RingGo Cashless Parking

Service Definition Document

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G-Cloud 15

Version: 1.0

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1. About Us

The UK's leading cashless parking solution, RingGo currently processes **around 160 million UK parking transactions** every year equating to a **total annual value of cashless parking transactions of over £500 million**.

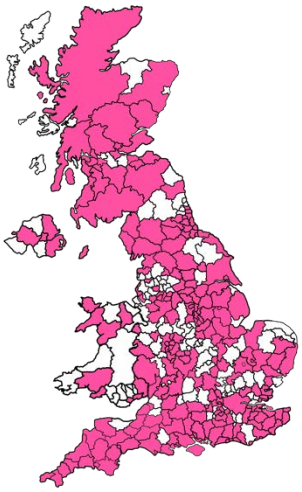
RingGo is part of the **Arrive** group, a global company of industry leading mobility solutions. Arrive unites the expertise of brands including RingGo, Flowbird and Parkopedia under one mission: "Together, we make cities more livable." With more than 3,000 employees operating in 4,000 cities across over 80 countries, Arrive brings decades of experience delivering parking and mobility solutions that enhance convenience, efficiency, and sustainability for communities worldwide.

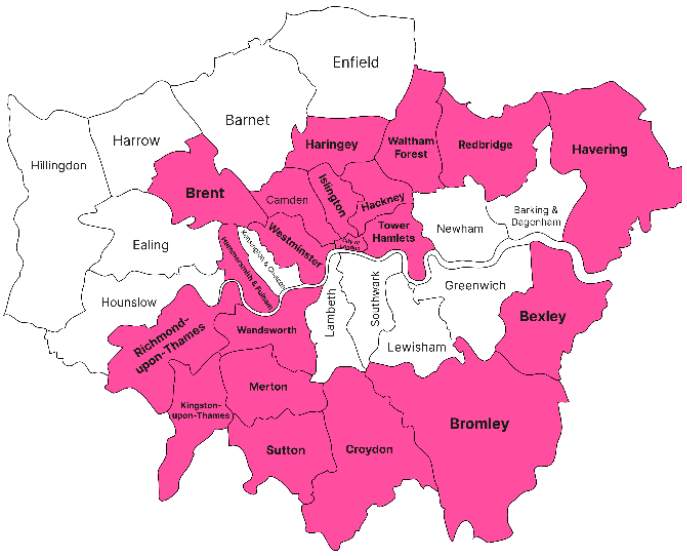
With a UK registered active end-user base of **over 16 million motorists**, RingGo is offered by a wide range of customers including Local Authorities, NHS trusts, universities, agencies such as Natural England, Lake District, Peak District and South Downs National Park Authorities, and Forestry England, train operators such as South Western Railway, East Midlands Railway, Chiltern Railways, ScotRail and Northern Trains, and private operators such as Q-Park, Smart Parking, Premier Park and Total Parking Solutions.

RingGo is operational in more than **500 UK towns and cities at nearly 22,000 locations** and has been the choice of **more than 70% of UK authorities that have deployed cashless parking**. This offers customers tremendous benefits in terms of interoperability, a well-established end-user base and higher adoption rates as evidenced by the RingGo coverage in London and across the UK shown below.

On a national level, **RingGo offers customers unrivalled interoperability across over 190 Local Authorities.** In London more than half of the local authorities, including the UK's largest (in terms of parking revenue), Westminster City Council, offer the RingGo service. Elsewhere, **RingGo is provided in most of the UK's major cities** such as Edinburgh, Glasgow, Birmingham, Bristol, Bradford, Sunderland, Nottingham, Milton Keynes, Oxford, Reading, Southend, Portsmouth, Bournemouth, Plymouth, and Exeter as well as numerous District and County Councils around the country.

RingGo provides parking in Liverpool, Manchester, Cheshire West and Chester, Oxfordshire, Buckinghamshire, Coventry, Peterborough, Hertfordshire, and various other areas in Open Market arrangements, fully engaged and integrated with the **National Parking Platform (NPP)** which is further increasing the availability and accessibility of cashless parking across the UK with end-users able to use the service of their choice in these places.





Because RingGo has been the choice of the majority of UK authorities that have deployed cashless parking, the product has become highly featured to accommodate a correspondingly wide breadth of needs and a number of unique features. For a similar reason the tariff engine that lies at the heart of the RingGo product is extremely flexible and highly configurable. This has resulted in RingGo successfully accommodating every type of tariff across our broad range of customers, **this includes tariffs linked with vehicle emissions.**

2. RingGo Service Overview

Available 24/7/365, RingGo provides an interactive, self-service cashless parking solution that offers **multiple secure, safe accessible channels**, more than any other cashless parking provider. This includes smartphone app, SMS text message, web, mobile web, voice call to Interactive Voice Response (IVR), in-car (Apple CarPlay, Android Auto), and retail (PayPoint). All channels are linked via a central account or 'golden record,' allowing registered end-users to view, amend or extend sessions booked on one channel (i.e. website) on another (i.e. app).



PSD2 compliant, through RingGo the option is available to pay using a broad range of payment cards including Visa, Mastercard, Amex, all debit cards, Apple Pay, and Google Pay.

Register for RingGo Cashless Parking

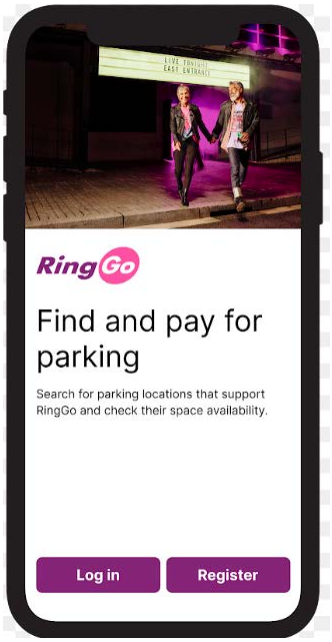
From recent implementations, we estimate that over 75% of motorists across the UK have already registered with, and used, RingGo. Within London, levels are higher - usually around 90% due to local coverage. This means that no matter where an end-user may be living across the UK, they will both recognise the brand and be comfortable using the RingGo service.

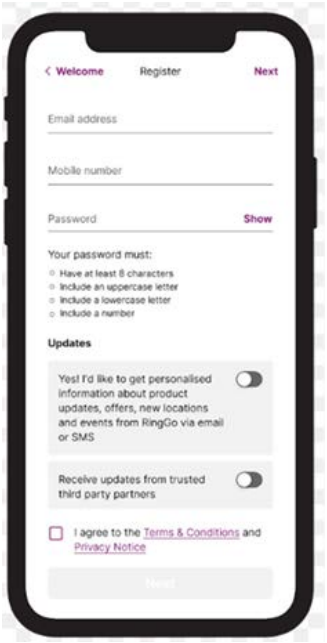
RingGo end-users can pre-register or register at the point of sale and purchase parking immediately via all our main channels including the app and website. The registration process is already one of the quickest in the industry at an average of under 60 seconds via the website and under 40 seconds by using RingGo's smartphone app.

