



The **Secret Sauce** of Successful Charge Point Operators



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Why the Big Secret?

The Charge Point Operator (CPO) market is still fresh and growing, is still relatively open, lacks the market dominance of a gorilla vendor, and has a wide range of business models, solutions for serving the consumer, and types of companies that are dipping their toes into this business opportunity.

It's prime time

It may not be the Wild West, but this is an opportunity for the entrepreneurial, and speaking to our clients and industry insiders, the words “land grab” or “gold rush” are regularly dropped into the conversation. There is a definite sense that this is a finite opportunity to secure the most profitable sites, making the challenge we solve with our software time-sensitive and, like a huge game of musical chairs, a concern for where these companies will be when the music stops.

The challenges for our clients in this evolving industry category is to present themselves as investible and secure financing for their start-up company or installation projects, to be competitive in this fast-moving market and

improve their sales or operational efficiency, or, most often, a combination of all of these, quickly and at scale.

Dodona Analytics is behind some of the most successful companies solving these challenges. When we approached one of them for a case study, our friends politely declined, describing our software as their “secret sauce”; such is the nature of this market.

So, without betraying the confidence of our customers, in this eBook, we share some of the stories we've heard about their journeys and why Dodona Analytics has been such a key ingredient for their success.

The Homebrew[®]

Creating a homebrew

If you speak to our clients, they will share a challenging journey of trying to develop the right secret sauce and then reproduce it consistently and at scale for their business, partners, and investors.

They often start with a sub-set of their perfect data concoction, managed in basic spreadsheets and mapping software, supported by expensive physical site inspections, all mixed and served by their resident spreadsheet wrangler or aspirational data scientist.

As the business has become more sophisticated, more data was added to the brew, making it more challenging to keep the shopping list of ingredients (the data) fresh and up-to-date, and harder for the experts charged with stirring this pot to create the sauce at the speed needed for a growing business.

A home-brewed sauce is a great place to start, but it has challenges.

A growth inhibitor

One of our clients, a successful UK CPO, created a very sophisticated financial model, focused very much on their business, truly their secret sauce, when choosing the ideal sites, built with spreadsheets and shared drives.

As the business grew, this solution could not scale to match. The information became scattered across an increasingly complex web of spreadsheets and shared drives and the expertise to maintain it was a bottleneck as the knowledge sat in a few individuals.

They recognized that this was creating an impediment to the success of their business, growing the network fast enough, and making decisions on the right sites.

The investment flywheel

Building an EV charging network requires, of course, significant capital. The better financial data a CPO can show against a potential site and the faster a CPO can show a return on investment once selected and has started the installation – the quicker they can progress on gaining the investment, fuelling further growth. This is the investment flywheel.



Another of our CPO clients found that their blend of spreadsheets, manual processes, and dependence on a few key expert individuals impacted their investor relationships and their ability to get the flywheel moving for new investments and new sites. They needed to speed up their processes, from accurate, consistent selection to installation, to build momentum in their business.

Moving beyond instinct and gut feel

One of our clients has nicely summarised the challenges to this blend of spreadsheets and manual scoring, describing it as “subjective, time-consuming, and arbitrary”. Without good, clean, up-to-date data, they found that the modeling and decisions were open to interpretation, creating uncertainty in the business and with investment partners.

Reaching for the Store Brand

As their businesses grew, basic mapping applications, spreadsheets, and physical site inspections got these ambitious CPOs only so far. But before finding our secret sauce, some of them then reached for “one size fits all” EV site research tools or generic “out of the box” planning applications that seemed to offer a way to scale.

A bland taste that goes stale

While these applications or services enabled them to evaluate sites faster than spreadsheets and gut feel, the fixed, generic nature of the results they were getting was not their secret sauce, with any of their added ingredients.

The static reports, without dynamic, refreshed data, would quickly hit their sell-by date within a few weeks or months. Static data for factors at a specific location would not reflect the drastically changing feasibility and viability of a site, from elements such as power availability and nearby amenities to competitor activity.

