CASEstudy HUB

CHALLENGE

Grandi Stazioni Rail SpA has the aim of redeveloping, enhancing and managing the fourteen major Italian railway stations.

Grandi Stazioni Rail enhances and reinvents the public space, transforming the property complexes of the largest stations in "town squares". Stations are transforming, from anonymous places of mere transit to service centers among the most crowded in Europe, meeting places, shopping malls, locations for arts, events and culture.

One of the key services of a station, seen as a functional interchange terminal, is the parking experience for the user. Grandi Stazioni Rail wants to turn the travel experience, right from the arrival at the station, into a daily, **seamless experience**. Allowing users to park their car quickly and conveniently close to the tracks, plays a predominant factor in this process.

The need to offer this service in a structured and automated manner occurred during the renovation of the train stations of Verona Porta Nuova, Genova Piazza Principe, Genova Brignole, Venezia Mestre and Torino Porta Nuova. In the meantime, Grandi Stazioni also needed to monitor multiple locations from a single control room and track the relevant revenue, occupancy and system performance data, in order to guarantee an excellent level of service.

BACKGROUND

Verona Porta Nuova Station

Verona Porta Nuova train station is not only the main link between Verona and the Venetian hinterland provinces, but also the gateway to the city center totalling 28 million visitors per year and 300 trains in transit every day.

Genova Piazza Principe Station

Genova Piazza Principe is the main train station of the city and real hub of city transport, accommodating 74,000 visitors a day with over 3,500 square meters of commercial surface.

Genova Brignole Station

Genova Brignole is the second largest station in the city of Genova and place of heavy city transit, counting 24 million visitors per year and 200 trains in transit a day.

Venezia Mestre Station

Venezia Mestre is just few minutes away from beautiful Venice and reaches 31 million visitors per year, moving on more than 500 trains per day.

Torino Porta Nuova

Torino Porta Nuova is the third largest station in Italy, accommodating more than 192,000 visitors a day with 9,800 square meters of commercial surface.

The geographical location of the five stations in the heart of the city requires the management of the parking areas to be easily available to the travelers. The perfect handling of the parking lots is crucial to avoid interference with the daily need for parking spaces in the rest of the city. Twenty four-hour monitoring of all aspects of the parking lots from a single control room, in all their aspects is a fundamental requirement. Being able to manage them through a single application was an achievement that HUB made possible.

CLIENT REQUIREMENTS

■ A reliable parking system, scalable and easy to manage

■ Full remote control of the parking systems

■ A single software platform that can manage and monitor alarms of all five parking areas

■ Multi-user access to the software platform with distinct roles and freely customizable user interfaces

■ Customizable transient and seasonal tickets. Possibility to renew them at pay stations

■ Ability to allow the customer to use their RFID seasonal card in different stations

■ Simple and straightforward administration

RESULTS

HUB Parking Technology has automated five parking areas with a **Par-Qube** solution, installing 30 devices ranging from Lane Entry and Lane Exit peripherals to Ticket Readers and Automated Pay Stations, up to centralized monitoring solution thanks to **JMS Janus Management System**.

HUB Parking solutions offer travelers an affordable, easy-to-use and simple process to make parking a stress-free experience. Professionals, operators' technicians and administrative staff are able to work with a functional interface that makes fulfilling daily operations easy for them as well as staff employees with limited parking management experience.

HUB Parking Technology, thanks to its widespread presence, experience and professionalism, was able to provide **Grandi Stazioni Rail SpA** with top-level service, ensuring total support to the customer in order to grant 24/7 smooth operations.

HUB's JMS, the management platform installed in the five railway stations and in the centralized control room, allows the customer to monitor the parking areas anytime and anywhere from any web-connected devices such as PCs, smartphones and tablets. Moreover, the real-time data streaming gives the parking operator the timely control of the status of the parking lots via video and intercom.

Among the most appreciated features of HUB systems is the flexibility to allow of future upgrades, giving the customer the opportunity to choose among our three brands of parking peripherals in case they might need to expand, modify or further improve the parking solutions offered to their customers.