

"11% INCREASE IN PROFITABILITY WITH SESAM SESAM!"

Bergen Parkering AS

A technological adventure

- Reduced costs
- Higher income
- Satisfied customers

WHAT IS SESAM SESAM?

- **Sesam Sesam is an app** providing access to a ticketless concept of free-flow parking.
- **The system is** based on automatic number plate recognition on entry and exit.
- **It is a solution** that has been used with great success at some of Norway's largest multi-storey car parks, and by Avinor for airport parking.

WHY SESAM SESAM?

- **Provides full overview and control** with all entries and exits, and the option to document, analyse, and simulate parking patterns.
- **Use of Sesam Sesam offers** substantial financial advantages for car park owners.
- **Excellent user satisfaction.**



B&T Signaal

HIGHER INCOME

- Users are charged for the actual parking time. As a result, the solution is largely self-financing.
- The system allows for variable pricing, and also monitoring for optimum capacity utilisation.
- Historical figures show an 11% increase in contribution margin for the multi-storey car parks ByGarasjen and KlosterGarasjen in Bergen.

REDUCED COSTS

- A solution characterised by considerably lower investment costs, significantly reduced operating and maintenance expenses, and minimal requirements for car park administration.

ALL CHARGES PAID

- Practically 100% payment recovery.
- Automated charging procedures offer users a convenient and efficient parking service.
- Every single charge is fully traceable in the system.

SATISFIED CUSTOMERS

Since 2014, the Sesam Sesam solution has been used for over 3000 parking spaces at ByGarasjen and Kloster-Garasjen, both operated by Bergen Parkering AS.

User survey with 886 respondents shows excellent customer satisfaction:

- The Sesam Sesam app is easy to find and easy to download.
- Entering credit card details, opening an account, and understanding the terms & conditions are easy.
- Sesam Sesam is perceived as a secure payment system.
- On a scale from 1 to 6, the solution scores an average of 5.4.

HOW SESAM SESAM WORKS



The user downloads the app from Google play, the App Store, or sesam-sesam.com.



... enters a credit card number, an e-mail address, and the car registration number ...



When registered, the user enjoys seamless car park entry and exit. The parking fee is automatically charged to the credit card. Usage overview and receipts are available via the app.

B&T Signaal

BT Signaal has vast experience in automated systems for road-user charging throughout Europe, and collects NOK 3.5 billion in payments annually.

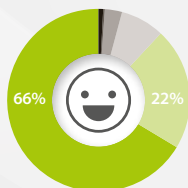
The group has some 90 employees, and reported a turnover of NOK 115 million in 2014.

Examples from the survey:

How useful do you find the app?

6 & 5:
88%

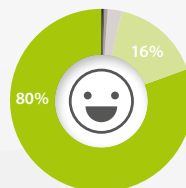
1 = not very useful;
6 = very useful



How likely are you to recommend the app to your friends?

6 & 5:
96%

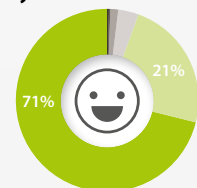
1 = not likely;
6 = very likely



How would you rate the reliability of the Sesam Sesam system?

6 & 5:
92%

1 = poor;
6 = excellent



SCORE: 6 ● 5 ● 4 ● 3 ● 2 ● 1 ●