Taste the difference

One of the key reasons our clients give us why Dodona Analytics is their secret sauce is that they can configure and customize the platform to fit their business, the kind of hardware they implement, their business model, and the consumer experience they are targeting.

In a busy market that is still forming, the ability to differentiate based on having a unique mode, credible data, and the sales, operations, and business efficiencies it brings is critical.

The Perfect Secret Sauce

The clients we've referred to in this eBook moved from an inconsistent and slow homebrew solution to our Charge Point Planning Platform, which many of them describe as their secret sauce. So what makes our sauce so special? Our clients tell us it's down to these six things:

- **Quality ingredients** – Data – It is the tomato to our ketchup. Some of it is publicly available, but to make our sauce unique, a CPO needs to blend and aggregate this with additional data sources to fit their business.
- **Custom ingredients** – CPOs need to be able to add data that is specific to them, possibly enhancing an offering they already have. As well as those things that are unique to their business, such as the needs of the hardware solution they are installing or maybe an equity and inclusion goal of charge point community accessibility rather than profit.
- **Reduction** – Having lots of data is not a sauce; it needs to be reduced to easily digestible insights, with modeling, scoring, and derived insights, so the business can quickly get a taste of whether a site is good for them or bad.
- **Presentation** – All of these delicious insights need to be served intuitively. The standard sauce features a map view, pins, and scores, but the special secret sauce enables the CPO to view the location in 3D to possibly save them from a time-consuming site visit.
- **A squeezzy bottle** – These insights must be applied to the business through financial, sales, and various business reports that we need to easily squeeze out and apply to the rest of our internal and external business communications.

- **It goes with anything** – Even a secret sauce is not consumed on its own. Our sauce works well and blends into everything the CPO has cooking in their kitchen, for example, the CRM system that is their single point of truth for all things customer.
- **From soup to nuts** – The best secret sauce adds something to every course, from the starter of finding and evaluating sites through the main course of getting the project going with a business case and investment (with a side of project management) to the desert of evaluating the ROI of the finished site.



The Results

Applying the Dodona Analytics secret sauce to their CPO business, our clients have shared the following results with us (anonymously; it wouldn't be their secret sauce if it weren't).

Bespoke model – *“It was very important for us to have the ability to provide a bespoke, financially-focused feasibility and viability model to fit our business model and the ability to manually fine-tune the scoring to ensure we identify the correct sites at scale.”*

Scale Beyond Home Brew – *“We have planning projects that have to evaluate thousands of residential on-street sites, with specific needs for our hardware and dwell times, and there is no way we could process this high volume with our home-brew kit of spreadsheets, Google Maps, and manual analysis.”*

Making the Case – *“Dodona Analytics is critical for us in raising capital for our projects, it provides a data-led, insightful view of the viability of the sites that are proven and gives us credibility with the investment community”*

