



How PoGo Charge Optimizes EV Charging Network Planning and Deployment



PoGo Charge uses Dodona eMobility to assess site viability for charge point installation in the deployment of its ultra-rapid electric vehicle charging network.

PoGo Charge is at the forefront of deploying an ultra-rapid electric vehicle (EV) charging network in the UK. As the EV market continues to grow, PoGo Charge faces the critical challenge of selecting the best sites for its chargers. To address this challenge, PoGo Charge partnered with Dodona Analytics, a Charge Point Planning Platform that provides advanced site assessment tools tailored to the EV charging sector.

This case study explores how PoGo Charge leverages Dodona Analytics' platform to enhance decision-making in site selection and the significant benefits this partnership brings to their business.

"[Dodona Analytics] is a tool which we use in our network development team. It gives us lots of detailed information on traffic flows, points of interest, local competition, as well as electricity availability, and a few other points that we've made bespoke for our own use."

Stuart Douglas, Managing Director, PoGo Charge



Scaling a CPO

Deploying EV charging infrastructure requires meticulous planning and substantial investment. Selecting the wrong site can lead to costly errors, inefficiencies, and poor user experiences.

The key challenges PoGo Charge faced included:

- **Site Viability Assessment:** With hundreds of potential sites to evaluate each year, manual assessment methods, such as site visits and individual data collection, were time-consuming and inconsistent.
- **Complex Data Requirements:** Site selection depends on multiple factors including traffic flows, power availability, local competition, and points of interest, which are difficult to analyze holistically without a sophisticated tool.
- **Data-Driven Decision-Making:** Ensuring that decisions are objective, consistent, and based on comprehensive data sets to mitigate risks and maximize returns.

“Deploying hardware, there’s a return on investment that needs to be made, it needs to meet drivers’ needs in terms of location and if we get that wrong, it’s a costly mistake. So it’s really important that lots of our decisions are data driven.”

Stuart Douglas, *Managing Director*, PoGo Charge

The Need for Smarter Site Evaluation

As it is for many CPOs, the task of evaluating potential charge point locations was very much a manual process at PoGo Charge before Dodona.

Using what was termed a “master site tracker”, essentially a spreadsheet, the team evaluated potential sites one by one, entering a score against each characteristic to inform an overall, recommended site score.

This approach highlighted two key opportunities for site assessment enhancement:

- **Subjective** – The approach lacked a consistent, objective framework, relying on available data that allowed for varied interpretation and assessments based on the individual, rather than being automated.
- **Time-consuming** – With data being collected manually, the process was also lengthy. Google Maps was used to review both the immediate and local area, and relevant and current statistical data from local authorities such as population densities, crime levels and flood risk, had to be sourced, taking an average of 20 minutes for each potential new site.

The Dodona Analytics Solution

Dodona Analytics offers a data-driven platform specifically designed for charge point operators (CPOs) like PoGo Charge. The platform helps assess the viability of multiple sites by analyzing diverse data sets quickly and efficiently.

Key features that were of value to PoGo Charge when choosing the solution included:

- **Comprehensive Data Integration:** The platform aggregates over 40 different data sets, including traffic data, power availability, local competition, custom data and bespoke parameters tailored for PoGo Charge's specific needs.
- **Rapid Site Assessment:** By consolidating all relevant data into one platform, Dodona Analytics enables PoGo Charge to perform rapid initial assessments of site viability, reducing the need for extensive manual research and site visits.
- **Indicative Scoring:** Each site is given an indicative score that provides a preliminary level of confidence in the site's potential, helping prioritize which sites to explore further.

Solution Benefits

Since implementing the platform and using it to drive their site selection process, the leadership team at PoGo Charge has realized some clear business benefits from rolling out the solution to the team. Not least of which include cost-effectiveness regarding data-sourcing, and making presenting the process and its outcomes to their stakeholders quick, easy and clear.

Here are several key benefits Dodona Analytics has brought to PoGo Charge's site selection process:

- 1) **Increased Efficiency in Site Selection:** The platform allows PoGo Charge to evaluate hundreds of potential sites quickly, saving significant time and resources compared to manual methods. A process that could take 20 minutes per site, now takes seconds to complete.
- 2) **Data-Driven Confidence:** PoGo Charge now has objective, data-backed insights that guide site selection decisions. This data-driven approach reduces the risk of costly mistakes and ensures that each site meets both operational and customer needs.



3) Enhanced Decision Consistency:

By centralizing data analysis within a single platform, PoGo Charge maintains consistency across its network development team, ensuring that all decisions are based on the same comprehensive data sets.

4) Customization and Flexibility: The Dodona Analytics platform is highly configurable, which has allowed the expert services team to tailor the implementation to fit PoGo Charge's unique requirements, adding specific data points and scoring metrics that align with PoGo's business model. This customization ensures that PoGo is using the most relevant and focused information points for its site assessments.

5) Strategic Site Positioning: The platform identifies optimal sites based on factors that are important to PoGo Charge's customers, for example co-location with existing consumer habits such as nearby coffee shops or gyms, which aligns with PoGo's strategy of placing chargers where users would naturally spend time.

6) Improved Return on Investment: By selecting the most viable sites, PoGo Charge ensures that its investments in EV charging infrastructure are optimized, leading to better utilization rates and faster payback periods.

7) Enhanced Customer Experience: PoGo Charge can prioritize safe, accessible, and convenient locations, improving the overall user experience for EV drivers and supporting higher usage rates.

8) Scalability: As PoGo Charge looks to expand its network, the Dodona Analytics platform provides a scalable solution that can handle increased data inputs and assessments, enabling PoGo to grow efficiently without compromising on site selection quality.

9) Partnership Synergy: The collaboration between PoGo Charge and Dodona Analytics goes beyond just using a tool; it is a strategic partnership where both companies learn and evolve from each other, constantly improving the data sets and the decision-making process.

10) Future-Ready Strategy: The partnership positions PoGo Charge to adapt to future changes in EV driver behavior and market dynamics. With data continually informing decisions, PoGo Charge is better equipped to anticipate and respond to emerging trends in the EV charging landscape.

“Dodona Analytics allows us to pull everything together into one in only a couple of minutes, essentially giving us a really good, indicative score and a level of confidence as to whether or not this is a site that we should proceed with or further develop.”

Stuart Douglas, Managing Director, PoGo Charge

Transforming the Decision-Making Process in EV Charging

PoGo Charge's use of Dodona Analytics exemplifies how data-driven tools can transform complex decision-making processes in the EV charging sector. By leveraging the Dodona Analytics platform in their site selection process, PoGo Charge has significantly enhanced the efficiency, accuracy, and consistency of its network deployment. This partnership not only supports PoGo's current business goals but also positions the company to thrive in the rapidly evolving EV market, ensuring that they meet the needs of today's and tomorrow's EV drivers.



PoGo Charge is a UK-wide EV charging network offering ultra-rapid, rapid and destination charging for electric vehicle drivers.

Derived from the concept of enabling drivers to 'Power Up. Go Adventure', PoGo is being built to help accelerate the UK's transition to sustainable transportation and play a role in reducing carbon emissions. PoGo charging locations offer multiple charging options, which are regularly serviced and maintained by an experienced team of EV-driving engineers and powered by 100% renewable energy. PoGo works with landlords to identify the right charging locations and then takes care of the installation, operation, and maintenance of its market leading charging technology.

Find out more on their website pogocharge.com



Dodona Analytics is a leading EV Charging Optimization platform trusted by 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, Dodona Analytics is changing the way we move people, goods, and services, and they are passionate about building a better future.

Learn more at www.dodonaanalytics.com

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