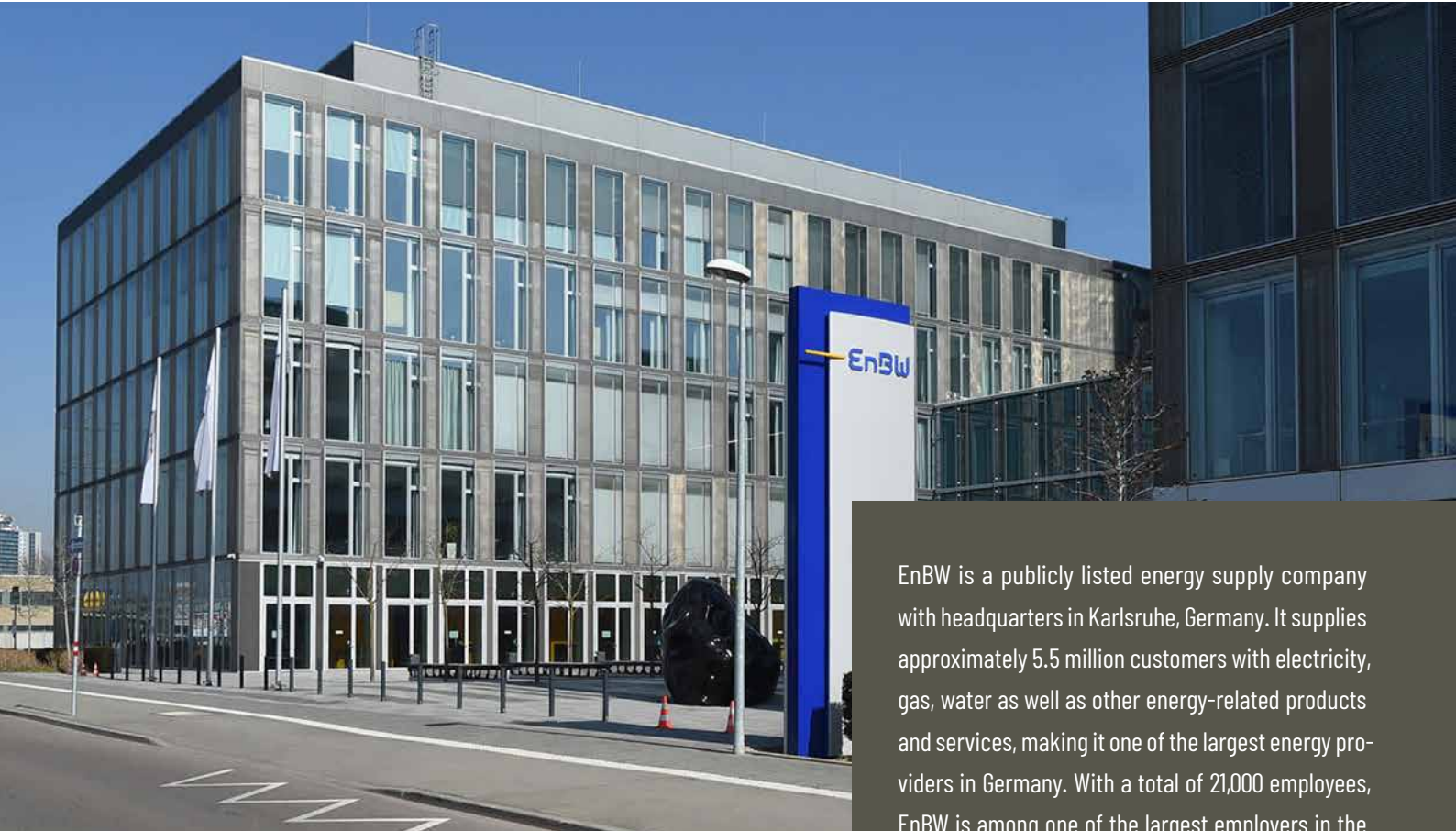


State-of-the-art Parking for an Innovative Company



EnBW is a publicly listed energy supply company with headquarters in Karlsruhe, Germany. It supplies approximately 5.5 million customers with electricity, gas, water as well as other energy-related products and services, making it one of the largest energy providers in Germany. With a total of 21,000 employees, EnBW is among one of the largest employers in the federal state of Baden-Württemberg. Having recently adopted a new strategy, the company is aiming to shift towards becoming a general infrastructure provider, which also includes digital parking services.