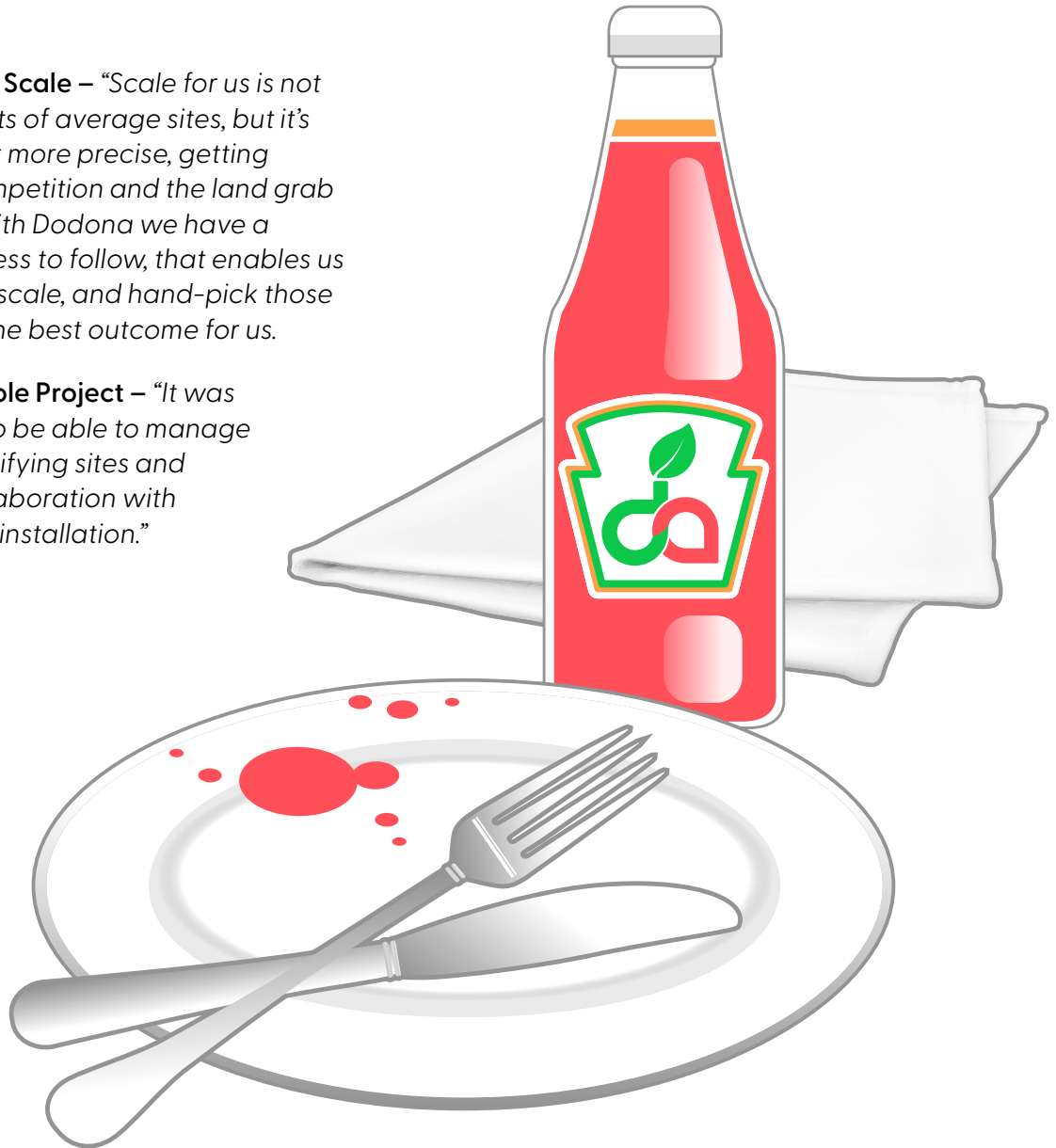
Supporting Sales – *“Using Dodona is an essential part of the proposition for us to our partners, and the reports we get from Dodona are an integral part of our acquisition and sales process”*

Unified Data – *“We depend on Dodona as a unified source of dependable data, especially up-to-date competitive information of existing chargers, which is critical to the viability of our sites”*

Moving Fast – *“... being a good CPO with four sites is a death wish in this industry as it's a bit of a land grab. We needed to move fast and get established as a credible player in this industry. Using Dodona, we were able to achieve those ambitions”*

The Right Kind of Scale – *“Scale for us is not about lots and lots of average sites, but it’s about being a bit more precise, getting ahead of the competition and the land grab for good sites. With Dodona we have a repeatable process to follow, that enables us evaluate sites at scale, and hand-pick those that will deliver the best outcome for us.*”

Manage the Whole Project – *“It was important to us to be able to manage beyond just identifying sites and continue the collaboration with our partners into installation.”*





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.

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