



Charging Forward: Success in the EV Charging Market with Smart Data

A practical guide to accelerating EV
infrastructure and business growth
through data-driven decisions

Why now?

If you are engaged in the planning of charging points for electric vehicles, looking to scale your charge point businesses, or getting started within the industry, this eBook is aimed at helping you achieve success by making data-driven investment decisions.

It's prime time

The Charge Point Operator (CPO) market presents a significant business opportunity; despite a temporary slowdown in EV demand, the underlying economic fundamentals remain robust. A rare moment of alignment in market forces – consumer demand, technological advancements, and pro-EV regulations – makes this a prime time for investment in EV charging infrastructure.

The UK, Europe, and the US are seeing rapid growth in EV adoption, as it is transitioning from niche early adopters to mainstream consumers, and the total cost of ownership (TCO) parity between EVs and internal combustion engine (ICE) vehicles is expected by 2025-2026.

But with very few exceptions, public charging infrastructure is lagging behind. The UK, for instance, has ambitious goals for 2030 but is currently falling short in charging point installations. Similarly, Europe and the US face challenges in scaling their charging networks to meet the growing number of EVs on the road.

Stake a claim

These gaps present an exciting and unique opportunity for ambitious Charge Point Operators (CPOs) to stake their claim, invest, and expand the infrastructure to meet current and future demand in a market that is still relatively fresh and wide open.

Mark Twain could have been writing about this opportunity when he said, “buy land, they're not making it anymore”, as the opportunity to build this infrastructure won't come around again.

To ensure their slice of the pie, CPOs need to look now at where and when they should deploy and do so in the most time and cost-efficient way. They also need to remain competitive, however, maintaining operational agility in order to be able to scale and adapt, especially in a market where smaller, more nimble competitors are likely to pop up.



Charging or Draining?

However, staking your claim and building a charging point just anywhere, based on gut feel, is a huge risk that can drain capital and slow down a CPO's business and ability to stake the next potentially lucrative claim while the competitors charge ahead.

Some you win, some you guess

Installing EV chargers is time and capital-intensive, but the risk is not just in gaining a financial return from the site by selling electricity. Operators are finding that maintaining poorly positioned sites can further drain resources, especially in the US, where the distances are greater, and the impact is not just financial - the consumer's perception of the brand is also hit, reducing the likelihood of choosing that operator's charge points.

CPOs need to not only make the right decisions when it comes to the planning and deployment of EV charge points, they need to make them fast. The quicker they can realize a return on investment, the quicker it can attract more investment and stake the next claim.

The alternative, a loss of money and momentum, can be devastating. With their capital clogged up in inefficient deployments and unprofitable sites, ambitious CPOs have to work even harder - and longer - to get their next investment.





Charging ahead

The ability to quickly identify and qualify which sites are worth pursuing is key to increasing tender response time and creating a profitable network. Once a CPO can pursue one or more sites worth its time and effort, the flywheel of business momentum begins to turn.

The chosen tenders can be responded to more quickly and confidently; once won, the well-informed decision-making process is rewarded with a profitable return on investment.

The quicker a project sees a return on investment, the quicker a CPO can attract more investment, move to the next high-value opportunity, and turn that from a pilot site into a profitable project.

As this process repeats itself, trust from investors and landowners is gained, with the CPOs clearly demonstrating an ability to pick profitable locations and install chargers at pace and scale.

This is referred to as “just-in-time deployment”, when the quick and easy identification of a potential charge point or charge point network allows a CPO to make the most of the market.

The drain of data drudgery

Choosing that ideal lucrative site is not easy, but unlike the gold prospectors of old, charge point operators have data to help; lots and lots of data.

From the capabilities of the local network grid to who owns the land, the demographics, EV ownership numbers (current and forecasted), traffic levels, safety considerations, and the proximity of places for drivers to go while charging – to name a few – there is a lot of data CPOs can use to guide them.

Decisions on the viability and feasibility of each site can only be made once this plethora of data has been manually aggregated, checked for accuracy, completeness, and freshness, and the results have been analyzed, mapped, and combined into data models.

It’s a formidable task of sourcing, cleaning, collating, and assessing each data point that can take even a skilled CPO planner or data scientist weeks to work through before they can begin to assess the viability and feasibility of one or more sites.

In some cases, this also needs to be packaged as a competitive, attractive proposition for the investors who will fund the project or as part of a commercial decision to proceed with a chosen site, when literally time is money.

All this complexity means investors are increasingly looking for CPOs to provide an evidence-based approach to assessing sites that can scale them to 10 or even 100 times their current capacity, creating a process that gives them a competitive edge in the market.