The Case

As part of a recent strategic shift, one of Germany's biggest energy providers EnBW sought to reposition itself as a general infrastructure provider. To work towards this strategy and to further push the company's innovative brand, EnBW wanted to restructure the parking services at two of its major locations in Stuttgart and Biberach. The parking situation in Stuttgart was less than ideal, with employees having to look for free spaces in a confusing parking environment.

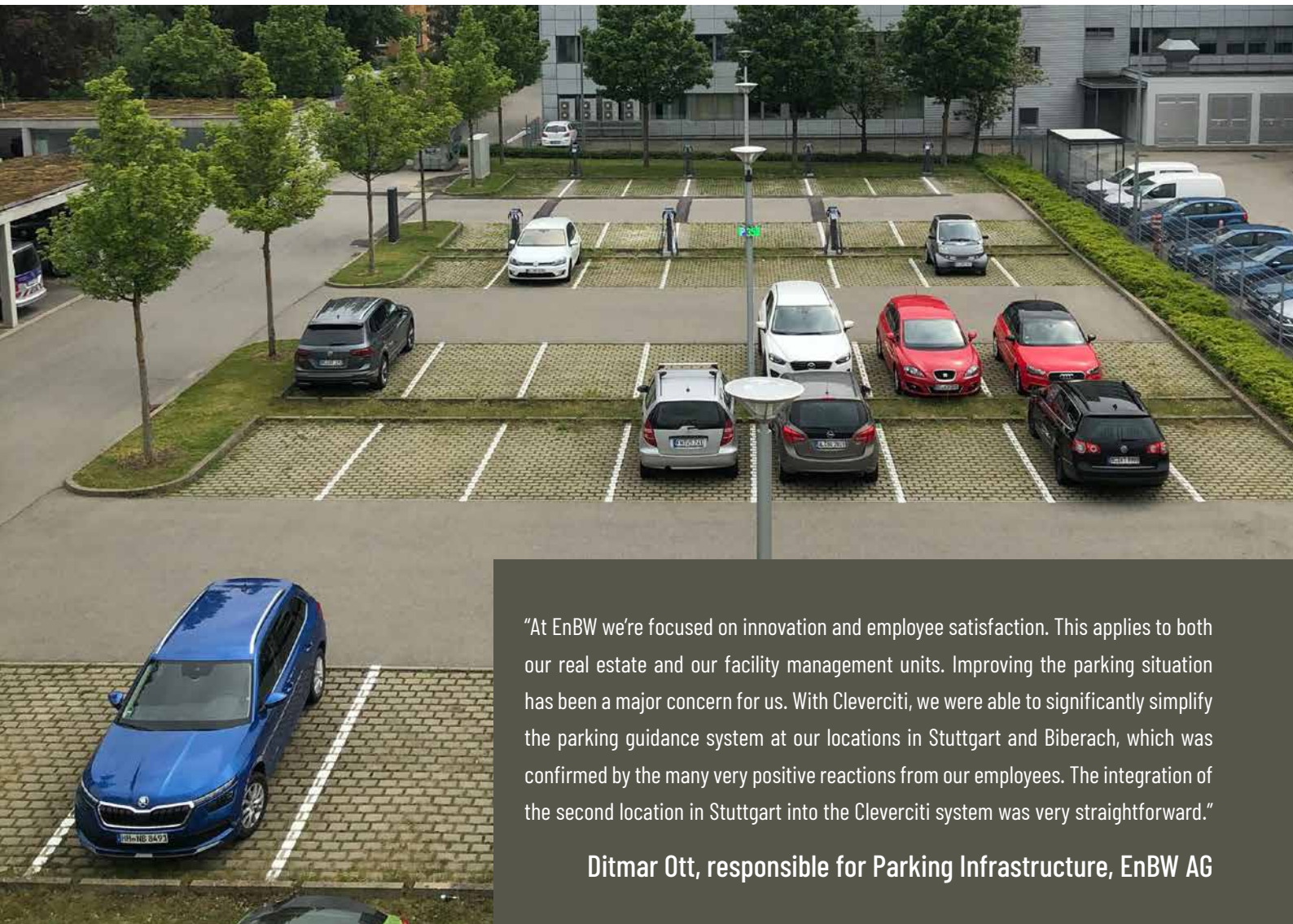
The Cleverciti solution has been put into place to provide a comprehensive overview of available parking spaces, guide employees to free parking spaces and allow an in-depth analysis of parking data. The Cleverciti system is highly scalable, allowing for rollout to other EnBW locations nationwide, providing all employees and visitors with a state-of-the-art parking experience.