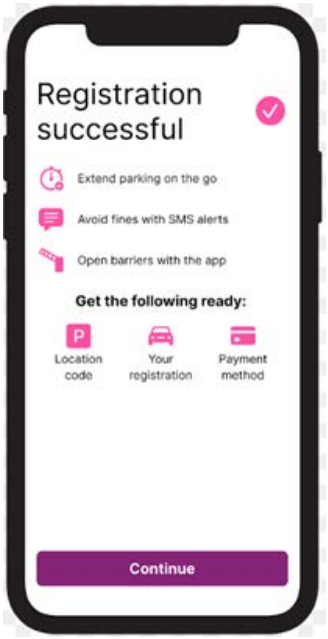
To make the registration process as structured, quick, and straightforward as possible, we request minimal information from a new end-user: a mobile number (captured automatically), vehicle registration mark (VRM) and payment details. If paying via

Apple Pay / Google Pay, registration time will be reduced further due to not having to input payment card details.

When an end-user registers, an online password protected account is automatically set up for them, in which they are required to change password at first use. Prior to this, they must undergo a process of two factor authentication. The supported 2-factor authentication method for RingGo is by receiving an SMS to a mobile or landline device upon end-user registration. Face ID and Fingerprint ID are available for RingGo on all supported Android and iOS devices.

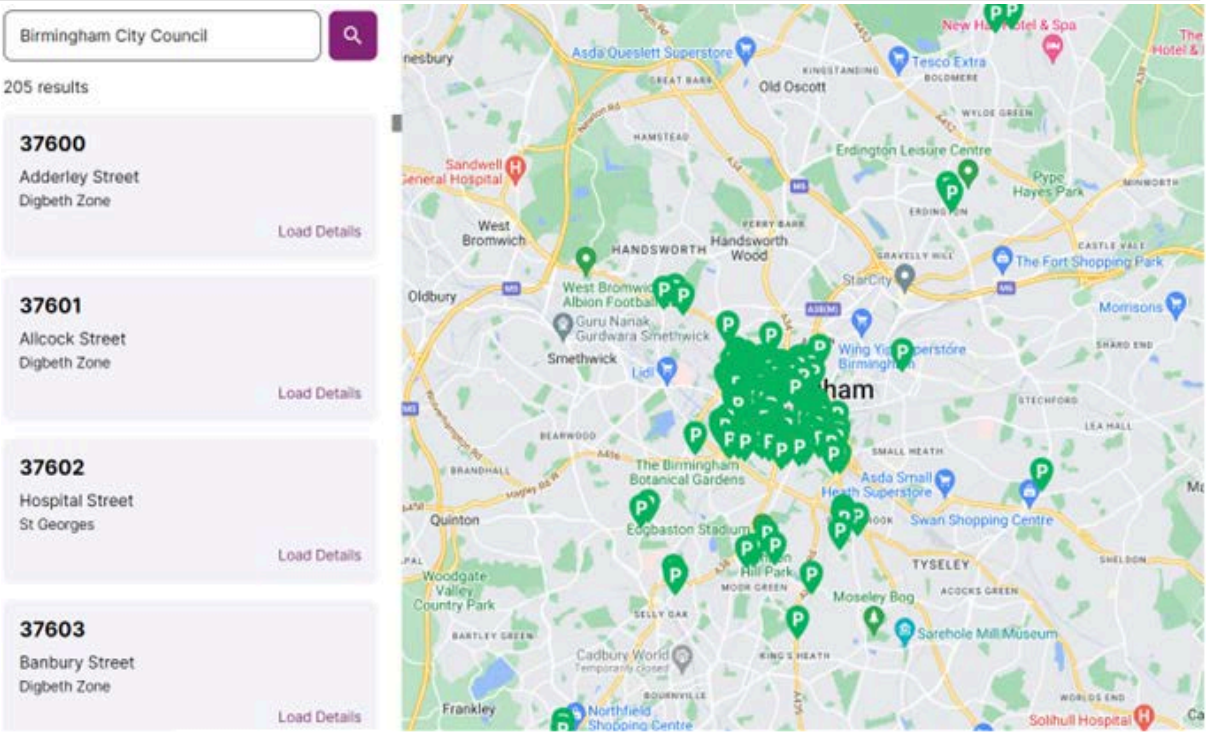






Finding Parking

A **national Parking Locator** is provided by RingGo showing all the locations that the service can be used. This enables a search to be carried out using operator, location codes, towns, and postcodes across the UK. Results can be displayed in a map or a list on the app or website. Uniquely, full parking location details are provided including tariffs, vehicle types allowed, restrictions, directions, and **space availability**.



Booking Parking

Taking an average of under 10 seconds, booking parking with RingGo is swift and straightforward. We can provide customers with the ability to offer their end-users two different models when paying for their parking session, as detailed below.

Buy Time - The end-user selects the correct parking location and their vehicle. Depending on location, policy or tariff, they are asked to specify their parking duration. RingGo offers the end-user the option to extend their parking session remotely up to the maximum time period allowed by the customer for that location.

Start /Stop – Under this parking model an end-user simply selects the location code and their vehicle and starts their parking action. When they return to the vehicle the end-user stops the parking session via one of the payment channels and is charged for the actual time they have parked, based on the operator tariff board.

Both Buy Time and Start Stop include 'maximum stay', 'no return' and 'free period' rules as well as any time limit restrictions. RingGo will accommodate all the customer's existing tariff structures and also any changes in the future.

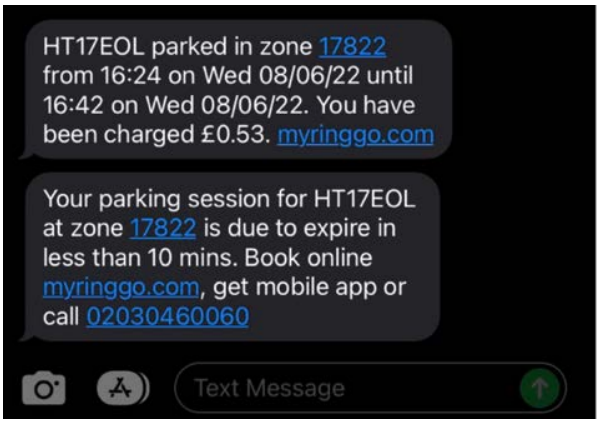
Scan & Pay – 'Scan & Pay' uses the RingGo app and enables end-users to pay for their parking before leaving a car park, utilising ANPR and barrier equipment. Once the RingGo app has been used to pay for parking the barrier is activated for exit.

