



CASE STUDY

WallyPark Teams Up with FLASH to Transform Airport Parking



The Challenge

WallyPark has been providing off-airport parking to travelers for over twenty years. When covid-19 threatened the way airlines had been running for decades, WallyPark knew that parking would have to change, too.


The Solution

To connect more than 100 lanes of equipment at 10 locations across the country on a single, cloud-based platform, WallyPark chose FLASH as a technology partner. From the touchless technology consumers wanted most at the height of the pandemic to the mobile management tools operators need to stay on top of day-to-day business.

FLASH provided a complete 21st century parking solution with:

- ✓ 59 smart kiosks
- ✓ Mobile app management
- ✓ Valet service solution
- ✓ Monthly parking portal
- ✓ Paris integration
- ✓ ParkWhiz demand generation

“When everything is changing so fast, FLASH putting innovation and tech at the forefront gives you peace of mind.”

 **Charles Bassett**
President of Operations
for L & R Group of Companies

With the Hardware-as-a-Service (HaaS) pricing model, a program unique to FLASH, WallyPark was able to take what would typically be a capital expenditure and spread it across low monthly payments throughout the lifetime of the hardware. HaaS gives operations with an expansive national footprint the opportunity to invest in future-ready technology with an incremental investment.

The Results

On a completely automated system, WallyPark’s locations have seen a substantial reduction in cashier labor and growing revenues as accountability and collection capabilities increase. The move from paper tickets to an entirely digital system is more in tune with consumer expectations and allows WallyPark to take advantage of features like dynamic pricing.

Today, WallyPark can access real-time data insights across its nationwide portfolio and manage short term, monthly, and valet parking on a single platform. With its day-to-day operations optimized and automated, WallyPark is now turning its attention to future-ready technologies like AI and EV charging stations.

At a Glance


10
Locations

8
Markets

6
States

100+
Lanes

“FLASH has worked tremendously for us, I think ongoing updates and HaaS are the way of the future.”

 **Charles Bassett**
President of Operations
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Are You Ready For The Future?

Go to FlashParking.com/products to learn about how our suite of technology can power the evolution of your asset into a networked mobility hub.