SOFFA

THE FUTURE OF CAR PARKING

OVERVIEW DECK

WWW.SOFFAPARKING.COM

WE LEAD THE WAY

SOFFA

THE FUTURE OF CAR PARKING

SOFFA is a digital parking service platform where we integrate innovative technologies to optimize your parking-ecosystem's operations in terms of security, utility, and profitability.

Through utilizing data analytics, artificial intelligence, and emerging technologies

SOFFA AIMS TO RE-IMAGINE PARKING SOLUTIONS.

OUR TECHNOLOGY

SOFFA
THE FUTURE OF CAR PARKING

LICENSE PLATE RECOGNITION

Operating through a cloud-based software, our system uses automated License Plate Recognition (LPR) cameras and QR Code reading technology to grant access to customers using the SOFFA application.

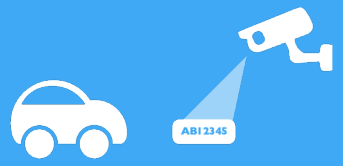
MILESTONE CERTIFIED

Our technology is Milestone certified, which is an international certification by the global video management software provider. We are operational on Milestone XProtect.

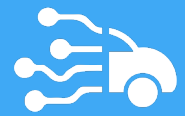
Click here to find us on the Milestone Market.

API

Using API (Application Programming Interface) technology, our platform allows third-party integration which opens many service inclusion opportunities, like direct marketing. Customers' profiles are therefore optimally generated, managed, and targeted.



milestone



A SEAMLESS & SAFE USER EXPERIENCE

SOFFA
THE FUTURE OF CAR PARKING

FAST
SOFFA customers will enjoy faster access to the parking facility compared to regular parking customers.

CASHLESS
Using digital payment methods, SOFFA saves customers' time and effort by eliminating the need for cash and change.

TICKETLESS
The hassle of safekeeping a ticket will become a thing of the past for SOFFA customers. With a simple LPR or QR code, access to parking will be granted.

SAFE & HYGIENIC
Being a cashless and contactless service, SOFFA customers will enjoy a safe and hygienic parking experience.

PARKING REPORT
Through the SOFFA application, customers will receive detailed reports about their entry, exit, and parking duration.

CUSTOMER SERVICE
24/7 support is available to all SOFFA customers through the application.

A COMPLETE SOLUTION FOR BUSINESSES

SOFFA
THE FUTURE OF CAR PARKING

REDUCES OPERATIONAL COST

Being a digital solution, SOFFA reduces operational costs incurred by manpower. Similarly, material costs for tickets and receipts are fully eliminated.

INCREASES PROFITS WITH DIRECT MARKETING

Digitizing your parking management does not only cut down labor and material costs, but it also ensures that you make informed business decisions. Studying collected data helps you identify customers' profiles. This can be shared with 3rd party vendors for marketing and promotional services, thereby becoming an additional source of revenue.

BOOSTS YOUR CUSTOMER LOYALTY

Learning about your customers' parking usage allows you to boost their loyalty by offering regular visitors and subscribed members exclusive promotions and discounts.

OPTIMIZES SECURITY

With the implementation of smart surveillance and LPR, no movement in your parking facility goes unnoticed. Every entry and exit is recorded on the platform's cloud-based database for reference and review.

ANALYZES TRAFFIC FLOW

Traffic information is made readily available at the touch of your fingertips. With SOFFA's user friendly dashboard, you have access to hundreds of data sets and statistics, showcasing every customer's profile.

MINIMIZES CUSTOMER CHURN

Understanding your customers' demographics and behaviors allows you to detect overlooked groups and service-usage patterns. Getting access to such information ahead of time allows you to implement corrective marketing or business strategies to guarantee customer retention.

A COMPLETE SOLUTION FOR BUSINESSES

SOFFA
THE FUTURE OF CAR PARKING

ENHANCES CUSTOMER SATISFACTION

SOFFA's cashless and contactless parking features save customers' time by granting them access to parking facilities within seconds. This your customers' experience by reducing time spent waiting in queues at entrances and exits.

ECO-CONSCIOUS PARKING

By using our time-efficient parking solution, traffic congestions are reduced at your facility, hence reducing your carbon footprint. Paper waste is also eliminated with SOFFA's digitized, ticket-free operations.

