

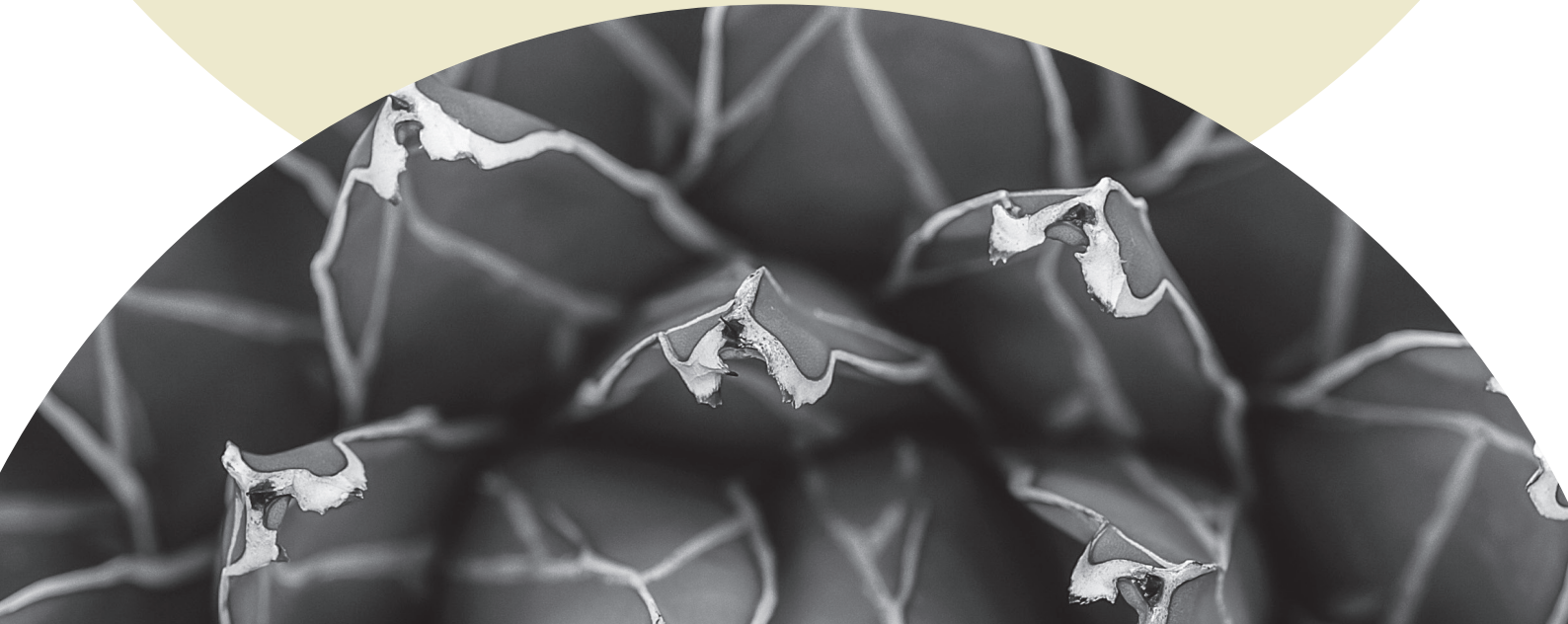
# Harnessing the power and economics of a global EV charging network

When bp pulse sought to transition its business into a more sustainable future - by launching one of the world's largest EV charging networks - it quickly realised it needed to transform its data strategy.

## The challenge

Entering a new market with a progressive global solution was an exciting new step for bp pulse, but with the EV market still emerging creating a new business model to confidently measure, price and account for EV charging was challenging. Previously, the business was receiving energy bills from an extensive range of suppliers, in a variety of different formats. No insights were available on whether billing was missing or even inaccurate, and bp pulse had no understanding of electricity losses that might be occurring at charging stations. Without this level of insight, bp pulse had no means of identifying whether there was a need to accrue for missing or incorrect billing, or if the desired margin was being achieved across their charging station network.

With Optima Technology, bp pulse was able to overcome these challenges with ease - providing accurate EV pricing via accurate measurement of usage, enabling them to effectively manage profitability. With an established reputation for data accuracy, we offered a platform that could aggregate the inputs and calculations to establish a single source of truth, helping accelerate the brand along its sustainability journey while ensuring the oil and gas leader managed its accrual budgeting for grid costs, sales volume and charger losses more effectively.



# The Optima solution

## The journey to data clarity

First, we ensured the data collated was comprehensive and organised. Our platform automatically aggregates sales data from retailers and grid data from suppliers directly, while scanning these for errors or inconsistencies.

