Dodona Analytics

Smart Charge Point Planning for Fleet Electrification:
FOR EV's Data-Driven Transformation

FOR EV partnered with Dodona Analytics to transform its Charge Point Planning process, creating the ultimate confidence in charge point locations for its fleet customers.

FOR EV is a leading provider of EV fleet electrification solutions through its FOR Fleets Charging-as-a-Service (CaaS) model. FOR EV provides end-to-end solutions, encompassing the installation, operation, and maintenance of EV charging infrastructure, tailored to the unique needs of commercial fleets. It works with major clients such as Network Rail Scotland, public bodies, and the private sector.

Developing a compelling fleet offering, powering vehicles at home, at the depot, and on the road, FOR EV needed complete confidence in its site assessment process. FOR EV turned to the Dodona Analytics Charge

Point Planning (CPP) platform for advanced site assessment tailored to its needs in supporting the charging of fleet vehicles.

This case study explores how FOR EV utilizes the Dodona Analytics CPP platform for site selection and the significant enhancements this brings to the business.

"Our CPP process is so much more insightful and nuanced now. The process is smart, seamless and easy to use."

Arthur Halsall, *Fleet Sales Analyst*, FOR EV

The Challenge - Confident, Accurate Site Assessment

As a specialist in fleet transition to electric vehicles, FOR EV continually looks to stay at the forefront of a competitive market. Its existing site assessment processes, however, were tailored specifically to public charging and involved several steps.

Guided by an internal scoresheet using indicators like population density, road visibility, and local indices, its manual site selection process involved a number of generic, publicly available tools that did not seamlessly knit together.

While useful initially, this approach lacked the efficiency, accuracy, and predictive insight they needed to scale to service large fleet customers and feel truly confident in identifying a site's real potential.

Key challenges for FOR EV included:

- **Confident decision-making:** With data based on a combination of their existing sites and open-source data, FOR EV struggled to get an accurate projection of utilization rates per site, leaving them uncertain as to a site's potential.

- **Operational efficiency:** Manually sourcing and inputting data, with a scoring process executed in Excel, meant that each site assessment was time-consuming and inefficient. With many of these sites ultimately being rejected, this time could have been better spent elsewhere.

- **A central data point:** Data was pulled from a variety of publicly available online sources and tools, leaving the team without a real-time, central view of all data, and no way to visualize or present a site's assessment score.

The need for a streamlined, data-driven solution was clear, with the team soon to be evaluating over 1,000 potential sites for a customer's future charging network.

"Although adequate, we wanted our site assessment to be bullet-proof, supporting our leading FOR Fleets Charging-as-a-Service (CaaS) model with best-in-class insight."

Chris McIntyre, *Commercial & Marketing Manager*, FOR EV

"For us it was important to use market-leading data insights and tools to make us more confident when deploying charging infrastructure for public sites."

Arthur Halsall, *Fleet Sales Analyst*, FOR EV

Why Dodona Analytics

Dodona Analytics stood out to FOR EV as it offers an all-in-one solution designed to enhance and accelerate charge point planning through intelligent scoring and actionable insights.

"It simplified the whole process onto one platform, and the data insights were so much better than we thought possible."

Chris McIntyre, *Commercial & Marketing Manager*, FOR EV

Access to market-leading insight is integral to confidently deploying charging infrastructure, and was an important requirement for FOR EV. The Dodona Analytics platform could answer this need with over 50 different data sets as well as incorporating any custom data need. FOR EV can now utilize insights they did not previously know were even available — and can do so quickly and efficiently.

Key features that were of value to FOR EV when choosing the solution included:

- **Competitive insight:** With access to comprehensive data sets and its integration with custom data within bespoke parameters, FOR EV benefits from competitive insights unique to its customers' fleet needs.

- **Accurate and rapid site assessment:** With all relevant data centralized and presented in a single platform, FOR EV has moved from a fragmented and laborious site-scoring process to the rapid evaluation of multiple sites within a matter of minutes.

- **A consolidated, collaborative environment:** Providing its teams with a central, cross-functional interface, FOR EV now has a single view across all data, as well as the ability to share these insights with stakeholders and the management team, easily and quickly via bespoke exports and reporting functionalities.