AN EFFECTIVE COMMUNICATION TOOL

SOFFA's application centralizes and facilitates the channel of communication between you and the customers. Notifications about membership status, offers, and in-parking reports are sent to customers, without any additional costs. Similarly, customers can request support anytime through the 'Contact Us' section in the application.

DATA ANALYTICS RELATED TO PARKING CUSTOMERS

SOFFA offers more than 100 possible sets of data. This valuable data enables parking owners to better understand their users' profile.

DIGITAL INNOVATION SYSTEM

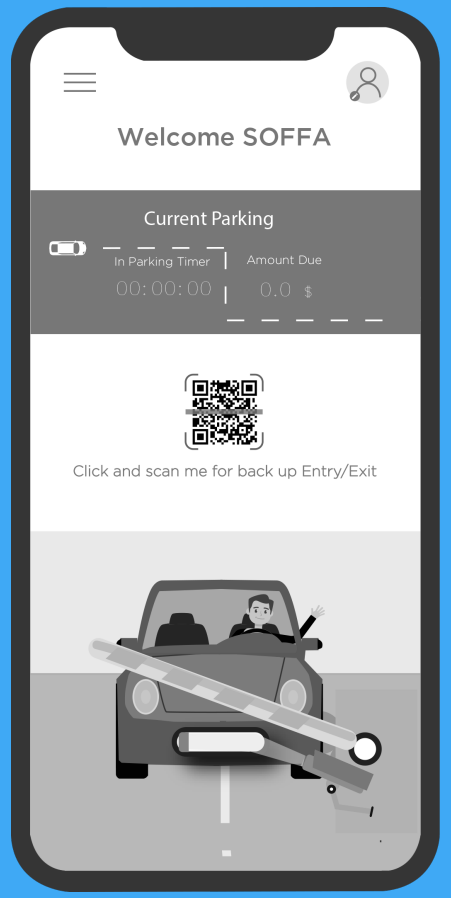
Digitization and automation increases efficiency and productivity and helps simplify the technology landscape; reducing overall IT costs, and bringing products and services to market quicker.

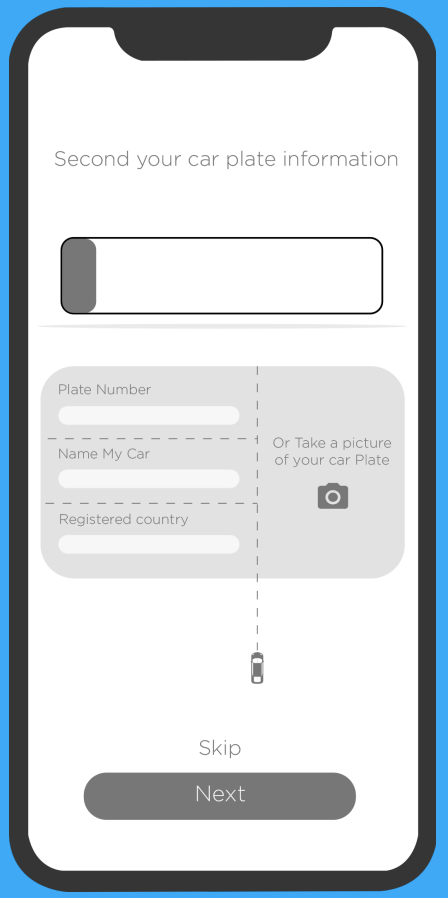
LIVE VISITORS DATA REPORTING

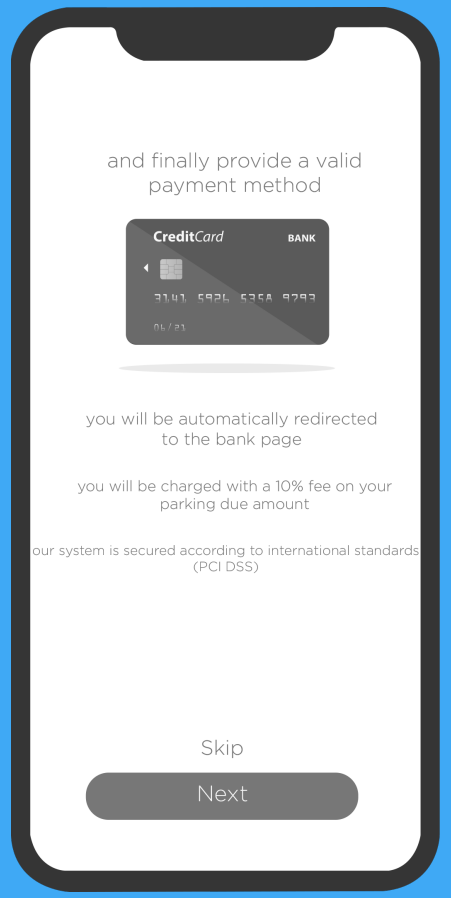
Real-Time allows you to monitor activity as it happens on your site or app. The reports are updated continuously and each hit is reported seconds after it occurs.

