availability in real time. They'll never hassle with swipe cards. They can open parking gates from a mobile app for secure, seamless access. Payments are conveniently made from the app.

2 **Easy Administration:** The Parkable solution lets Ledger streamline facilities administration. The Parkable dashboard has automatic problem resolution, real-time occupancy tracking, and comprehensive reports. By optimizing the use of its garage, Ledger can redeploy the building management to more valuable tasks

3 **Save Money:** Based on market experience, Parkable expects Ledger to reduce car park administration time by up to 93%.

> "As a business and community hub serving as the entrepreneurial heart of Northwest Arkansas, Ledger's parking garage combines a tech-forward approach with a resolute commitment to a first-rate user experience."
>
> - Payton Lenz, Head of Digital Experience at Ledger

ABOUT BRIVO

Brivo is the global leader in mobile, cloud-based access control for vacation rental, commercial real estate, multifamily residential, and large distributed enterprises. Our comprehensive product ecosystem and open API provide businesses with powerful digital tools to increase security automation, elevate employee and tenant experience, and improve the safety of all people and assets in the built environment. Having created the category over twenty years ago, our building access platform is now the digital foundation for the largest collection of customer facilities in the world, trusted by more than 25 million users occupying over 300 million square feet of secured space in 42 countries.

ABOUT PARKABLE

Traditionally, parking is expensive, frustrating, and time-consuming for drivers. For businesses, traditional management methods waste admin time, leaves valuable space sitting vacant, and creates bad experiences for staff, visitors, and tenants. Parkable takes the pain out of parking with its industry leading parking management software. Large employers and commercial property owners use Parkable to make staff and occupier parking simple and stress-free to both manage and use. Parkable has deployed at the offices of Meta (parent to Facebook, WhatsApp, Instagram and Oculus), KPMG, and Siemens, as well as properties managed by CBRE, Savills, and JLL.

Using the Parkable app, drivers can share, book, access, and pay to use parking at their office. Facilities administrators use the Parkable dashboard to automate management tasks and view comprehensive activity reports. Data is enriched by connected IoT devices, like license plate recognition cameras and digitally enabled access control gates. Paired with a world-class implementation process, Parkable's software improves parking experiences, increases car park performance and yield, and reduces manual management.