

# BAYCOM

A lifeline in the moments that matter

## THE UNIVERSAL BUSINESS CASE FOR LPR

### FOUR WAYS ALL ORGANIZATIONS CAN BENEFIT FROM LICENSE PLATE RECOGNITION TECHNOLOGY

When automated license plate recognition (LPR) technology was introduced in the 1990's it was initially adopted by public safety departments to enhance their enforcement and investigative capabilities. Soon after, the technology was deployed in toll plazas and airport parking structures to cut costs and minimize delays. Today, LPR is being implemented across a range of industries to help organizations achieve **four common goals**.



#### Enhance Security.

LPR helps to extend the reach of security teams. If there's a known individual that's banned from your organization or campus, for example, and a license plate can be associated with that person, the system can send an immediate alert if that car is driven by a camera or parking truck equipped with an LPR scanner. If an incident does happen, LPR technology can help lead to the capture or conviction of a criminal. If a witness got a partial license plate number following an incident, the system can be queried to show all plates showing those letters or numbers, and indicate the time and location of all matching vehicles.

#### Add Value.

LPR can positively impact your bottom line two ways: By cutting costs and by generating revenue.

LPR can help save labor and materials costs associated with parking administration. Instead of issuing paper permits to employees, students, staff or contractors, your parking patrons can buy permits online based on their license plate number. One university saved \$30,000 in administrative labor and materials in its first year of LPR implementation.

On that same campus, LPR is also helping administrators generate new revenue. Because it tracks exact parking capacity, the college is able to issue and sell more parking permits than it previously thought possible: 200 more permits in its first year, increasing revenue by 10 percent. The 'pay by plate' functionality also minimizes the risk that permits will be shared between multiple people or vehicles. Plus, license plate images can be used as evidence when parking violations are disputed.



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## Increase Parking Enforcement Efficiency.

Parking operations that use license plates as credentials can often see a dramatic increase in efficiencies. Mobile operations help make staffing more efficient with one or two person operations, in several instances, allowing for a more streamlined approach that limits personnel costs and maximizes revenue potential.

And because all permitting takes place digitally, complex permit rights can be programmed in the software and safely tucked away so that seemingly complex rules are all located in the cloud. Customers only need to know where they're allowed to park and how many vehicles they can have present at one time. Frontline staff and officers only need to know how the software works to determine if someone is authorized to park or has a permit for a specific location. Proper programming means the system tells the team whether the vehicle is in compliance.



## Improve The Customer Experience.

When a customer or visitor drives onto your property, one question is top of mind: "Where can I park?" LPR helps you deliver an answer, automatically. As LPR software tracks parking lot occupancy, it can be programmed to display availability on message boards in real time. If the driver's first choice is at capacity, the message will direct them to the next available location.

LPR also helps to deliver an improved customer experience because it enables organizations to establish 'gateless' parking lots and structures. These lots use fixed LPR cameras at entrances to capture vehicle identification as a driver pulls in. Patrons then pay for parking at a pay station—typically set up near a building entrance or stairwell—before returning to their car, which allows them to avoid potential delays at the exit gate. On the back end, the system reconciles the payment information from the pay station with LPR data, and issues citations for vehicles that underpaid or failed to pay.



## THE BAYCOM DIFFERENCE

We do more than sell reliable products. We engineer solutions in partnership with our customers.



We have chosen these LPR brands for their superior technology, creative designs, quality manufacturing, and reliable support. These effective tools provide accurate and timely information and allow users to make quick and well-informed decisions.



We want to help our customers to be successful, and that's why we invest in our experienced service team. Through high tech training and experience in public safety systems, BAYCOM is a trusted partner that provides installation services, maintenance, and technical support.



BAYCOM has earned an incredible reputation for utilizing engineering expertise to deliver the best in technology products and communication systems. With more than 70 years of experience providing end-to-end solutions, our customers know the advantage of a single point of contact.

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