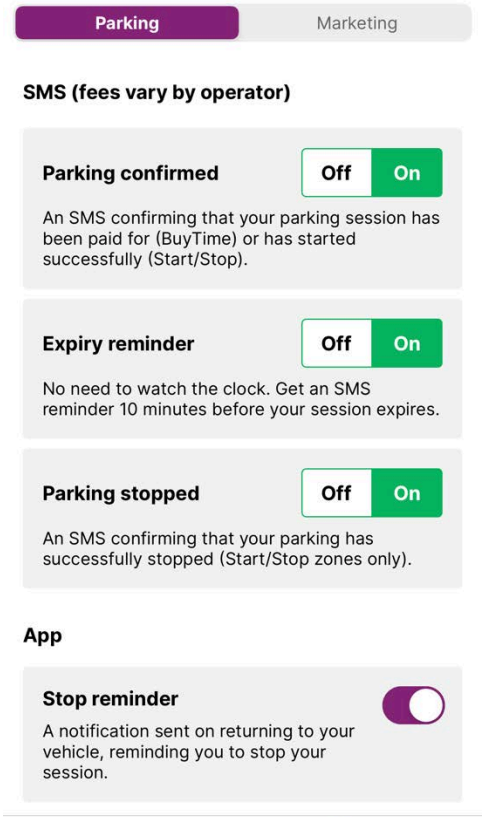
Extending Parking

Under our Buy Time parking model, end-users can easily extend their parking session from anywhere, remotely, and without having to return to and queue for Pay and Display (P&D) machines. The RingGo system will recognise end-users who have a live session. When they log in or call back, the system will allow them to extend should parking restrictions allow it. RingGo shows the end-user their parking session time remaining, and they simply enter a new duration and are presented with a revised total parking cost. They then select their payment method and pay for their parking session. **RingGo will prevent end-users booking more time than the maximum stay at the car park allows or where restrictions are in place.**

Text (SMS) and Email Notifications

End-users can select options with regards to receiving text (SMS) account / session notifications such as parking confirmations and expiry reminders, and email parking summaries. The end-user actively needs to opt-in to receive SMS notifications and are not opted in by default. Currently, reminders are sent 10 minutes before the expiry of a session.





Live Activity

End-users using the RingGo iOS app (version 7.8 and newer) on Apple devices now see RingGo Live Activity at zero additional cost. The Live Activity shows a countdown timer of the end-user's existing session, acting as an easy prompt to extend their parking if needed, and if their session has expired.





Self-Service Account Management

The user-friendly RingGo system offers self-service account management allowing end-users to quickly and securely access their account details in various formats including on-line, via app or IVR, using their phone/email address and password details. Once securely logged in, an end-user can:

- View parking history and session details
- View, print or export receipts (summary and VAT)
- Update personal details including address, email, and mobile number
- Add, edit, or remove payment card details – multiple payment cards can be registered
- Add, edit, or remove vehicle details - multiple vehicles can be registered
    - **If an end-user enters the wrong VRM, the RingGo app uniquely allows this to be changed up to 15 minutes after booking a parking session**.
- Change security settings including password reset or enabling touch or facial id
- Opt-In or out of SMS notification messages and emails

At any time, end-users can view and retrieve parking transaction information including time, date, location, VRM, duration and transaction fee.

Statements listing an end-user's parking sessions are available at any time. These can be filtered on start and end date and vehicle. Functionality is provided to download statements (CSV) or print them out (PDF). End-users can select a session to obtain full details of their parking including vehicle, time, and location. They also have access to details of the parking zone, prices, and a VAT receipt.

VAT receipts can be viewed, emailed, or downloaded for print free of charge without having to log-in to a separate receipt's website as with other cashless parking providers. This can be done through selecting the 'Receipts' option from 'My Account' which will present a list of the end-user's parking transactions. The end-user can then select a parking session to obtain a VAT receipt. The functionality is included to download the VAT receipt as a PDF, print it or send it by email, SMS, or WhatsApp.



3. RingGo Additional Features

RingGo can provide a number of added-value cashless parking related features that further enhance the end-user experience, a number of which are unique to RingGo. RingGo would be happy to discuss these with you.

RingGo App

The RingGo app is the most popular payment channel used by end-users. All the main smartphone platforms are supported with the RingGo app rated highest against other cashless parking providers. On multiple occasions RingGo has been promoted as Apple's App of the Day on the App Store and has topped the Travel and Travel & Leisure categories in both the iOS and Google App store. Due to the popularity of the app we are continuing to develop new features and are regularly updating the functionality. An example is RingGo parking operator personalisation with the app background screen automatically changing to the customer's own look and feel when any of your parking locations are selected by the end-user. The customer can select the image used for this feature.

In-Car Payments

RingGo is able to offer parking payments straight from the vehicle dashboard. This is achieved via innovative integrations with the likes of Apple CarPlay and Android Auto.



RingGo Retail

RingGo Retail ensures a safe and viable cash option is retained for the service, especially useful in areas where Pay & Display machines have or are being removed.

In partnership with PayPoint, RingGo are able to utilise their extensive national network (over 30,000 retailers) to allow end-users to pay for parking and Penalty Charge

Notices (PCN) at independent shops negating the need to subscribe, join or pre-register. Participating retailers would use a terminal linked to the internet, allowing end-users to pay with cash, cheque or card. The customer will not need to set-up an account with PayPoint for PCN payments.

RingGo Corporate Solutions

RingGo Corporate Solutions have been specially developed for organisations whose employees drive and park for business and enable Administrators to set up their corporate account and register vehicles and employees on-line.

The **RingGo Corporate Account** functionality allows a business to issue user credentials to staff, or vehicles, and then charge the fees for each parking session to a single pre-paid account. This has been designed to help a very wide range of organisations from small companies, such as estate agents, service engineers, and electricians with a couple of vans, up to large fleet operators (users include the likes of BT, Virgin Media and Sky as well as various NHS Trusts).

The solution operates quickly and easily via a pre-paid account, meaning that once registered, employees using the service pay to park in a matter of seconds without the hassle of either carrying coins or wasting time paying and claiming for expenses relating to parking for business. The companies using this service have reported that they've saved between £500,000 and £3 million each year due to utilising our service.

From an end-use point of view, once their vehicle or mobile phone is registered, they just download and use the RingGo app, website, or voice service, and when they come to pay for a parking session, they are recognised and asked if they wish to use RingGo Corporate instead.

RingGo Season Tickets

RingGo offers flexible, paperless season ticket solutions for both residents and long-term visitors. Standard durations are weekly, monthly, quarterly, and annual season tickets. These are particularly useful for end-users who park in the same destination to commute from one place to another.

RingGo Emissions Based Parking (EBP) / Net Zero Parking (NZP)

Introduced by RingGo, EBP / NZP incentivises greener motoring by varying parking tariffs based on the emissions of the vehicle being parked, providing an efficient way to reduce emissions without the hardware, expense, and planning of an Ultra-Low Emissions Zone (ULEZ).

