



## **ISTOBAL presents Smartwash, a pioneering technological concept for digitalizing car wash facilities**

**ISTOBAL presents Smartwash by ISTOBAL, a pioneering smart technology for wash installations currently redefining the vehicle wash and care sector. Fully connected and based on IoT and Big Data, this new generation of high-tech wash facilities is designed to increase profitability and improve the user experience.**



The system displays all the relevant figures and information about the condition of the site and user behaviour via a control panel, which can be accessed online and in real time on any device. By connecting all the wash equipment (rollovers, tunnels, jet wash and vacuum areas), the new solution improves the process and enables the installation to be managed digitally with systems that integrate and analyse the information, helping increase and monitor the profitability of the car wash facility.

Digitalisation ensures optimum performance by reducing waiting times between washes and offering customized promotions for consumers to boost loyalty. These are just a few of the many advantages of this revolutionary technology, one of the recent winners at the Motortec Automechanika 2019 Innovation Gallery Awards.

### **Integration into third-party apps**

Smartwash by ISTOBAL is a new generation of wash facilities based on connectivity and knowledge about users, delivering a fast, high-quality service that maximises profitability and provides a unique digital experience for customers. The Spanish group, which specialises in wash and care solutions for all kinds of vehicles, is already pioneering the use of this technology as part of a real revolution in the car wash sector.

This technology allows to manage and control various installations on one digital platform, that can be integrated into third-party apps via an API interface and provides huge volumes of Big Data, allowing customers to make better decisions and increase the profitability of their business.



### **Digital management of the car wash business**

Thanks to Smartwash, operators of car wash facilities can view detailed financial reports about the number of washes, billing of services, programs and type of users, and other statistical information. The technology can also be used to manage loyalty schemes, with various other benefits including the option to generate customized offers or promotions and evaluate the impact of campaigns.

The offer generator based on a multitude of data, such as frequency of wash, chosen programs or average user ticket, allows to make timely offers quickly to get the most out of marketing actions and take advantage of cross-selling.

The Smartwash technology also gathers and offers technical data on the condition of the machinery and consumables with just one click. Through a sensor system, it informs about the state of the facility and its components, as well as offering data on the consumption of chemical products. In addition, an advanced remote control software system allows the ISTOBAL Technical Service to remotely solve incidents to guarantee the maximum operational availability of the facility.

### **A faster and more convenient experience without getting out of the car**

[Smartwash by ISTOBAL](#) is available on an app for Android and iOS, offering a faster, easier, more convenient and more intuitive experience for customers – without the need to get out of the car. This technology allows users to select a basic wash program and add different extras based on their needs

and preference, and offers a wide variety of payment systems.

As well as making it easier to find these installations, the ISTOBAL App also lets customers pay for different wash services and activate the machines without having to get out of the car. For added peace of mind, customers can also use the app to stop the equipment in case of emergency.

The [Smartwash technology in the jet wash area](#) allows the users to pay only for what they consume and keep the remaining cash in their account for a next wash.

Smartwash by ISTOBAL is a technology that already works in a pioneering way in some cities in Spain, the United Kingdom and Austria. ISTOBAL is planning to expand this new technology at international level over the course of this year.

### Smartwash for fleets

Additionally, ISTOBAL will soon be introducing a smart management module for vehicles fleets, aimed at companies specialising in car rentals, rideshares, ride service hailing, and buses or trucks fleets.


[Smartwash for fleets](#) automates the fleet wash process providing greater control, as it gives access to real time data such as wash frequencies, programs used or drivers.

## Contact information

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