You've Got the Power

Thankfully, CPOs can move from data drudgery to insight with a few mouse clicks using specialized software.



Goodbye spreadsheets, hello EVCO

CPOs often start with standard desktop tools, like spreadsheets and Google Maps, and then move on to GIS and BI systems, which still require data heavy lifting and specialist skills and offer a fractured experience.

Site assessment, network planning tools, or EV Charging Optimization (EVCO) software removes the resource-intensive part of the process that slows every charge point operator down.

With out-of-the-box, clean, up-to-date data sources and an interface that gathers, aggregates, and then presents the many, many points of data for each site, these platforms help CPOs (and anyone looking to deploy EV charging networks) maintain business velocity by identifying highly utilizable sites with future profit at speed and presenting the evidence to prove it.

Specifically, for sales, getting this kind of groundwork covered at speed is a game-changer. Identifying sites that are both feasible and viable in a matter of minutes, without weeks of prior data analysis, is an incredible advantage to have over your competitor in any situation, let alone across multiple tenders.

Introducing Dodona Analytics

Dodona Analytics is a leading EV Charging Optimization platform designed specifically for the EV industry to help charge point operators (CPOs) and infrastructure planners scale and optimize their EV charging networks.

The platform integrates over 50 data sources and uses AI-powered models to assist companies in identifying viable locations for charging stations, assessing return on investment, and prioritizing the most promising sites.

This data-driven approach allows operators to make faster and more confident decisions, moving away from traditional spreadsheet-based planning. Dodona's system is user-friendly and designed to help businesses effectively deploy EV chargers while maximizing profitability and reducing risk.

By leveraging AI, CPOs can optimize their infrastructure to meet market demand, ensuring reliable and efficient charging networks. Dodona's services are critical for companies aiming to lead in the rapidly expanding eMobility space, turning what can be a significant data science project into a few button clicks.

Who's Fully Charged?

A great example of a Charge Point Operator that has seized this opportunity is PoGo Charge, part of Swarco.

PoGo Charge

PoGo Charge, a leader in the UK's electric vehicle (EV) charging market, partnered with Dodona Analytics to address the critical challenge of selecting optimal sites for deploying its ultra-rapid charging network. Facing difficulties such as time-consuming manual assessments, complex data requirements, and the need for consistent, data-driven decisions, PoGo Charge sought a more efficient solution.

Dodona Analytics' data-driven platform provided PoGo Charge with comprehensive site viability analysis based on over 40 diverse integrated data sets. This allowed for rapid,

scalable assessments of potential sites and provided confidence in site selection decisions, reducing risk and improving efficiency.

The collaboration resulted in several key benefits for PoGo Charge, including increased efficiency in site selection, improved consistency in decision-making consistency, and a higher return on investment. Dodona Analytics' tailored platform also enabled PoGo Charge to strategically position its chargers in locations aligned with customer habits, enhancing the overall user experience. Additionally, the partnership supports future scalability and adaptability, allowing PoGo Charge to optimize its EV network as the market evolves.

Other User Stories

Fast Response: One Dodona client, a prominent UK CPO, went from taking days or weeks to respond to a large-scale tender to doing it in an afternoon, swiping a significant multi-hundred charge point deployment contract from under the noses of their rivals in the process.

More Accurate: Another Dodona client has seen a 300% increase in identifying feasible and viable sites. Before implementing Dodona, they had struggled with a 3 in 10 hit rate on good sites. This has improved to over 9 out of 10 sites today, significantly impacting their business growth.

Secure Investment: Using the Dodona platform, a CPO seeking growth investment, who previously had poor site assessments and wasted resources on unfeasible sites, successfully engaged investors with this approach and secured a 9-figure investment.



Learn More

The team at Dodona Analytics is passionate about this data-driven approach to expanding the availability of EV chargers and showcasing how it can have a significant impact on increasing the momentum of charge point operator businesses.

As part of this, the Dodona EV evangelist team offers free discovery workshops to qualifying companies that are looking to build charge point networks, sharing not only what their platform offers but essential learnings from working with some of the most successful charge point operators in the UK, Europe, and the US.

Book a discovery workshop today:

dodonaanalytics.com/contact



Dodona Analytics is a leading EV Charging Optimization platform. We work with some of the most ambitious and successful Charge Point Operators across Europe and the US to help deploy tens of thousands of chargers every year. As Data Scientists and experts in Future Mobility, we are changing the way we move people, goods, and services, and we are passionate about building a better future.