



# How to grow your EV charging empire

THE ROLE OF BACK OFFICE SOFTWARE





Ignited by government demand and driven by a growing environmental conscience from businesses and the public, the EV charging industry is poised to be one of the most lucrative markets. With ambitious targets come immense opportunities for those working at the forefront of it all: the installers.

**Michael Gibson** | CEO of Fuuse

**£7bn** estimated UK investment in public charge points by 2035<sup>1</sup>

1 - <https://evenergytaskforce.com/charging-the-future/>

2 - <https://www.gov.uk/government/publications/uk-electric-vehicle-infrastructure-strategy>

## THE OPPORTUNITY

EV roll out in the UK has been taken up a gear in recent weeks, with the release of the government's UK EV Infrastructure Strategy expecting 300,000 charge points deployed by 2030.<sup>2</sup>

The EV Energy Taskforce quickly followed this up with a further estimate of up to 661,000 needed by 2035, with many needed before that time to encourage EV uptake. That's a long way to go from the modest 30,000 charge points currently in the ground.

### So how do you secure your slice of the pie?

Sound knowledge, a good network, a flexible business model and a scalable solution is a good place to start.

The back office software you choose to power your chargers can make or break your charging empire...



# THE IMPORTANCE OF SOFTWARE

Your charging network is only as good as the software that powers it. The right software can take a basic setup to a much more comprehensive solution, and open up more sectors for your business.

With good software you can fully configure your client's network to their needs; giving them the controls they need to reap the benefits of their chargers, and giving you the tools you need to support them and expand your network.

A deep choice of access controls, true smart charging features, remote maintenance, alerts and charger insights are all crucial foundations you need from your solution to ensure your charging business caters for evolving needs across sectors.

Furthermore, the right management system can help you in:



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NEW WORK**

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## CHOOSING A PARTNER

Rome wasn't built in a day, and it wasn't built in isolation. For your EV charging empire to really thrive, make sure that every part of your solution is working for you. From your hardware and wholesale networks, to your software – ensure you choose the right partners as well as the right platform.

**A partner who understands the needs of installers and whose software is built with installers in mind will put you in good stead for growth.**



# WIN MORE WORK

With a collective push across the public and private sectors, the market requiring EV infrastructure is vast. The solution you choose needs to be accessible, open and unrestrictive to attract as many of those opportunities as possible. You'll also want to consider how you continue to win work as the EV revolution unfolds. Make sure your entire solution is continually innovating to cover the needs not only now but in the years to come.

## BE ACCESSIBLE

The most basic requirement from your charge point software is that it's built to open standards. Look out for platforms that are OCPP compliant, which will ensure compatibility with the wider range of hardware on the market.

Neither you nor your clients need be locked into just one manufacturer, and in fact can build your network with multiple hardware providers. Great if your clients are adding to existing infrastructure.

## BE OPEN TO NEW SECTORS

Every sector is going to need to join the EV revolution. Commercial enterprises transitioning their own fleets; hoteliers catering for staff and visitors' electric vehicles; local authorities ramping up public charging for their communities – they all have charging needs, and what they need from that infrastructure can vary greatly.

The software you choose will either restrict you or open your business to cater for a range of sectors. You'll need a platform with flexible functionality to address the different use cases that EV roll out will present.

- ✓ Workplaces
- ✓ Educational Settings
- ✓ Apartment Buildings
- ✓ Commercial Fleets
- ✓ Destinations & Attractions
- ✓ Local Authorities
- ✓ Holiday Parks
- ✓ Retailers

# BUILD YOUR BRAND

The opportunities for EV charging installers are clear, and competition in the market is only going to grow. In fact, the community is already feeling the pressure. Over a third of installers recently cited 'fixed online pricing from competitors' and 'competition from other installers' as two main hurdles to growing their EV charging business.<sup>3</sup>

Building a visible brand and owning your reputation is going to be more important than ever to stand out from the crowd. Some providers will be better than others at offering you a white labelled solution, from the basics of a branded dashboard to fully branded driver app, sales kits and additional marketing resources.

Remember the importance of choosing the right partner here. The white labelled solution you choose should extend beyond the platform. Seek out providers who offer marketing support and co-marketing opportunities like joint case studies, content pieces and press releases, to help get your business name out there.



# GENERATE RECURRING REVENUE

Installers are at the forefront of the EV revolution, and it's only sensible to expect to reap the benefits of this booming market. Demand for installation is ripe, but what happens after the install?

The cost of installation can pay a pretty penny depending on the opportunity, but the true rewards lie in recurring revenues, offering extra financial security and stability.

As a reseller of EV charge point software, you could generate a lucrative steady stream of revenue from platform sales, whilst taking a cut of any revenues generated by paying drivers on your charger network(s)...