THE SOFFA APPLICATION

SOFFA
THE FUTURE OF CAR PARKING







GET IT ON Google Play

Download on the App Store

HOW IT WORKS

SOFFA
THE FUTURE OF CAR PARKING

At the parking entrance security cameras scan the registration plate

Parking barrier opens automatically

At the parking exit, barrier opens automatically

Amount is debited according to parking fees

Cloud registers users' database (saved on AWS)

Local servers recognize the car license plate and provide the open command if eligible

Camera captures and analyzes the number

Mobile payment

OVERVIEW

HOW IT WORKS

SOFFA
THE FUTURE OF CAR PARKING

QR code provided by SOFFA on existing park meter dispensers or other

QR Code scanner on SOFFA application

Timing set by user with renewal possibilities

Amount is debited according to parking fees

Controller Interface

Validation of the license plate

Payment status

Fine is applicable for unpaid parking

CITY PARKING USE CASE

HOW IT WORKS

SOFFA
THE FUTURE OF CAR PARKING

Toll gate booth – ANPR based

Camera captures and analyzes the number

Amount is debited according to toll fees

Controller Interface

Payment status

Fine is applicable for unpaid parking

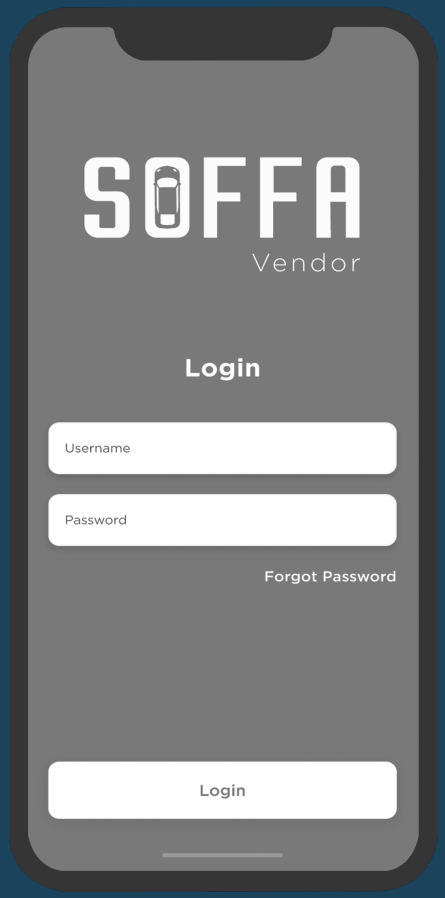
TOLL STATION USE CASE

ADDITIONAL SERVICES

SOFFA
THE FUTURE OF CAR PARKING

VENDOR B2B APP

A SOFFA vendor B2B Application was created for retailers within commercial premises (malls, hospitals, airports...) to enable them to list their promotions, and allow them to directly live target users visiting the commercial premises. Within the application, a function allows the users to check the available promotions as soon as they check in to the parking space using SOFFA.