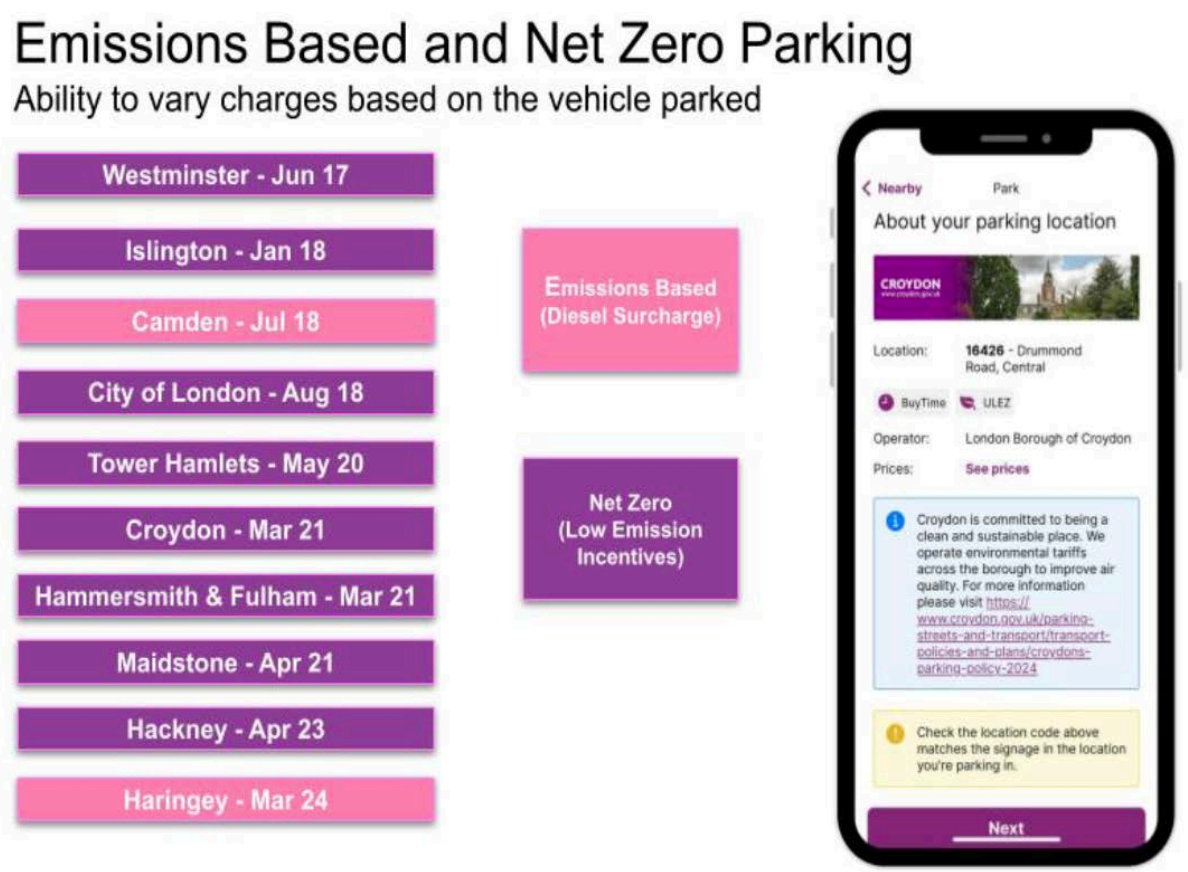
Currently, Islington, City of London, Tower Hamlets, Hammersmith and Fulham, Croydon, Hackney, Harringey, Camden and Westminster City Councils have introduced RingGo EBP / NZP to help change customer behaviour, reduce vehicle pollution, and improve air quality. RingGo's NZP solution successfully went live in Maidstone in April 2021, the first such implementation outside of London, with free parking for electric vehicles.

- **EBP** – increased parking charges for more polluting or larger / heavier vehicles
- **NZP** – reduced or free parking for less polluting or electric vehicles

It is entirely configurable to meet the requirements of the customer, and the implementation of RingGo EBP / NZP can help reduce carbon dioxide emissions, contributing to greater air quality and a cleaner and healthier region.

RingGo has won the European Parking Award in the on-street parking projects category for its world-leading EBP / NZP solution. The solution rewards end-users driving low emission vehicles with lower parking tariffs, thereby incentivising end-users to save money, drive cleaner vehicles, and reduce their carbon footprint.

Launched in 2017, our EBP tariff offers flexible surcharges or discounts for parking tariffs based on a specified combination of a vehicles CO2 emissions, fuel type, age, weight /size, and/or Euro 4/6 engine.

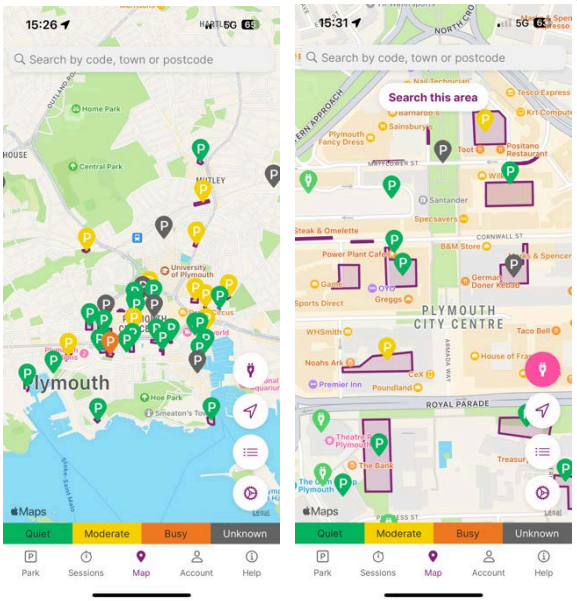


RingGo Space Availability

RingGo leads the market with our space availability prediction tool, highlighting the likelihood of finding a space in real-time and offering end-users the quickest and least congested route to get there. As well as offering convenience, this helps end-users to save journey time and burn less fuel as they search for a space.

Uniquely, this information is shown to the end-user using simple colour coding in their map view: indicators illustrate Quiet/Moderate/Busy levels of occupancy at each parking location. This gives end-users an immediate visual aid to help them easily understand where they are most likely or unlikely to find a parking space in their chosen location, helping them to plan their parking.

Car Parks are also easily differentiated from on-street locations using Keyhole-Markup-Language (KMLs) that accurately ring-fence areas, giving motorists certainty that they are paying to park in the correct location.



RingGo Park and Ride (P&R)

Supporting increased bus use, RingGo offers a P&R service that can support any current or future sites. Our solutions include the purchase of parking on its own, or park and bus with text confirmation, with no need for enforcement or machines.

End-users can utilise any of the multiple safe and secure payment channels RingGo offer to pay for their P&R session. Following payment, RingGo sends a complimentary confirmation text message with an identification code, allowing for entry to the bus. Current operations supported by RingGo include Stratford, Winchester, Portsmouth, Oxford, and Oxfordshire Park & Ride.

Scan & Pay

Partner agnostic, RingGo Scan & Pay is an established integrated solution that is in operation elsewhere in the UK and enables end-users to swiftly pay for parking via the RingGo app utilising ANPR, reducing pressures on physical payment options such as pay stations. Once the RingGo app has been used to pay for parking the barrier and/or ANPR camera is activated for exit.

Payment can be made using the RingGo app by entering the relevant location code for the relevant car park.



- **Search for a Location -** Search for a nearby location using GPS or enter the location code manually in the search bar.
- **View Location Details -** Get further details about the chosen parking location, including tariffs and parking rules.
- **Access Pay on Exit Info -** Tap the **'Pay on Exit'** icon to learn more about how Pay on Exit works at supported car parks.
- **Choose Vehicle -** Select a vehicle from the list of previously added vehicles or add a new one if needed.
- **Payment Not Yet Available -** If the user attempts to pay shortly after arriving, a message will appear advising them to wait until the session is ready for payment.
- **Select Payment Method -** Once eligible, the user selects their preferred payment method, such as Apple Pay, saved card, or adds a new one.
- **Review and Pay -** A final screen shows the full session summary (location, vehicle, duration, cost). The user confirms and pays.
- **Payment Successful -** The RingGo session is successfully purchased, and the user can exit the car park.

