Genetec™

First Parking

Name
First Parking

Industries
Parking Enforcement

Location
Australia

Products
Security Center, Omnicast, Plan Manager, Synergis, Sipelia, AutoVu

How a new entrant in the car parking industry delivers exceptional client service with the help of Security Center

Founded in 2020, First Parking leases and operates 18 car parks for clients in cities across Australia's eastern seaboard, including Brisbane, Sydney, Newcastle, Canberra and Melbourne. The business aims to be Australia's number one car parking industry disruptor – using innovative pricing structures to challenge industry incumbents. Founded just two months before the pandemic, First Parking began operations by winning the car parking business of real estate investment trusts and other large organisations as incumbent operators consolidated operations during the pandemic. The business decided to implement scalable, high-quality systems from day one to support forecast growth and gain the confidence of prospective customers.

Challenges: Delivering a scalable solution to support rapid response and business growth

First Parking needed a scalable solution that could secure a rapidly growing number of leased car parks and support longer-term forecast growth to 50 car parks or more. The business also demanded reliability to minimise the risk of system or equipment failures that could compromise video and audio coverage of car park incidents, such as damage to boom gates that would require insurance investigations. The solution also had to be intuitive and enable control room operators to respond rapidly

to events and client requests to align with their customer-centric model. In addition, the solution had to enable the business to support the growth in hybrid working that emerged post-pandemic, as well as role-based requirements such as car park monitoring from central control rooms or field-based customer management.

Solution: A unified platform for video surveillance and access control

Working with the Genetec™ partner and integrator, Park Aid, First Parking selected Genetec Security Center as a unified platform to provide video surveillance and access control. Security Center manages events and alarms for a system that comprises about 100 CCTV cameras across its car parks – ranging from two to three per car park to 18-20 at larger locations. With Security Center Federation, First Parking undertakes monitoring, reporting and alarm reporting across its widely distributed network of car parks, while the seamless integration of CCTV and intercom through the unified platform enables the business to offer a wide range of services to clients.

The business uses Streamvault™ appliances to provide security infrastructure management across client car parks. One

appliance resides at each car park, with three each at control rooms in Brisbane and Melbourne, and two remote appliances running video walls and redundant control rooms. To complement these products, First Parking and Parkaid are preparing to deploy AutoVu cameras to provide license plate recognition to validate vehicles and manage drivers' use of car parking facilities.

A managed VPN based on Cisco Meraki switches and routers extends from their control rooms to each managed car park and the organisation's Microsoft Azure cloud environment. First Parking's internal IT department works closely with Park Aid to ensure secure connection between the various locations. The business subscribes to the Genetec Advantage maintenance package to take advantage of regular software upgrades, as well as premium support and software monitoring..

First Parking secures rapid growth and high customer satisfaction with Security Center

With Genetec Security Center and technologies, the business has established a standardised platform to manage the security of its car parks. This helps First Parking seamlessly add car parks as its team negotiates deals with new customers and eliminates the cost and disruption of rolling out features across a complex environment, including diverse products and versions. The platform supports the business model of controlling the equipment, operations and data at each leased car park without providing access to third party systems or individuals.

First Parking now monitors the security of each car park from a single pane of glass in control rooms 24 hours a day, seven days a week. The business is now seamlessly extending car park security monitoring from standard locations such as entrances, exits and pay stations to lift lobbies and high-risk areas throughout the facilities. The platform also stores video and records intercom calls for managers to review if incidents occur that warrant investigation. Managers can also review CCTV footage to see and hear how control room team members manage particular events to identify training needs and areas that require improved quality.

Every team member accesses the platform to fulfil various duties and responsibilities, whether from control rooms, at home or on the road. Daniel Hitchcock, First Parking Managing Director, uses the platform to run live CCTV footage running 24 hours a day, seven days a week on big screens in his study at home – providing near control-room quality monitoring.

Simplicity and ease of use enables customer-centric delivery

The simplicity and ease of use of Security Center helps First Parking deliver services that meet customers' exacting standards. The business can onboard new employees quickly and minimise the time that elapses before they make a productive contribution. In addition, the product's robustness ensures a mistyped instruction or other accident is unlikely to break the system. This is critical as an outage risks the business missing coverage of an incident, such as an accident involving a car park exit boom gate that may require an insurance claim.

The team members can rely on the system to perform tasks and respond to customers quickly. For example, with Security Center Plan Manager, team members can drill down into any of its widely distributed network of car parks to view plans that feature camera locations and intercom endpoints, enabling them to respond to client questions and requests within minutes.

First Parking is now working with Park Aid to upgrade to Genetec Security Center 5.11 to take advantage of new features such as the Genetec Web App, which will provide a new window into the business security system. The business is also exploring opportunities to deploy Genetec Mission Control to cover incident management and standard operating procedures.

In addition, they are is also evaluating queue and people detection as part of a shift to a proactive management approach. For example, if the business wants to direct pedestrians away from high-risk, high-traffic areas, or reduce damage in areas of high incidences of vandalism, edge-based people analytics enable its team to avert events before they occur, rather than reacting when they do.

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