

# Business Intelligence Tools

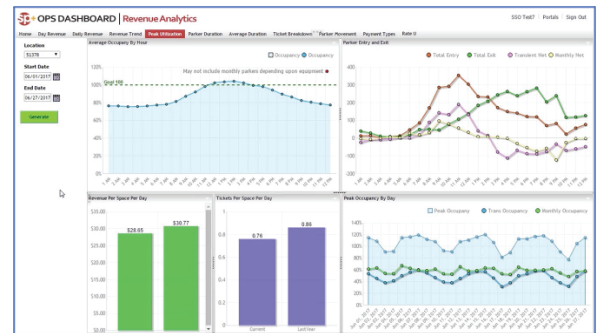
**Providing industry leading management and analytics intelligence tools.**

## Product Overview

Sphere iQ™ offers clients an extensive intelligence platform that provides critical insights into operational and business performance. In addition, analytical software and data management tools allow for competitive assessment coupled with real time product, pricing and inventory management.

## Analytics

To assist clients in better understanding occupancy and revenue performance, SP+ has developed Sphere iQ™ Analytics. This comprehensive reporting tool provides clients with a highly engaging and visual representation for real-time performance metrics. This enables operations



management teams to make smarter decisions, optimizing their operations and maximizing revenue. With our in-house Revenue Management team, specialists can further analyze your location and respond with tactical pricing strategies to increase your yields.

## Rate Survey

Ensuring your location effectively competes with other parking facilities in the area requires constant monitoring of competitor offers and pricing. To enable clients to effectively assess the marketplace, SP+ has introduced Rate Survey™, a new tool that builds upon traditional rate survey capabilities. It features an online competitive shop allowing the operations teams to assess online rates relative to nearby competitors.

## My Spot

To maximize occupancy and business performance at a parking facility it is important to ensure the accuracy of location information along with the ability to optimize product and pricing strategies. To deliver this support, SP+ has introduced My Spot™, a cloud-based single source tool that gives operations teams the ability to quickly update transient rates, inventory, physical features and more on Parking.com. My Spot also provides powerful integrations with third party distribution channels for location, rate and availability information.



Performance Metrics



Cloud-Based Synced Data



Online Rate Survey