

LAZ Business Intelligence

Turn data into decisions

LAZ Business Intelligence is the parking industry's most powerful enterprise platform for delivering actionable data.

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





“ LAZ BI has cut our staff's reporting workload in half while delivering instant data visualization across our department. ”

JoAnn Crolli - City of Las Vegas NV

The LAZ Business Intelligence Difference

Power

LAZ BI's hundreds of custom, in-house integrations are built in Azure Data Factory. Our thousands of interactive dashboards and reports leverage the visual strength and cloud computing power of Microsoft Power BI.

The whole pie, not just one slice

Billions of records from hundreds of parking and non-parking integrations give you the entire picture of how your asset is performing. Not just equipment or reservations or monthlies. Weather, events, airline data. Cash, claims, audits, payroll. All. Of. It. In one place.

Simplicity

It's user-friendly, customizable, and easy to access on any device. You can compare comprehensive what-if scenarios in just two clicks. Or instantly visualize, analyze and model KPIs, then drill down to their sources.

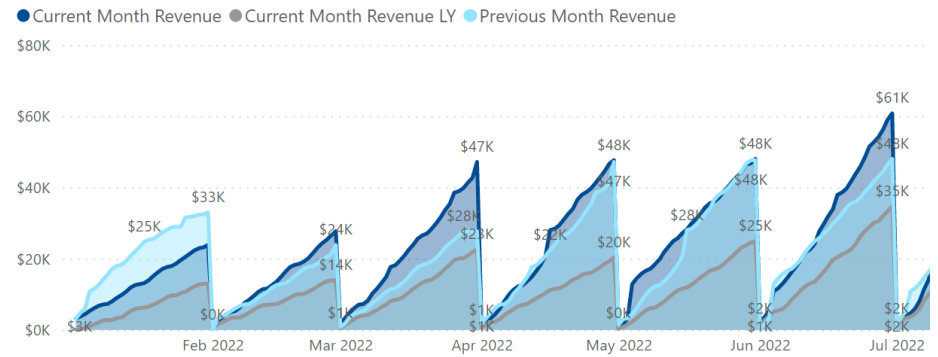
Actual Parking Experience

We use LAZ BI every day to manage thousands of our own parking operations so we built it based on the needs of more than 40 years of real life operations experience. We're not a tech startup - we don't just aggregate data. We know how to use it to help optimize your parking operation.

Interactive Visualizations, Instantly

LAZ BI's suite of interactive visualizations lets you easily identify the patterns and trends that drive your business. You can quickly filter different parker types and sales channels, then choose high-level overviews or transactional level granularity, gaining dynamic insights to analyze past performance and make smarter decisions for the future.

Cumulative Revenue Current Month, Current Month Last Year and Previous Month



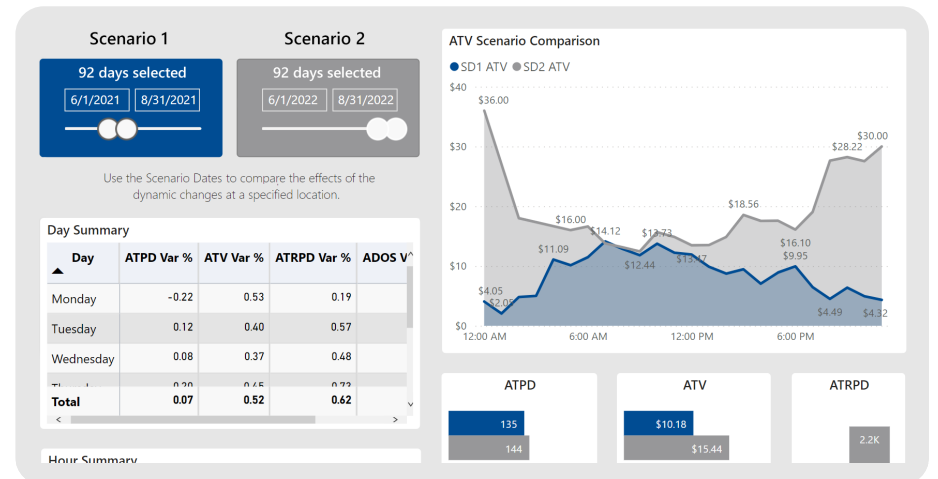
| Date | 00:00 PM | 3:00:00 PM | 4:00:00 PM | 5:00:00 PM | 6:00:00 PM | 7:00:00 PM | 8:00:00 PM | 9:00:00 PM | 10:00:00 PM | 11:00:00 PM | Total |
|-----------------------------|----------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|--------|
| Tuesday, January 01, 2019 | 50.38% | 49.62% | 49.24% | 49.81% | 50.19% | 51.15% | 51.34% | 51.34% | 52.29% | 52.29% | 53.82% |
| Wednesday, January 02, 2019 | 81.87% | 80.15% | 78.24% | 68.13% | 58.59% | 53.44% | 52.29% | 52.48% | 52.86% | 52.48% | 64.56% |
| Thursday, January 03, 2019 | 80.34% | 78.24% | 75.00% | 68.89% | 59.54% | 53.82% | 53.24% | 53.24% | 52.86% | 52.67% | 64.45% |
| Friday, January 04, 2019 | 73.66% | 72.33% | 70.61% | 64.31% | 54.01% | 50.95% | 50.76% | 51.15% | 51.91% | 52.10% | 61.40% |
| Saturday, January 05, 2019 | 52.86% | 53.63% | 54.58% | 54.58% | 54.39% | 54.58% | 54.58% | 54.77% | 55.15% | 55.53% | 53.70% |
| Sunday, January 06, 2019 | 54.39% | 54.01% | 54.20% | 52.86% | 52.48% | 53.05% | 53.63% | 54.20% | 55.15% | 55.15% | 55.19% |
| Monday, January 07, 2019 | 80.92% | 79.77% | 78.24% | 72.52% | 63.17% | 57.06% | 55.34% | 56.49% | 56.87% | 56.87% | 66.47% |
| Tuesday, January 08, 2019 | 83.02% | 81.68% | 80.34% | 73.66% | 63.74% | 57.25% | 57.06% | 56.68% | 57.82% | 58.02% | 68.35% |
| Wednesday, January 09, 2019 | 44.66% | 42.56% | 39.69% | 30.53% | 23.28% | 17.37% | 15.65% | 17.37% | 18.13% | 17.94% | 51.44% |
| Thursday, January 10, 2019 | 46.95% | 46.37% | 44.08% | 37.60% | 25.57% | 20.23% | 18.89% | 18.51% | 19.47% | 19.27% | 30.77% |
| Friday, January 11, 2019 | 41.22% | 40.08% | 36.26% | 28.82% | 21.56% | 19.27% | 19.27% | 19.66% | 20.61% | 21.18% | 29.07% |
| Saturday, January 12, 2019 | 18.70% | 18.89% | 19.08% | 19.27% | 20.04% | 20.61% | 20.61% | 20.80% | 20.61% | 20.80% | 20.27% |
| Sunday, January 13, 2019 | 19.08% | 19.47% | 19.66% | 19.08% | 18.70% | 19.66% | 19.85% | 19.85% | 20.04% | 20.23% | 20.25% |
| Monday, January 14, 2019 | 46.56% | 45.23% | 44.47% | 37.21% | 29.01% | 22.71% | 21.37% | 22.33% | 22.33% | 22.14% | 31.33% |