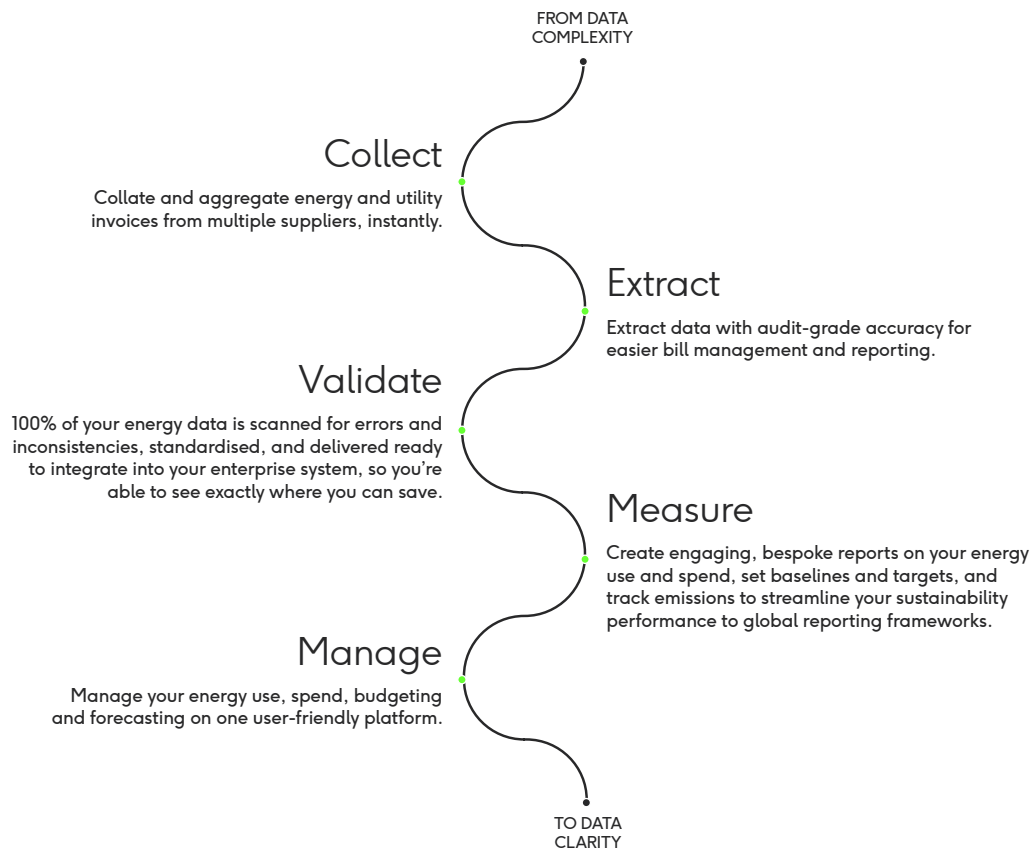
Both of these data sets are then validated. Uniquely, we validate 100% of bills in their entirety - not just spot checking. This immediately notifies bp pulse of any missing charges or duplicate bills it finds, as well as providing the information needed to recover overcharges, correct bills, calculate loss factors and accrue and create payment files. This approach ensures data is optimised. With this level of data insight, the business can easily ensure pump charges are set at the appropriate price, maintaining their desired commercial value.

The Optima platform allows the business to take advantage of a suite of reporting options for its EV charging network.

This brings the data to life through a range of measurement tools, ranging from a business intelligence interface and scheduled reports, to customisable dashboards. The ability to measure sales data and grid data in this way has delivered improved accuracy and confidence when it comes to sales, budgeting and forecasting.

It also helps make informed decisions when it comes to demand management and energy optimisation, helping to keep energy costs to a minimum and supporting a more sustainable energy system.

Finally, our platform provides bp pulse with a quick and easy way to manage all their data for additional use in reporting for carbon rebate schemes and emissions data for a wide range of sustainability reporting. By creating a central platform for all global data, we've been able to help the business accelerate its ambitions for a more sustainable energy future, while providing the brand with invaluable data insights that could inform decision-making.



# The customer outcome

## Accelerating energy transition plans

The project was completed with full service training and support from our UK-based service desk and customer success team, who made sure any questions were quickly answered and any issues promptly resolved.

Commenting on the project, Michele Garra, CEO, said: "Data accuracy and integrity is absolutely critical, particularly when it comes to measuring whether operational, financial and sustainability targets are being met and when an initiative of this scale - creating one of the biggest global charging networks - is being undertaken. We're keeping pace with their EV network rollout, and expect to manage 5,000 charge points by the end of 2023, rising to 25,000 charge points by the end of 2024.

'By streamlining bp pulse's' billing process, and making sure data can be easily tracked and verified, we have helped transform the organisation's data and billing strategy, with a direct impact on the bottom line.

“With the EV rollout, a cornerstone of the organisation's energy transition plan, this project has played a pivotal role in the company's business transformation journey. We're now discussing additional ways in which we can apply the pricing and accounting solution to new, broader energy transformation projects.”

“Our mission is to take our partners on a journey from data complexity to data clarity, with clients, quickly reaping the rewards of a new and improved data strategy.”

**Find out more about how we're revolutionising the way multi-site businesses manage and optimise their energy use and enjoy spend confidence.**

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