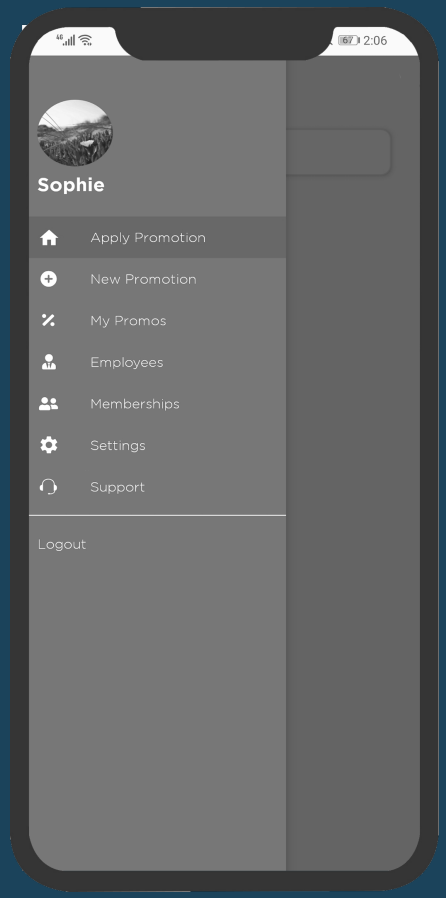
MEMBERSHIP

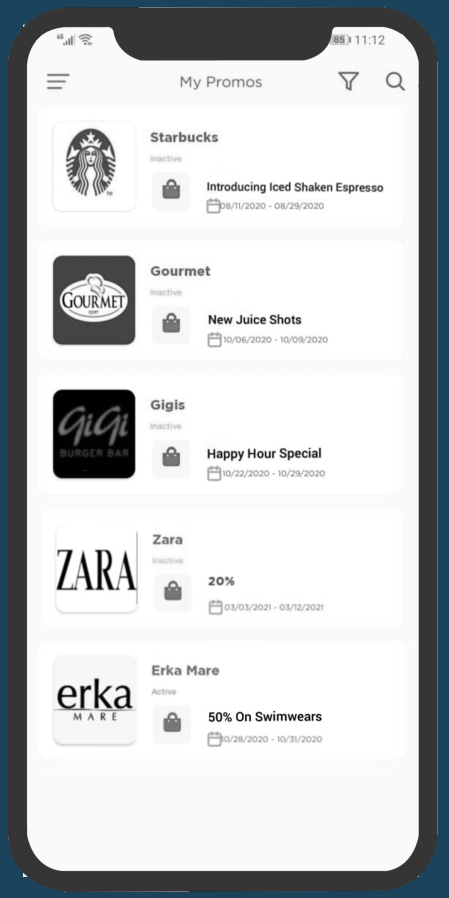
An interface has been added on the SOFFA application and on a web portal available to the parking owners allowing them to manage a membership subscription database of parking users. Parking owners can also use this tool to communicate efficiently with their members for any matter regarding the parking use. SOFFA reinforces the security of parking areas by only allowing access to registered and validated cars.

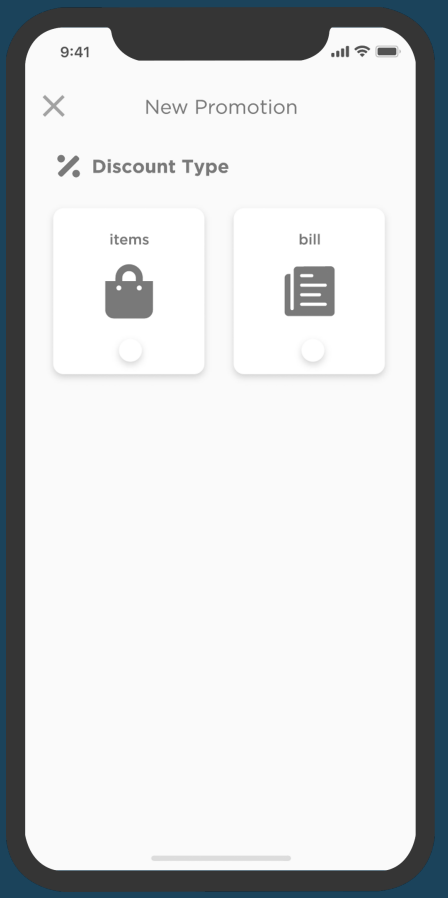
VENDOR B2B APPLICATION

SOFFA
THE FUTURE OF CAR PARKING

- Fully control and manage promotions
- Target specific demographics/profiles
- Add images
- Create limited time offers
- Manage employee input
- Access data analysis
- View traffic flow



