



DESIGNA DIGITAL PARKING SOLUTIONS

ENGLISH


DESIGNA

SMART SOFTWARE FOR YOUR PARKING SPACE

Digitalization is reshaping parking operations and Designa software provides the intelligence behind modern, connected parking environments. Built on decades of industry expertise, our software solutions enable operators to manage, analyze, and expand their parking operations with confidence, efficiency, and flexibility.

From centralized system control and real time analytics to digital booking, payment, and customer interaction, Designa software modules turn parking data into actionable insights and measurable value. Modular, scalable, and seamlessly integrated, they support everything from individual facilities to complex multi site and citywide parking operations while adapting precisely to each operator's needs.

Developed and engineered in Germany, Designa software delivers reliability, security, and "long-term" stability. Created in close collaboration with parking professionals, our solutions combine intuitive user experiences with robust performance and future ready architecture, providing a strong digital foundation for sustainable growth in parking management.

DESIGNA



BUILT TO PERFORM

Designa software delivers secure, scalable, and highly available solutions. Built as a standardized product stack and developed with agility in mind, it integrates seamlessly into existing environments and is deployed as a “cloud-based” SaaS platform.



SECURE

Built to protect data and system integrity.



SCALABLE

Grows effortlessly with your operations.



AGILE DEVELOPED

Continuously improved through agile development.



HIGHLY AVAILABLE

Designed for maximum uptime and reliability.



INTEROPERABLE

Easily integrates with existing systems.



SAAS / CLOUD BASED

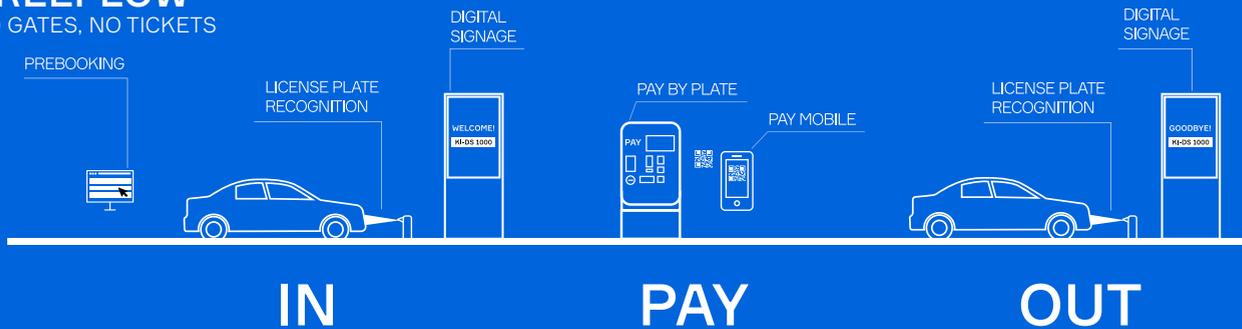
For fast and flexible deployment.

TICKETLESS SOLUTIONS – ADAPTED VARIANTS

Our customized parking management systems are designed to meet your specific requirements and deliver the right solution for every application. Each system can be seamlessly combined with our software products – such as pre-booking or mobile ticket payment – to enhance customer experience and added value. We also enable nested parking concepts, creating more open, efficient, and faster parking operations within complex environments. This allows for clearly structured use cases for visitors, employees, and long-term contract parkers.