For example, RingGo has implemented 'Scan & Pay' to the Touchwood Shopping Centre in Solihull. The solution works using ANPR cameras that capture an image of the vehicle as an end-user arrives and leaves the car park. The cameras scan the motorist's number plate on entry to the car park and again to check the end-user has paid and open the exit barrier. Payment can be made using the RingGo app and entering location code 33210 for Touchwood Solihull. Entry and exit times are captured automatically, and the end-user doesn't have to worry about inserting their ticket to leave as the barrier will lift automatically. Previously, the end-user could also scan the barcode from their ticket in the RingGo app and make payment. However, fully supported by RingGo, Touchwood is now ticketless. RingGo worked closely with

Touchwood to implement and advertise this change, ensuring a future proof and more sustainable solution is now in place.

As part of Arrive, RingGo plans on further rolling out barrier and free-flow ANPR related services with a wide range of providers in the future.

National Parking Platform (NPP) and the Open Market

The NPP is providing the next development for parking in the UK. RingGo is playing a leading role in this which will future proof the industry as well as bring the UK into line with countries like the Netherlands where the open market is well established and highly successful. In response to significant customer feedback that motorists want to use their preferred service wherever they park and not have to download and register for multiple parking apps, RingGo has adapted, pioneered, and fully supported the NPP. RingGo are playing an integral role in supporting Open-Market parking offerings for Councils such as Liverpool, Manchester, Oxfordshire, Coventry, Peterborough, East Suffolk, Buckinghamshire, Cheshire West and Chester, Welwyn, Hatfield, Stevenage and East Herts using the NPP. In these scenarios, RingGo is one of multiple cashless parking services available alongside various other providers. Several other Councils are scheduled to move to an Open-Market operating model utilising the NPP during the next few months and years. During any new contract, RingGo would be committed to supporting you with the transition to the NPP.

As well as enhancing service resilience, the NPP will bring an environment of competition between service providers like RingGo who will be directly competing for end-users. Based on the signage information, end-users can decide which cashless parking provider they want to use and can pay via app, SMS, IVR or web.

This will drive innovation in the industry and encourage providers to actively market their services to end-users through various channels like digital marketing. This will translate to more options and potentially better features on offer due to service providers looking to improve their service offering. RingGo will provide comprehensive support and guidance throughout the process and allow you to exit the contract and transition to the NPP whenever you are ready. This flexible process will be tailored to meet your unique needs. RingGo has successfully employed this method and supported the transition to the NPP across multiple Local Authorities and Operators. Our experience with these early adopters has demonstrated the effectiveness of our phased and adaptable approach towards the transition to the NPP and we are confident we would be able to support you in the same way when ready.

Global Mobility Platform

The Arrive **Global Mobility Platform (GMP)** provides a single, comprehensive management platform for all of your parking operations. This centralised modular ecosystem is designed to deliver a unified solution for administration, reporting, and management of both mobile parking payments and physical pay stations.

The Arrive Global Mobility Platform: Transforming UK Urban Mobility

For UK Local Authorities, the "High Street" is more than just a place to park, it is the heart of the community. However, managing it has become increasingly fragmented. The Arrive GMP provides the orchestration layer needed to unify disparate systems, driving efficiency for the Council while improving the experience for everyone who visits, lives, and works in the area.

1. Impact on the Council and Stakeholders: From Manual to Strategic

The current reality for many parking teams is "strategic blindness." Data is trapped in vendor silos, requiring manual reconciliation that costs UK Councils thousands of staff hours annually.

- Total Policy Control: Stakeholders can implement "Self-service" tariff changes with rapid deployment across digital channels. Whether launching a "Free After 3" Christmas scheme or adjusting rates for a Clean Air Zone (CAZ), updates are deployed instantly across the entire digital and physical estate.
- Data-Led Governance: Advanced analytics with AI-enhanced capabilities, officers can justify policy shifts to cabinet members using hard data on occupancy and compliance, rather than anecdotal evidence.

2. Impact on Residents: A More Livable Community

Residents are the primary stakeholders in any local transport strategy. The GMP directly improves their daily lives:

- Reduced Congestion: By optimising parking turnover and providing real-time occupancy visibility, the platform supports reduced cruising traffic, leading to quieter, safer residential streets.
- Net Zero Alignment: Cleaner air is a byproduct of smarter parking. By reducing idling time and supporting EV-specific tariffs, the GMP helps Councils meet their ambitious carbon reduction targets.

3. Impact on Visitors: A Frictionless Welcome

A visitor's first and last impression of a town is often the parking experience.

- Universal Access: Visitors can pay via the apps they already use and trust (like RingGo) or via modern, reliable pay stations, all connected to the GMP, providing a single source of truth.
- Consistent Pricing: No more confusion between app prices and machine prices. The GMP ensures a "one city, one price" logic, enhancing the reputation of the ‘High Street’ as a welcoming destination.

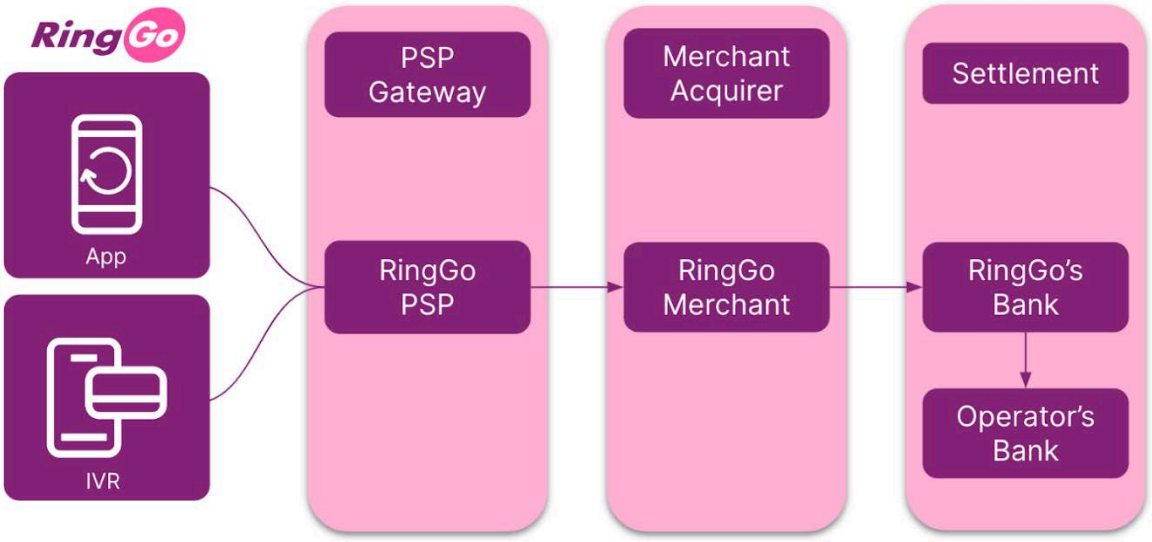
The Bottom Line

The Arrive GMP isn't just a software upgrade; it is a commitment to a smarter, more resilient future. By unifying 70+ years of innovation and brands that serve over 65 million users, we provide the tools to make your city move better.