Occupancy Reporting at a glance

Our occupancy scoreboard maximizes transient parking revenue by visualizing data directly from PARCs. You and your LAZ team get an instant view of the property, and by comparing peak demand levels throughout the day with the monthly ingress reports, we can optimize oversell levels quickly and accurately. No guesswork involved.

Side-by-side performance comparison

Powerful integrations aggregate your entire parking operation's historical data to enable tools like our Date Scenario Analysis. Instantly compare all KPI's for any two date ranges, tracking the results of rate changes or marketing campaigns. Gain deep insight into the impact of external factors like events, closures, construction, or a pandemic.



Benefits

Asset Owner

Get standardized data & reporting for all your assets in one place

Track asset performance in real-time to help make data driven decisions

Leverage historical data analysis and improve financial forecasting

Extract financial performance metrics to support stronger asset valuation

Operations

Save time by eliminating manual processes and have a single source of truth for all parking data

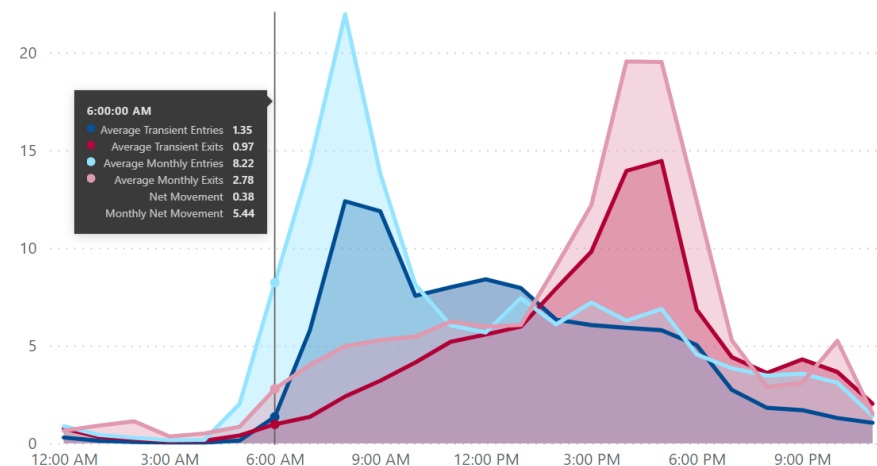
Identify demand drivers & understand your business mix to maximize revenue per space

Leverage transaction & payroll data to improve staffing efficiency

Monitor key performance metrics to proactively manage parking assets

Average Entries/Exits by Time

● Average Transient Entries ● Average Transient Exits ● Average Monthly Entries ● Average Monthly Exits



Request a Demo today

And learn about other LAZ BI features like:

Heat Mapping
Rate Change Modeling
Weather Analysis
Date Scenarios
EV Charging Usage
and more.