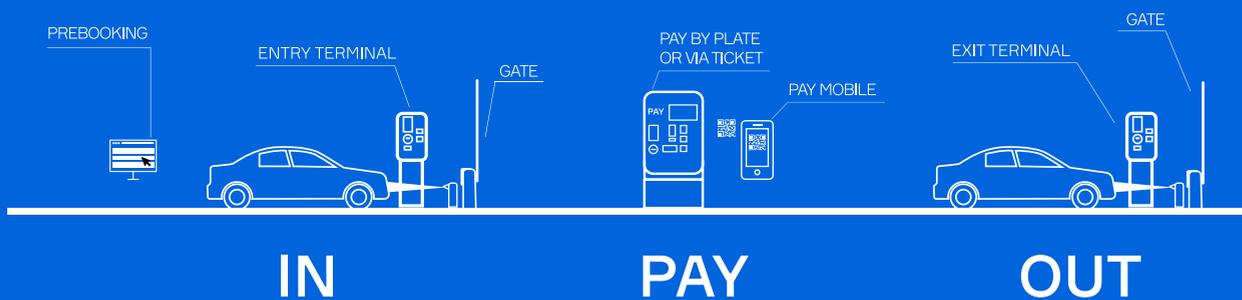
FREEFLOW

NO GATES, NO TICKETS



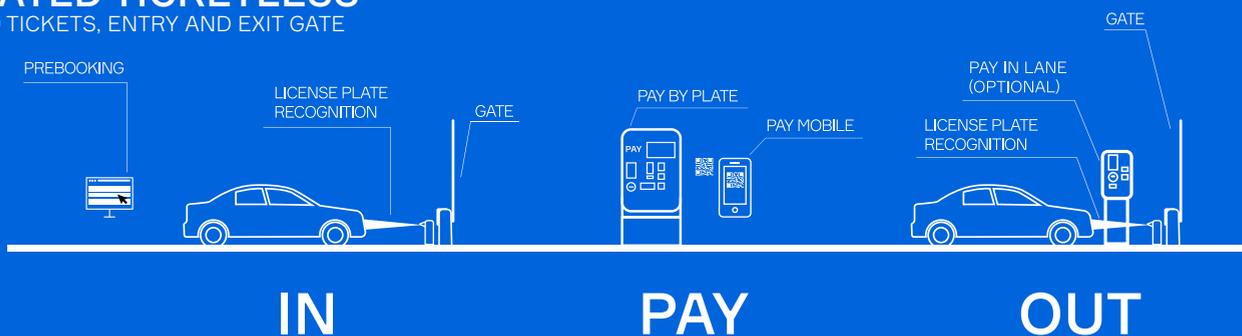
TICKETLESS HYBRID

NO TICKETS BUT GATE, TICKET AS BACKUP



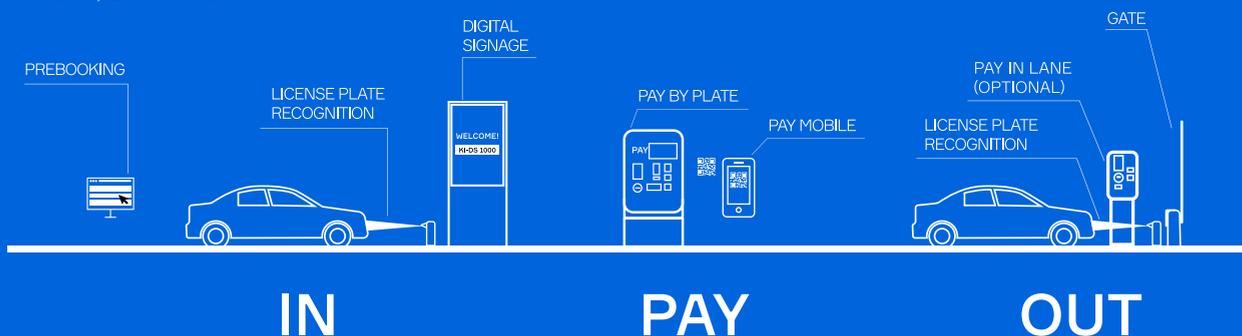
GATED TICKETLESS

NO TICKETS, ENTRY AND EXIT GATE



SEMI-GATED TICKETLESS

NO TICKETS, EXIT GATE



DESIGNA ELEMENTS SOFTWARE



SOFTWARE THAT DRIVES YOUR PARKING OPERATIONS

Designa ELEMENTS serves as the central software foundation for modern parking management systems. Built to meet the demands of parking operators, it supports both short-term and long-term parking operations and brings together all key functions for system control, administration, and monitoring within one integrated solution.

With powerful tools for reporting, payment handling, and operational management, the software can be deployed on on-premise or virtual infrastructures or provided via Designa's managed cloud services. This ensures a stable, future-ready platform that aligns with your current operational needs and continues to evolve as your business grows.