4. RingGo Banking

RingGo offers full flexibility for Merchant Acquiring, commonly known as Banking. The majority of Operators choose to use RingGo's preferred Merchant Acquirer, and RingGo is pleased to offer competitive (%) rates for these services within our G-Cloud Pricing Document.

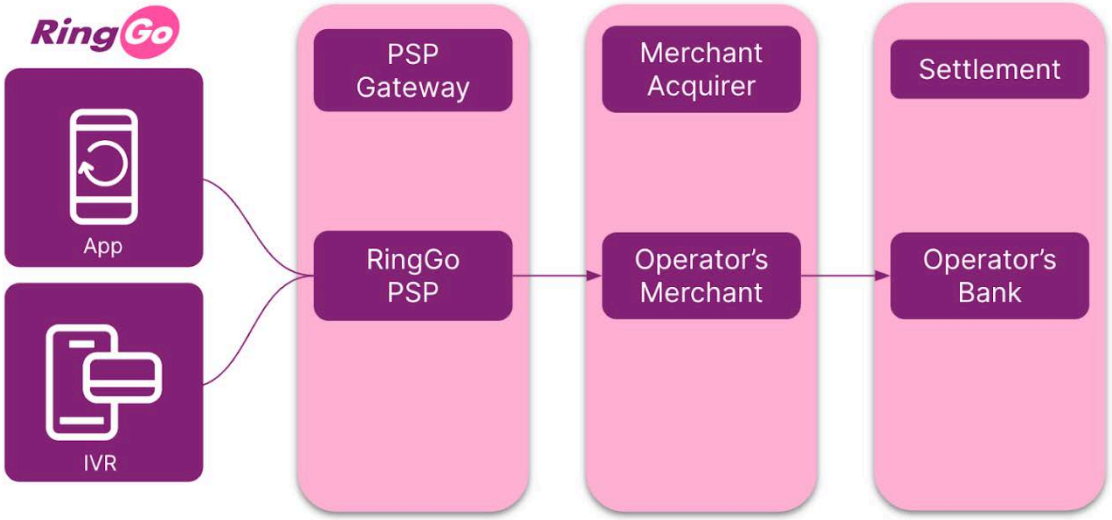
The diagram below demonstrates the flow of collected funds when using RingGo's preferred Merchant Acquirer.



The benefits of using RingGo's preferred Merchant Acquirer include, but are not limited to;

- **Competitive Merchant Acquiring rates**. Benefit from RingGo's market leading scale and transaction volume.
- **Lower invoice values**. RingGo typically does not need to reclaim additional fees paid by end-users when using our preferred Merchant Acquirer; instead these fees are retained at source by RingGo.
- **Insulation from chargebacks**. All monies collected are guaranteed by RingGo at point of sale, irrespective of whether a customer decides to instigate a chargeback via their card issuer.
- **Guaranteed acceptance of Apple Pay and Google Pay payment methods**. This cannot always be guaranteed when using an Operator's preferred Merchant Acquirer.
- **Fully managed reconciliation process**. Removes the administration burden associated with reconciling deposits.

RingGo is also able to accommodate use of an Operator's preferred Merchant Acquirer. In this instance, the Operator will be responsible for chargebacks, reconciliation and payment of any processing fees levied by the Merchant provider.

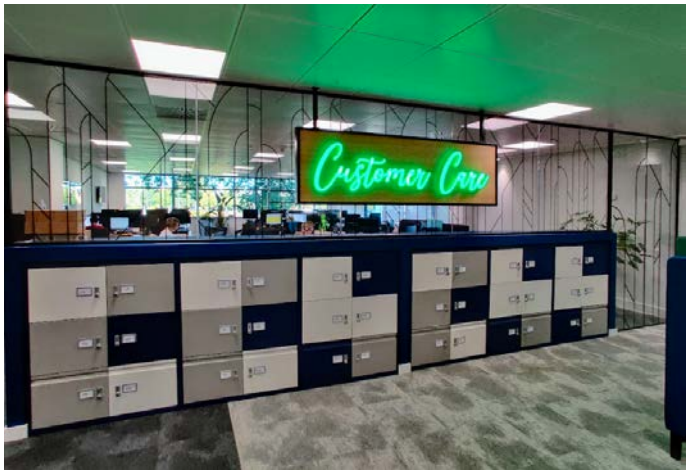


5. RingGo Customer Care

RingGo has the most accessible Customer Care team in the cashless parking industry, utilising a number of features such as webchat, app-chat and a virtual assistant.

RingGo's Customer Care Team acts as the central point for all enquiries and is the 'voice of our customer', ensuring they are listened to within the business and influence RingGo development.

The helpdesk provision is UK based (in our Basingstoke head-office) and the team are native English speakers. The team work across all of our contact channels (Interactive Voice Response (IVR) break-out, webchat, email, social media, app chat, chatbot), providing a consistent and measurable approach towards customer care 24/7.



In support of our aims of inclusion and accessibility, we offer several additional ways end-users can interact with our Customer Care agents as well a number of virtual sources of information including:

- Social media
- Live Chats (web and app) so end-users can interact with a Customer Care agent without having to speak to them – helpful for those where English is not the first language or for the hard of hearing.
- Contact us/web forms for those who want to put things in writing and receive a documented response from one of our Customer Care agents.
- RingGo Virtual Assistant (automated chatbot) has been implemented using natural language processing to offer immediate, tailored, and accurate pre-prepared responses. If the question is complex or no suitable response exists, the bot diverts to a Customer Care agent.
- Website including including FAQ's, On-line service guides, videos, and Instructions

6. RingGo Support for the Operator

Account Management

A dedicated RingGo Account Manager will fully support your organisation and be your primary point of contact. They will provide day-to-day support for the relationship, service provision and commercial engagement, ensuring you get best use of the cashless parking services offered by RingGo.

Your Account Manager will be available whenever needed via telephone and email contact, and to undertake onsite or virtual review meetings, and to make site visits to customer parking locations.

RingGo Helpdesk

Throughout the lifetime of the contract, RingGo will provide responsive and flexible technical and operational support, helping your staff with support and guidance on any matter relating to the service. First-line support will be provided by the RingGo Helpdesk.

UK based, in our Basingstoke head office, the Helpdesk operates 24/7/365 and is manned by the RingGo Operations team.

In support of the system's 99.8% service level, the Operations team oversees the set-up, maintenance and upgrade of the RingGo platform, ensuring that the infrastructure remains stable and resilient, with uninterrupted operational service for all customers and end-users. Faults that may lead to a compromised service are noted and corrected almost instantly.

The Helpdesk can be accessed by logging requests either via email, local rate phone number for both landline and mobiles or via the self-serve Parking Service HUB, our on-line ticketing system, for day-to-day support. The customer can also contact their Account Manager.

