



# Using data to identify transportation electrification market potential and business opportunities

## Research and advisory case study

July 19, 2023

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### Key takeaways

- A managed charging software provider wanted to reach the utility market to support transportation electrification (TE) but was unsure of how to strategically position itself and its product for success.
- With an E Source Mobility Service membership, the provider could tap into the extensive data available via E Source [TE Insights](#) to help them identify opportunities before utilities even issued RFPs.
- Equipped with this knowledge, the provider confidently expanded its product offering, began forging strong partnerships with utilities, and drove meaningful TE growth.

### The challenge

TE is among the most exciting and revolutionary transformations in the utility industry. It's also one of the quickest to evolve, making it difficult to keep up with the pace of change. Utilities are preparing to roll out new TE programs while solution providers and manufacturers are developing solutions to help utilities update their infrastructure to handle (and manage) new EV loads.

A managed charging software provider wanted to enter the utility market to support the TE evolution but was unsure of how to strategically position itself and its product for success. With no prior experience marketing to utilities, the provider knew it needed to learn about utilities' TE priorities, how to best reach a utility audience, and how to tailor its offering to directly support the programs and services utilities are delivering to customers.

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## Get ahead of utility TE spending and strategy

Contact our team to learn more about our expertise and how we can help.

### The solution

The provider turned to E Source to make sure its product aligned with utilities' programs and goals and to gain insight into utility TE spending and planning. Historically, it's been complicated and time-consuming to find detailed data about utility TE spending and understand where they're focusing their program efforts. But with a [Mobility Service membership](#), the provider got access to extensive data that helped its staff identify opportunities before utilities even issued RFPs.

Some of the resources the provider could tap as part of its membership included:

- **TE Insights.** The TE Insights tool helped the provider spot trends in utility investment and find filings for future programs and spending. Not only did the tool help the sales team understand utility TE programs, spending, and rates, but it also helped them find and capture new business.
- **E Source experts.** E Source's mobility experts helped the provider understand the challenges utilities are facing and what solutions could help them tackle their TE challenges.

### The results

By better understanding the market and utilities' needs, the provider designed a managed charging platform specifically for utilities. The data and information from TE Insights and E Source's mobility experts helped the provider understand the scope and scale of utility TE opportunities, enabling the provider to strategically position itself and its managed charging software for success.

Equipped with this knowledge, the provider confidently expanded its product offering, began forging strong partnerships with utilities, and drove meaningful TE growth.