The Challenge

EnBW has several locations throughout Baden-Württemberg, one of them being in the state's capital Stuttgart and another one in the city of Biberach. Both locations were facing the same problems that employees couldn't find a place to park and there was no comprehensive parking data available to support intelligent infrastructure decisions

In Biberach, EnBW's employees were presented with an unclear parking situation, where they were frequently wasting time looking for a place to park in the large, 396 space outdoor parking area.

Employees at the company's location in Stuttgart, as well as their visitors, regularly face a highly stressful parking situation. They were dealing with the stress of having to find parking in a limited amount of time – a situation further intensified by the fact that the outdoor parking area is set up in a way that it is impossible to get a clear overview if any of the 105 parking spaces are free, some of which are hidden behind the building and only accessed by a one-way street. Missing data from outdoor parking spaces combined with unreliable third-party technology resulted in insufficient parking guidance and high maintenance costs.



“At EnBW we're focused on innovation and employee satisfaction. This applies to both our real estate and our facility management units. Improving the parking situation has been a major concern for us. With Cleverciti, we were able to significantly simplify the parking guidance system at our locations in Stuttgart and Biberach, which was confirmed by the many very positive reactions from our employees. The integration of the second location in Stuttgart into the Cleverciti system was very straightforward.”

Ditmar Ott, responsible for Parking Infrastructure, EnBW AG




The Target

By optimizing the use of the parking spaces in both locations, EnBW wanted to improve the work environment for its employees while also furthering its reputation as an innovative brand and supporting its strategic shift towards an infrastructure provider.

The company decided to avoid ground sensor solutions due to negative experiences in the past and the high failure rate due to damage. Ground-sensor solutions were to be avoided due to negative experiences in the past and the risk of serious damage.

In Stuttgart, accurate real-time data for each parking space in the outdoor area had to be integrated with indoor parking data so that employees could have a single, unified guidance experience to the best possible space indoor or out. Considering that EnBW has several different locations, the aim was also to establish a scalable, flexible, and reliable system that could be easily rolled out to other offices.

Decision makers wanted:

-  **To optimize the use of the parking spaces in both EnBW locations**
-  **Comprehensive parking data supplied by a reliable end-to-end system**
-  **A seamless parking guidance experience indoor and out, integrating the existing indoor guidance system.**



The Cleverciti Solution

Together with the client, a comprehensive parking guidance concept was developed which entailed the easy and fast installation of ClevercitiSensors and CIRC360s. The sensors were installed on existing lampposts in Biberach and mounted on the roof in Stuttgart.

The ClevercitiSensors enable real-time detection of individual outdoor parking spaces. Turn-by-turn guidance information is then displayed to drivers via ClevercitiCIRC360 LED-displays on site. Behind the scenes, the ClevercitiCockpit allows for in-depth analysis and visualization of live and historical parking data, enabling well-grounded decisions regarding the location's infrastructure.

At EnBW, one sensor covers up to 17 parking spaces and takes less than an hour to install.