7. RingGo Enforcement

RingGo will ensure the cashless parking solution is fully integrated with your enforcement software and the handheld devices used by your Civil Enforcement Officers (CEOs).

As soon as a RingGo payment has been authorised and the parking session starts, details of the session are sent to your CEO's devices and are recorded on the system's database in a matter of seconds. This process does not normally take more than 2-5 seconds subject to network availability.

All enforcement data is accessed through a secure API. We already have established interfaces with suppliers including NSL, KeyIVR, WSP (Taranto), Conduent (Trellint), Imperial, Atria, Zatpark and Chipside, or through RingGo's enforcement interface and only transmitted via HTTP (SSL/TLS) with user authentication.

RingGo will provide you with an interface between the cashless parking system and the handheld devices used by your CEOs. This will provide them with real-time parking session information enabling them to verify active parking rights using a Vehicle Registration Mark (VRM). When the CEO enters a VRM it will be checked with the RingGo session data on the handheld and where a valid parking session exists for that vehicle the CEO will be alerted – where no valid RingGo session exists the CEO will continue with the menu driven PCN issuance process.

Full visibility of the enforcement process is provided via the RingGo back-office (Insight) to ensure that there is a full audit trail from when a session is created to when it is presented on the CEO's enforcement device. If required, you can complete a check or audit in RingGo Insight to see what VRM's were displayed to the CEO on the enforcement device.

8. RingGo Management Information and Audit

RingGo Insight Reporting

RingGo will provide a secure on-line portal – RingGo Insight. Insight includes a **broad range of standard and user-configurable management reporting** that will include transaction history (each parking transaction has a unique reference ID), details of numbers of end-users and income received for each parking location and a breakdown of duration of parking purchased and end-users utilising the extension facility.

RingGo Insight provides real-time access to fields within the cashless parking database, providing reports for operational, financial, and enforcement review purposes. This includes a daily, weekly, and monthly breakdown to you of any payments taken via the RingGo service. These are delivered on screen and can be further refined via a wide range of filters including date range and parking location to enable the customer to focus on specific datasets. Additionally, all reports can be exported as a.CSV file for further analysis and refinement, typically using Excel.

You will be fully trained on Insight and access and reporting will be reviewed and set-up as part of the RingGo implementation project.



Example reports available include but are not limited to the following:

- Daily Sessions
- Monthly Sessions
- Monthly Sessions – by channel
- Daily Refunds
- Monthly Refunds
- Daily Zone Takings
- Weekly Zone Takings

- Monthly Zone Takings
- Optional SMS
- Enforcement Audit
- Daily and Weekly Financials
- Monthly Banking Reconciliation
- Zones and fuel types

The system carries out its own daily banking reconciliation with any issues being automatically escalated to the RingGo Operations team for resolution prior to the next daily report being issued.

The RingGo system has been developed as an interface for real-time data feeds from all payment channels within parking. In addition to cashless data the system is capable of processing feeds from Pay & Display machines, Pay on Foot systems, virtual permits, ANPR systems, and parking sensors.

Audit

A full audit trail is available in RingGo Insight. The audit trail includes detailed logs of the end-users interaction with the system so that the customer can see how far they got within the booking process, the data they entered and whether a payment was successful or not. All transactions and communications are auditable, time/date stamped, and a full audit trail is available.

As well as providing real-time data and reporting, RingGo Insight allows authorised customer staff to set-up and amend accounts, book, and end parking sessions, make tariff and rule changes, add and remove locations, and search for active or historical transactions by location, Vehicle Registration (VRM), phone number or username.

The RingGo system is centrally maintained and logs all initial phone calls, texts, internet registrations and subsequent parking bookings. A full audit trail is available in RingGo Insight supporting the legal parking appeals process.

9. RingGo Professional Services

Implementation

RingGo Professional Services is the **most experienced project delivery body within the cashless parking industry.** They've been working for the company, and within the wider parking industry, for many years and bring a wealth of experience and an approach to real world issues that assures the highest quality standards are available to our customers.

RingGo projects are managed by our Professional Services team under Prince2 and ISO 9001 methodologies ensuring on-time, high quality implementations and migrations and any risks involved are mitigated wherever possible.

RingGo would seek to engage with you and your organisation as soon as possible, to ensure work commences quickly and efficiently, and ensure a successful RingGo implementation. We will work closely alongside you during the setup process remaining tightly aligned with your stakeholders throughout so they can determine how best we should configure the RingGo system to meet your needs. This includes signage design, tariff setup, reporting, training, marketing, and pre and post launch.

Ensuring a fully project managed implementation, on contract award, a Project Manager (PM) and Product Specialists will be assigned from our Professional Services team who will remain with the project until successful launch and go-live.

We will use our proven 'Five Phases of Deployment' methodology to complete the implementation. This includes kick off, project governance and status meetings, detailed requirements gathering including engagement with other suppliers, training, completing the set-up and configuration, full review and testing, and Quality Assurance sign-off to ensure that the service matches the customer's needs and expectations.

"RingGo were very efficient in managing the changeover from the Council's previous pay by phone supplier, ensuring that all signage and tariff configuration was completed to meet a tight go-live deadline. Since go-live the service has run smoothly, and we've had regular meetings with our Account Manager to discuss progress and future plans."

Steve Prince, Parking and Mobility Services, London Borough of Tower Hamlets

Tariff & Zone Configuration

RingGo will fully support the ongoing configuration and set-up, review, and testing of the RingGo system including tariff and zone changes, at zero cost to the customer.

All tariff and zone change services are available at zero cost to the customer.

The robustness and versatility of the RingGo tariff engine ensures all combinations of on and off-street tariff schedules and restrictions can be delivered whilst applying a combination of varying rules surrounding day, evening and overnight parking sessions, tariff rates, minimum/maximum purchase, free parking (bookable or non-bookable), no return and maximum stay periods, discounted parking, vehicle restrictions, fuel/emissions/vehicle type adjustments and enforcement zone relationship(rovering) rules.

RingGo also provides various configuration options including blue badge, event-parking, bank-holiday tariffs, parking-suspensions, dispensations, pre-pay, rolling-extensions, roaming, best-price, evening/overnight tariffs, and advance-bookings.

Signage

From the commencement of the service, RingGo will provide all of the required cashless parking signage at zero cost. This will provide clear, relevant information to end-users.

All signage will be customer specific and incorporate your logo. RingGo will determine where to place signage in areas that are visible and prominent enough to be seen by customers, but not so much as to cause distraction. Locations will be approved by you before installation. For security reasons, we do not use QR codes and can add wording to this effect on signage.







RingGo can also advise on advertising for the cashless parking service for the customer going beyond the deployment of stickers on machines. We have created innovative sustainable “repeater” signs that can be placed on street furniture at regular intervals to advise end-users of the service.





10. RingGo Infrastructure

RingGo is fully managed, operated, maintained and supported from our head office in Basingstoke, Hampshire, at no point does end-user or Operator support take place outside of the UK. All RingGo data is fully handled, processed and remains securely stored in the AWS Cloud currently in their London Region Availability Zones.