Not only can resales send regular cash your way, but if your client's chargers are public, you could choose to manage those payments (or ideally your software provider would handle that for you too) whilst you take your agreed share of the revenue.

So the more public and utilised your client's chargers, the more revenue for everyone, including you.

## YOUR CLIENTS' SUCCESS IS YOUR SUCCESS

That's why it's crucial to offer software that allows you and your clients the control to open your chargers to the public and be visible across wider third party networks.

Plus, you'll want to ensure those chargers are being fully utilised, meaning you don't want instances like non EVs blocking the space or charger errors causing downtime. A good platform will have features in place to combat these and many other potential issues.



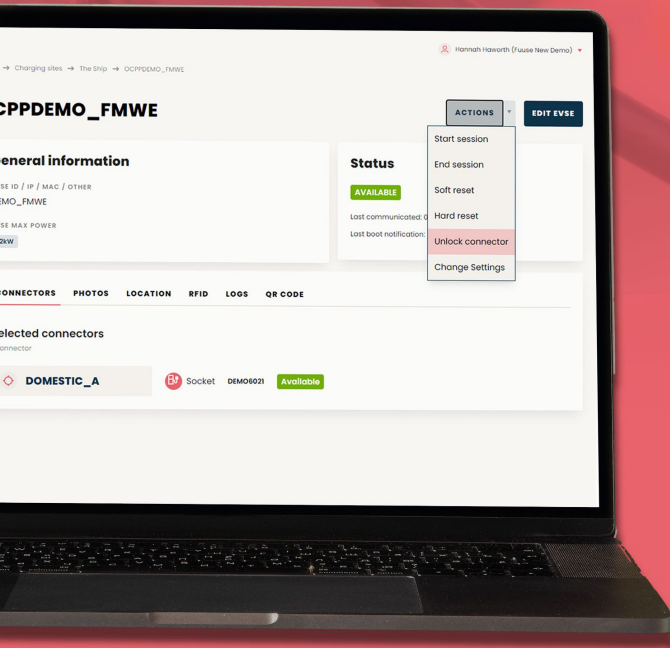
But the financial opportunities don't end there. With the right set of tools, you can use your EV charge point software to facilitate additional, ongoing services to your clients, alongside upselling opportunities...

# OFFER ADDITIONAL SERVICES

As well as the initial installation and setup, you can offer to manage your clients' chargers for them on an ongoing basis, becoming the charge point operator. A good charge point management system will have intuitive features, so no additional level of technical expertise will be needed beyond your industry understanding.

Some clients will prefer to manage their own operations, and a user friendly platform can facilitate that ensuring you're not bogged down with technical support queries.

There are additional ongoing services you could choose to offer at a fee to make your business go that little bit further. A good platform will have tools to help.



## MAINTENANCE

The nature of EV chargers means many problems can be resolved remotely, even those relating to physical connections. So you may not even need to visit the site for troubleshooting and regular updates - it could be as easy as the click of a button.

4 - <https://fuuse.io/installer-survey-2022>

## SUPPORT

There are several levels of support to consider with your EV charging business. Support for your clients and charge point owners, and support for their drivers. At present it's a real mixed bag on where the responsibility lies when it comes to support, with 54% of installers currently offering some level of support to charge point owners and 60% wanting to offer more support to their customers.<sup>4</sup>

If you want to add support to your ongoing services, it's important to have software features that will make it as easy as possible for you to handle queries, like remote maintenance and charger alerts.

**60%**  
**OF INSTALLERS  
WANT TO OFFER  
MORE SUPPORT  
TO CUSTOMERS**

# MONITOR & UPSELL

Comprehensive software can help you to upsell to your clients by providing clear insights into charger usage. You could monitor all of your clients' networks, producing regular reports on the efficiency of their chargers, and making recommendations on how best to utilise their network.

For example, reports may show certain chargers on certain sites are under-utilised at certain times of the day. You may use this information to encourage your clients to open chargers up to the public during these times, generating revenue for you both.

On the other hand the reports may point to maximum utilisation and a need for additional chargers.



Having a clear understanding on how your clients' chargers are being used will put you in a good position to recognise opportunities for growth.

**Dana Taqi**

Customer Success Manager, Fuuse



# EVOLVE YOUR EMPIRE

EV infrastructure is fast moving and the goal posts are shifting all the time. As emerging behaviours and new challenges arise, you'll need to ensure your business stays at the front of whatever's coming next.

Innovation is key to success in this sector. So ensure you partner with solution providers who are constantly evolving their products and aligning with the challenges facing mass EV transition.

**Make considerations that go beyond the product. For continued success and support, make sure you know more about the teams and businesses behind the charging solutions you partner with.**

**They will be the ones providing you with the tools, innovations and industry insights you need to build your empire now, and keep it expanding in the future.**

**Good luck!**





Join the Fuuse Installer  
Partner Programme  
and grow your EV  
charging empire

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