



"The access to the workplace should be a quick operation, completely free from stress. That is the case with the parking system installed by HUB and operated by Horus Park, which meets the impeccable quality standards of the new location of our Global Headquarters. The automated system is integrated with our company app, de facto making it effortless for employees to access the parking area and increase the rotation of free slots upon request. Making it easier to get to work and commute, also contributes to increase the overall productivity and the attractiveness of the workplace. We are happy of the responsive service provided by Horus Park, and the overall assistance by HUB Parking Technology."

Sephora Management



CHALLENGE

With exceptional growth and a presence in 34 countries around the world, Sephora has inaugurated the new **headquarters building** in Neuilly-sur-Seine, on the western edge of Paris. The international hub supports all Sephora activities, with a special emphasis on training for employees, and a dedicated "store lab" simulating the shopping experience of local retail spaces.

Located on rue d'Ybry, the 15,000-square-meter HQ spans eight levels and welcomes over **700 employees**, who reach the workplace mostly with their own vehicles. Their transport habits and preferences might vary over time, depending on the temporary assignments, holidays, business trips, making it a challenge to keep the company parking and the surrounding city streets free from traffic, and from the stress of finding a parking space.

Embracing the digitization of work, the evolution of urban mobility and its associated services, Sephora searched then a **flexible and fully monitorable** solution that could align to the dynamism and creativity synonymous with the Maison - and to the expectations of its employees.



BACKGROUND

Sephora has made a significant technological investment by equipping the Ybry headquarters with new IT equipment capable of meeting future connectivity needs, but also of offering **optimal digital mobility** to its internal teams. A specific application has been developed to enable Sephora's internal news to be distributed continuously on the mobile phones equipped for employees at headquarters.

The Ybry app also makes it easier to book collective spaces, offer online services, and ultimately encourages a collective spirit: for instance, it gives employees who go on holiday or travel the opportunity to lend their parking spaces to their colleagues thanks to the "**Bourse au Parking**" functionality, a sort of parking lot auction.

Such functionality requires an optimal and timely management of the parking bays, granting real-time updates to users and **immediate access** to the parking occupancy data for the facility staff and IT support teams.





CLIENT REQUIREMENTS

- Seamless **integration with Bourse au Parking app** for a live update of the parking occupancy
- Complete management, monitoring and **real-time reporting** of the parking
- State-of-the-art management system, with an **intuitive** graphical interface
- **Ticketless solution** enabled by License Plate Reading (LPR) cameras
- Scalable and robust systems with low maintenance requirements and operating costs
- **Customized** housing for the cabinets and displays to align with the company branding
- Maintenance contract managed by Horus Park, granting **24/7 enhanced security**
- **Reliable and scalable** equipment, to simplify the access and egress



RESULTS

A critical objective of the parking systems' installation was to deliver a dynamic and immediately available update, at the employees' fingertips: hence, complete and **flawless integration** of the parking occupancy data with their Ybry app. The app principle is simple: it allows employees who have a dedicated parking space (residents) to be able to free it up when they are absent; also, it allows occasional (non-residents) Sephora drivers to **book a parking space on time** when they need it. The communication between the parking equipment and the company app is enabled by HUB management software: through **JMS External Services**, occupancy data are fed to the IT interface of the app in real-time. In parallel with cutting-edge digital services, HUB equipment allowed a high degree of **flexibility and customization** on the hardware, going so far as to embody the company logo and iconic visual identity within the full-color graphic interfaces. HUB automated Sephora parking area with **customized devices** including entry stations, exit stations and barriers. The lane stations are supervised with **CCTV cameras** and fitted with Intercoms, so as to grant all drivers 24/7 security and timely assistance. Overall, the parking site comprises of over 250 bays and is completely ticketless, thanks to the License Plate reading cameras that recognize and grant access/egress to registered vehicles only. To ensure the smoothest installation, HUB partnered once again with **Horus Park**, the division of Groupe Horus dedicated to professional parking solutions: their field-proven expertise and technology capabilities proved fundamental in meeting the project deadlines, and exceeding customer expectations. Following the installation, HUB was assigned an **AMC** (Annual Maintenance Contract), fully comprehensive of spare parts and call-out partnership with Horus Park: such a **forward-looking assistance** service empowers the facility management to run the entire facility smoothly and continuously, maximizing both the life and performance of the system while **protecting their investment**. HUB parking solution will enable Sephora to scale and include **additional functionalities**, easily accommodating future requirements.