RingGo operates to a 99.8% availability Service Level Agreement. We consistently exceed this, frequently achieving 100% availability.

Our AWS infrastructure and multiple payment channel solutions make service disruption and loss of full functionality extremely rare. The RingGo system is fully accessible for end-users 24/7/365.

As the RingGo system is provided as SaaS, no software or equipment will need to be installed, negating obsolescence issues or any system downtime / outage. RingGo is on a single, fully redundant platform. The redundancy is provided by an 'always on availability group' database architecture spread over three AWS London availability zones. Application load will be hosted across multiple availability zones in auto scaling groups to provide both resilience and scalability to handle peak time load. This brings modern security and resilience techniques to the platform which reduces the manual intervention required in the event of a failure in any component.

RingGo is accredited to PCI-DSS Level 1 standard and is directly certified with the ISO 9001 quality management system standard and ISO 27001 standard for Information Security Management systems. A G-Cloud and ESPO approved supplier, RingGo operates fully in compliance with GDPR and the Data Protection Act, and meets the Government's Cloud principles, with all confidential data encrypted at source.

11. RingGo Social Value

RingGo optimises sustainability and contributes social value across the UK through our responsible and collaborative business practices, provision of cashless payment parking services and core functionality of our RingGo app. We support the parking operators we work with to help provide thriving cities, towns and boroughs, to improve quality of life for local people and to provide value for money service. RingGo aligns with the National Themes Outcomes and Measures (TOMS) Framework and maximises the social value that we can provide to the parking operators that we work with and the people and communities they serve. Examples include:

- **Working with Local Authorities and Business Improvement Districts (BIDs)** promoting features such as RingGo Retail (pay in store), free half hour and other parking offers, space availability, extend parking from anywhere, and find your car, all of which helps boost local high streets.
- Support local authorities with **tailored marketing and promotional offerings,** and **support of specific local events and tourism.**
- RingGo supports **local school events such as career fairs, apprenticeship fairs and swimming galas as well as host school visits.**
- **Sponsorship and publicity for youth and grassroots sport.** For example in Surrey, we sponsor the East Moseley Warriors youth football team's training kit, and Haliford Colts and Burghfield FC team kit.
- RingGo offers **apprenticeship schemes, internships, work experience places to local school children, and university gap placements** throughout our organisation.
- RingGo has achieved **Carbon Neutrality** as a business, independently verified and certified. As part of this, **RingGo employees planted 150 trees at Hambledon Primary School, Hampshire**. Under the contract, RingGo will look at donating trees to help offset emissions.
- RingGo fully supports and promotes **social action and volunteering**. RingGo donates to Voluntary, Community and Social Enterprise groups. For example, we donated laptops to young adults leaving Local Authority care as part of our partnership with the London Borough of Hammersmith & Fulham. We also create volunteer opportunities by allowing each employee one paid day annually to undertake charitable activities of their choice, and we match the amount collected by our employees for their charities. For example, we work with charities such as Community First to clear overgrown paths and enhance woodland thoroughfares and nature areas so local people can access green spaces which support their wellbeing. Recently, we have worked in areas such as Hampshire, Surrey and the London Borough of Islington.

Appendix 1 - Key Performance Indicators (KPIs)

RingGo's supports the use of Key Performance Indicators (KPIs) and agrees that they should form part of the contract to measure the delivery of defined cashless parking service standards.

The KPI's to be used will be negotiated and set-up as part of the implementation project, and then tracked and regularly reviewed during the contract.

Based on the customer's requirements and our experience of delivering similar cashless parking services, RingGo recommends the following KPIs for the start of the contract.

System Performance

KPI		Description	Frequency
The RingGo Service will be made available on each day of the year on a twenty-four (24) hour a day basis.			
System Availability	99.8%	Availability through main RingGo channels: ● Smartphone Apps ● Interactive Voice Recognition (IVR) ● Desktop Web ● Mobile Web	Monthly

Customer Care

KPI		Description	Frequency
Enquiry Response Times	97%	More than 97% of enquiries made through the RingGo web portal form, live-chat, or received by email will be acknowledged within 1 working day and responded to within 5 working days.	Monthly
Complaint Response Times	100%	Acknowledged and resolved within the same day of receipt; or within 3 working days if further investigation is required, with daily updates being provided to the end-user.	Monthly

Levels of Complaints	0.02%	Less than 0.02% of transactions are to give rise to complaints (about those aspects of the RingGo service that lie within the control of RingGo)	Monthly

Parking Operator Support

KPI		Description	Frequency
Back Office & Reporting - RingGo Insight Availability	99.8%	The web portal (RingGo Insight) through which the customer reviews the service and obtains Management Information is available (responds correctly to port 443 TCP/IP request) not less than 99.8% of the specified twenty-four (24) hours of availability occurring within each three (3) month period commencing on the first day of the quarter following the contract start date and each elapsed calendar quarter thereafter	Quarterly
Single Refund Requests	99%	A single / individual refund authorised by the customer will be processed by RingGo within 3 working days. This KPI only applies to single refunds as other factors can impact the time it takes to process multiple or bulk refunds.	Monthly
Parking Enforcement API	99.8%	Uptime during hours of enforcement	Monthly
Payment Processing	99.5%	Daily banking reconciliation (EOD) reports are sent to the customer. Failures will be automatically escalated to the Helpdesk and the issue resolved as follows: ● Weekday within 24 hours ● Weekend within 72 hours	Daily

Security Accreditation	100%	PCI DSS level 1 accreditation to be maintained for the RingGo system and contact centre	Annually

Appendix 2 - Incident Response Times

Severity		1 - Emergency Support for High level Severity Incidents	2 - Support for Medium Level Severity Incidents	3 -Support for Low Severity Incidents (both service and	4 - Support for User data access (either enforcement or web
Description		Major impact on the business' operation (and there is no workaround available). E.g. Prevents all customers from parking or operators enforcing	A significant incident has occurred such as there is a significant impact on the business operation (and there is no workaround available). E.g. Locations missing from payment channels.	A minor incident has occurred such as there is some impact on the business operation (and there is no workaround available). E.g. Reporting error from back office	A minor incident has occurred such as there is little or no impact on the business' operation or an acceptable workaround or alternative means of working exists. New user login, Permissions Access Change or Single user payment issue
Report to		RingGo Helpdesk	RingGo Helpdesk	RingGo Helpdesk, Online Ticketing System	RingGo Helpdesk, Online Ticketing System
Availability	24/7 x 365 days a year	✓			
	Working Days Only		✓	✓	✓
Initial Response Time		1 Hour	4 Hours	1 Working Day	3 Working Days
Fix Timeframe Target		4 Hours	8 Hours	5 Working Day Initial Response	As set out in the ticket
Communication		Initial response by phone / email. Updates every hour or as appropriate	Initial response by phone / email. Updates every hour or as appropriate	Initial response by phone / email. Updates every two working days or as appropriate	Initial response by phone / email. Updates timeframe appropriate to nature of enquiry.
Escalation Point		Director of Service Operations	Director of Service Operations	Director of Service Operations	Director of Service Operations

Contact Details

If you have any questions on any of the information provided in this document, please do not hesitate to contact me.

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