

# Challenges Solved by Lightning Pay

Traditional parking systems frustrate guests and limit revenue. Lightning Pay solves these issues with a mobile-first solution that removes friction, eliminates hardware, and gives operators full control.



## Problem

## How Lightning Pay Solves It

### Clunky Kiosks & Long Waits

Slow, outdated machines cause delays and frustrate guests.

### Fast Payments, No Hardware Needed

Guests simply scan or text to pay – no machines required.

### App Downloads Add Friction

Requiring an app discourages usage and slows the process.

### App-Free Access

Guests pay instantly from their phone without needing apps or accounts.

### Expensive Hardware & Maintenance

Bulky infrastructure drains budgets and delays ROI.

### Low-Cost Launch with QR Signage

Start charging with QR signage – no costly equipment required.

### Inflexible Rate Structures

Legacy systems limit pricing control and responsiveness.

### Dynamic Rate Control

Adjust pricing by time of day, demand, or duration in seconds.

### No Real-Time Data or Visibility

Delayed insights make it harder to manage revenue and staffing.

### Live Analytics & Guest Data

Track revenue, occupancy, and performance in real time.