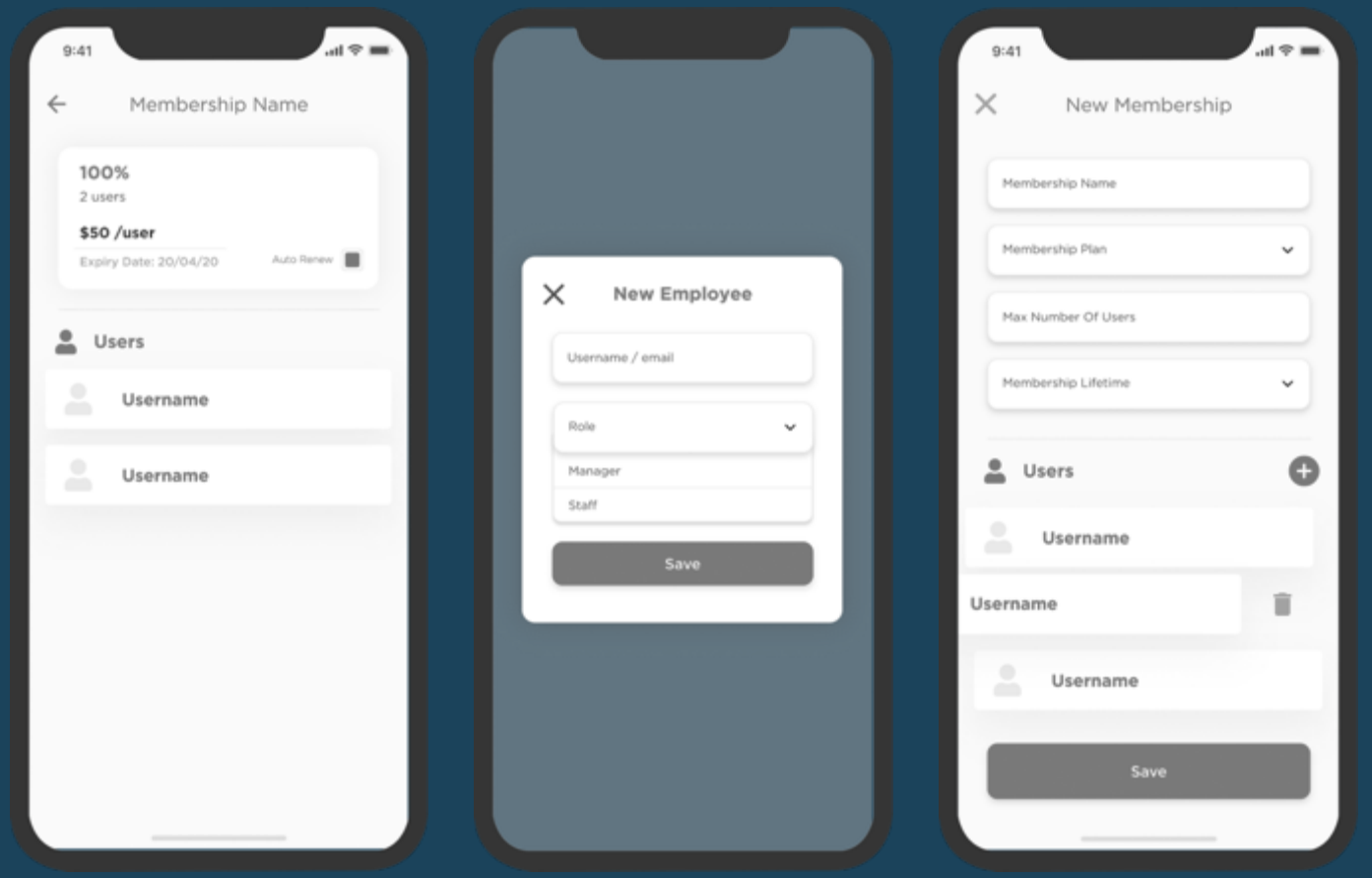




& MEMBERSHIP

SOFFA
THE FUTURE OF CAR PARKING

- Manage membership subscriptions
- Communicate efficiently with members
- Maximize security
- Easy and instant subscription process
- Access to membership dashboard
- View traffic flow



WE SERVICE

SOFFA
THE FUTURE OF CAR PARKING

RESIDENTIAL AND OFFICE BUILDINGS

COMMERCIAL VENUES

CITY PARKING

IF YOU ARE LOOKING FOR A SMART, SECURE, AND EFFICIENT PARKING MANAGEMENT FOR YOUR BUSINESS, WE WOULD LOVE TO PARTNER UP WITH YOU!

CLIENT PARTNERS

SOFFA
THE FUTURE OF CAR PARKING

WESTERN MARINA

ABC

Achrafieh
Dbayeh
Verdun

SOLIDERE

Beirut Souks

SOFFA

THE FUTURE OF CAR PARKING

WWW.SOFFAPARKING.COM