

GrayMatter Airport Case Studies



BIG DATA | BUSINESS INTELLIGENCE | ANALYTICS | ARTIFICIAL INTELLIGENCE |

IOT DATA INTEGRATION | DATA SCIENCE SPECIALIST





SWEDAVIA Optimize Occupancy and Maximize Car Park Revenues with GrayMatter's CPRMs



"I am glad that we have embarked on this engagement with GrayMatter. I am expecting that the CPRM system would enable much more accurate pricing in response to dynamic changes in factors affecting car park occupancy."

Ms. Vita Andrews, Swedavia AB Head of Parking, Parking & Entry



Business Needs

- Digitalization of Manual Work
- Dynamic and differentiated pricing models
- RM to drive more active price changes to improve revenue in the peaks and occupancy in the shoulders.



Solution

- Better Asset Utilization (space occupancy)
- Higher revenue (better yield)
- Length of stay management
- Ability to price and manage new products
- Demand reallocation
- Stop Sales
- Inventory Prioritization
- · Dashboards, reports and visualizations for
- Insights on areas like Pre-Booking Analysis, Trading Analysis, Calibration, Forecast, Pricing Analysis, Master Data Management

Key Benefits Ongoing support from Business Revenue gain of 5% per annum Continuity team and specialist help and full return on investment in with forecast tuning to ensuring year 1 continuing benefit Airport envisage using the Potential to add further Swedish solution to launch and manage a airports over next 2 years valet park product





Further queries please connect: emmaleeds@graymatter.7ts-e.com



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