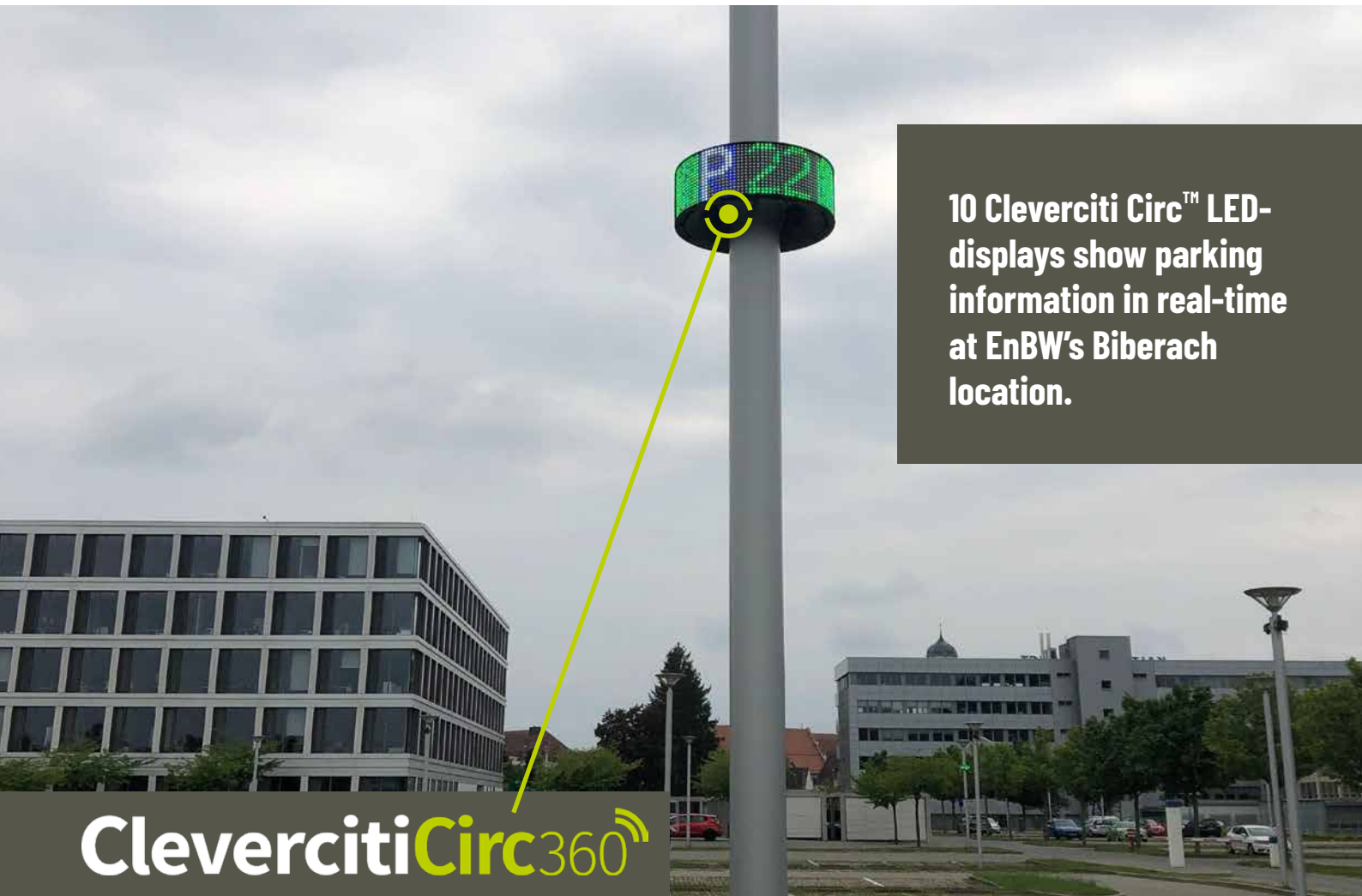
App integration

Cleverciti's data generated with the help of the above-mentioned solutions are also integrated into EnBW's parking app for its employees showing all available parking spaces in real-time per location and differentiating parking categories like spaces for e-charging or disabled employees.

Using existing infrastructure to install Cleverciti sensors minimizes costs and avoids damages to the parking area.



ClevercitiSensor



10 Cleverciti Circ™ LED-displays show parking information in real-time at EnBW's Biberach location.

ClevercitiCirc360

The Result

By providing real-time occupancy data per single parking space that is used to feed into the EnBW parking app and local displays, search traffic could be reduced significantly, saving on working time while also reducing emissions and improving the overall work environment. The limited parking capacity is now used optimally with a scalable system that can be rolled out to other EnBW office locations. Future infrastructure decisions can be based on the historical data provided by the ClevercitiCockpit.

By using the existing infrastructure, installation costs were very low. With Cleverciti operating the system remotely and providing an end-to-end solution, internal administrative efforts were minimized. The feedback from EnBW's employees has been very positive, resulting in an extension of Cleverciti's contract in Biberach after one year of service, installing additional ClevercitiCirc LED-displays to further enrich the service and rolling-out Cleverciti's solution to the Stuttgart location.