MODULAR ADD-ONS FOR GREATER FLEXIBILITY

Designa ELEMENTS ADD-ONS enable you to configure your parking management system to match your specific operational needs. A broad range of modular software extensions, including LICENSE PLATE RECOGNITION (LPR), TICKETLESS parking, and DYNAMIC PRICING, integrates seamlessly into your parking environment. Selecting third-party ADD-ONS, such as payment processing modules, further extend functionality and flexibility.



CREDIT CARD LANE PAYMENT

Enable ticketless parking with seamless credit card payment at entry and exit terminals.



LICENSE PLATE RECOGNITION (LPR)

Seamless license plate recognition with automated reading and matching.



TICKETLESS

Fully ticketless parking powered by integrated license plate recognition.



VALIDATION

Online, ticketless discount management optimized for license plate recognition.



DYNAMIC PRICING

Dynamically adjust parking tariffs according to occupancy levels and pricing rules.



DIGITAL SIGNAGE

Deliver parking information, pricing, and advertising through digital signage displays.

DESIGNA WEBSHOP



ENHANCE THE PARKING EXPERIENCE FOR YOUR CUSTOMERS

Our WEBSHOP brings sales, access control, and customer engagement together in one powerful e-commerce platform designed around your business needs. Thanks to its modular architecture and extensive configuration options, themes, branding, and system settings can be easily customized, even across multiple corporate identities.

Built on advanced technology and intuitive user flows, the platform delivers a smooth, end-to-end experience from reservation to payment. Each interaction is crafted to reflect your brand and create a positive, lasting impression.

EXPLORE OUR DIGITAL MODULES FOR YOUR PARKING FACILITY

Designa DIGITAL MODULES provide flexible, scalable solutions to optimize parking operations and enhance the customer experience. Seamlessly integrated into your parking management system, they enable efficient digital services, new revenue opportunities, and a smooth parking journey, from booking to payment.



CONTRACT PARKER

Streamlined workflows and seamless self-management for B2B partners.



FREQUENT PARKER

Manage monthly parking online with automated billing and 24/7 self-service.



PAY MOBILE

Pay for parking via mobile. No machines, no paper, just convenience.



BOOKING

Enable online parking reservations with automated payment and optimized capacity management.



RESERVATION

Offer online parking reservations with guaranteed spaces and ticketless access.



VALIDATION

Manage parking discounts online, TICKETLESS and ideal for license plate recognition.

ADD-ONS

Extend your platform with ADD-ONS to drive growth through partnerships and customer engagement.



B2B

Manage corporate partnerships.



MARKETING

Run targeted campaigns.



LOYALTY

Reward loyal customers.

DESIGNA OPERATIONAL MODULES



CONTROL CENTER

Operate and monitor all parking facilities through a single, intuitive, web-based interface. The module combines real-time data, device control, and incident management to support efficient daily operations.

Operators can monitor system status, manage alarms and events, and respond quickly, ensuring transparency, smooth workflows, and reliable support across all locations.



DATA WAREHOUSE

Consolidate parking access and revenue data from multiple sources in a centralized, high-performance cloud DATA WAREHOUSE. Access insights through the DESIGNA ANALYTICS MODULE or seamlessly connect third-party BI and visualization tools.



ANALYTICS

Gain data-driven insights into your parking operations. Interactive dashboards highlight key metrics such as revenue, occupancy, and performance, enabling smarter decisions and optimized capacity across all locations.

THE MARKETPLACE FOR PARKING



PARKETPLACE[®]

easypark

paybyphone

MyWay

Peuka

Designa PARKETPLACE is a digital integration platform that connects parking systems with leading mobility apps through a single interface. It enables operators to open new digital sales channels, automate parking processes, and offer seamless app-based parking experiences, without replacing existing infrastructure.

By centralizing data exchange and transaction handling, PARKETPLACE helps increase efficiency, scalability, and revenue across parking operations.

EXPLORE MORE



MORE APPS TO COME ...

SMARTER SOLUTIONS FOR A DIGITAL PLANET.

HEADQUARTERS:

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