



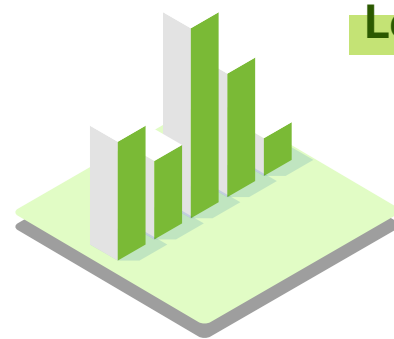
BUSINESS INTELLIGENCE

for Parking

Maximize the value of your data to
make decisions smarter and faster.

LAZ BI collects parking, demographic, sales and weather data and transforms it into actionable business insights. Optimize occupancy, oversell, labor schedules and rates to maximize profits.





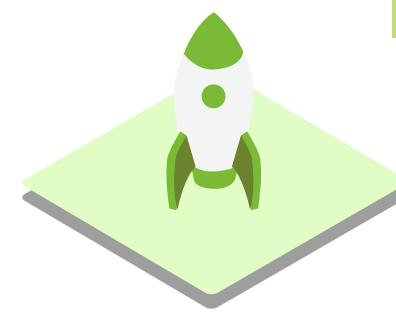
Level 1 DYNAMIC DATA VISUALIZATION

Take the guesswork out of parking management. See the full picture with real-time analysis; slice, dice and drill down to spot variances without running any reports.



Level 2 ADVANCED ANALYTICS

Take data a step further. Predict behavior and forecast demand; combine historical, recent occupancy and sales data with third-party factors, like weather and seasonality.



Level 3 REVENUE MANAGEMENT

Trust more than just your gut. Make real-time staffing and pricing decisions based on hard data and the LAZ team's decades of operating experience and expertise.

With LAZ BI, you'll have the power of knowing **what's driving your business**, right at your fingertips.