Implementation & Results

Today, Dodona Analytics is used primarily by the business to score potential fleet sites and assess estimated utilization, site feasibility, and demand rates. With a multitude of sites in assessment at any one time, the platform allows the team to not only identify good sites, but almost as importantly, quickly identify locations they will not be moving forward with, giving them time back to focus on the locations showing potential.

The team also leverages the platform to generate financial forecasting and site reports — streamlining previously manual workflows into an almost instant process.

The benefits the team has seen so far include:

- **500 x faster site-scoring:** Prior to the implementation of Dodona Analytics it took the team an average of 15 mins to score any potential site. After implementation, upwards of 500 sites can be scored within the same timeframe.

- **1,000+ sites:** The team needed to confidently score upwards of 1,000 sites for a fleet customer's network — it took them only 30 minutes.

"We spend less time laboriously scoring individual sites, and have more time to think critically and consider the results. The process is smarter, seamless, and easy to use."

Arthur Halsall, *Fleet Sales Analyst*, FOR EV

- **Confident decision-making:** With relevant, accurate and comprehensive data sets, demand forecasting for potentially high-value sites is consistently calculated and presented with confidence, benchmarking sites across key metrics.

- **Faster fleet electrification:** By identifying en route fleet charging sites at speed, FOR EV is able to realise its core strategy of playing a positive role in Scotland and the UK's transition to Net Zero.

- **Smarter site rejection:** Irrelevant or unsuitable locations are quickly filtered out of the mix, using Dodona's scoring outputs, allowing the team to focus its efforts on viable and valuable locations.

"Dodona Analytics has given us access to high-quality data, and allowed us to become more efficient with our time. Both of these areas were a challenge for us and Dodona has overcome them both, streamlining our processes."

Chris McIntyre, *Commercial & Marketing Manager*, FOR EV

- **New customer wins:** FOR EV now has a platform to support fleets right across the country. If en route charging is required to support depot or home-based fleet charging in a particular location, FOR EV can identify and develop sites at pace. This fosters trust between FOR EV and its customers, which is particularly important when securing new partnerships with large fleet clients, such as its recent partnership with Network Rail Scotland.

- **Stronger reporting and investment readiness:** FOR EV now has the ability to quickly and accurately report back to customers and its management team with ease, accuracy, and efficiency. This is a valuable benefit of implementing Dodona Analytics, fostering trust and collaboration between FOR EV, its customers, and stakeholders.

Looking Ahead

As it continues its partnership with Dodona Analytics, FOR EV anticipates even greater efficiencies as it scales its FOR Fleets solution. Internally, it is already seeing time and resource savings, and plans to leverage Dodona even further as it expands into new customer segments and geographies.

"The data-driven insights from Dodona Analytics have given us unparalleled confidence in our site selection process. This accuracy is crucial for our financial stability and strengthens our position as a leader in supporting the transition to electric fleets and achieving Net Zero."

Chris McIntyre, *Commercial & Marketing Manager*, FOR EV

Transformed Charge Point Planning for Confident, Fast Site Assessment

FOR EV's use of data-driven processes using the Dodona Analytics platform has transformed the complex operations involved in Charge Point Planning.

Its team has moved from being able to evaluate a single site's potential in 15 minutes to scoring over 1000 locations for fleet customers in just 30 minutes.

Aside from the significant cost savings these operational efficiency improvements bring, the team at FOR EV also reported a greater level of confidence in a site or network's potential return on investment (ROI) as the quality of the output and its accuracy have improved.

Taking this approach, FOR EV is competitively placed in the fleet electrification space. This successful partnership lays a strong foundation for future collaboration between FOR EV and Dodona Analytics as it paves the way for even more efficient and strategic deployment of EV charging infrastructure as the fleet electrification market continues to expand.

FOR EV, a Scottish-based company, specializes in providing end-to-end EV charging solutions for fleets nationwide. It manages the entire process, from installation to operation, ensuring high-quality, user-friendly charging infrastructure powered by 100% accredited renewable energy. Its solutions are designed to optimize fleet operations, support sustainability initiatives, and provide a stress-free charging experience for all fleet drivers.

Learn more about its fleet services at **www.forev.co.uk**

Dodona Analytics is a leading EV Charging Optimisation 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**

dodonaanalytics.com | **info@dodonaanalytics.com**