

# Transform your utility business with Monta's EV charging platform



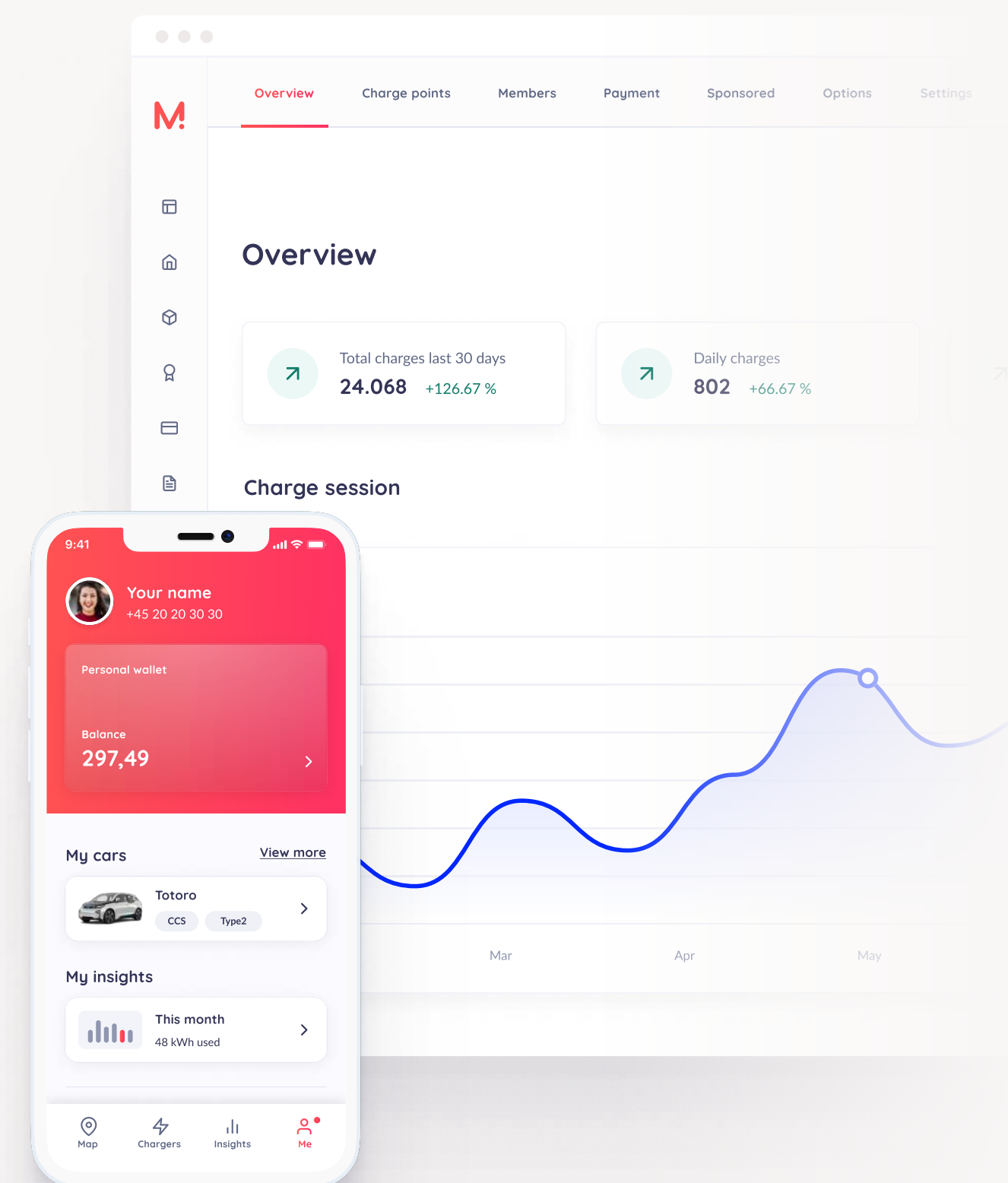


## Plug into success: Transform your utility business with Monta's EV charging platform

As the world moves away from gas-powered cars and towards electric vehicles (EVs), the EV charging market is experiencing exponential growth. This shift towards EVs is being driven by a variety of factors, including the global effort to reduce our dependence on fossil fuels. What's more, automakers are developing new EV models and governments are offering financial incentives to encourage consumers to make the switch.

Despite these promising developments, there are still necessary structural investments that need to be made to support a global shift to EVs. This is where utility companies come in - they have a real chance to become an integral part of the EV ecosystem and capitalise on the numerous revenue opportunities the market offers.

Monta's Charge Point Management System (CPMS) provides utility partners with the flexibility, efficiency, and innovation required to become the go-to EV charging solution provider.



## Electricity consumption is on the rise

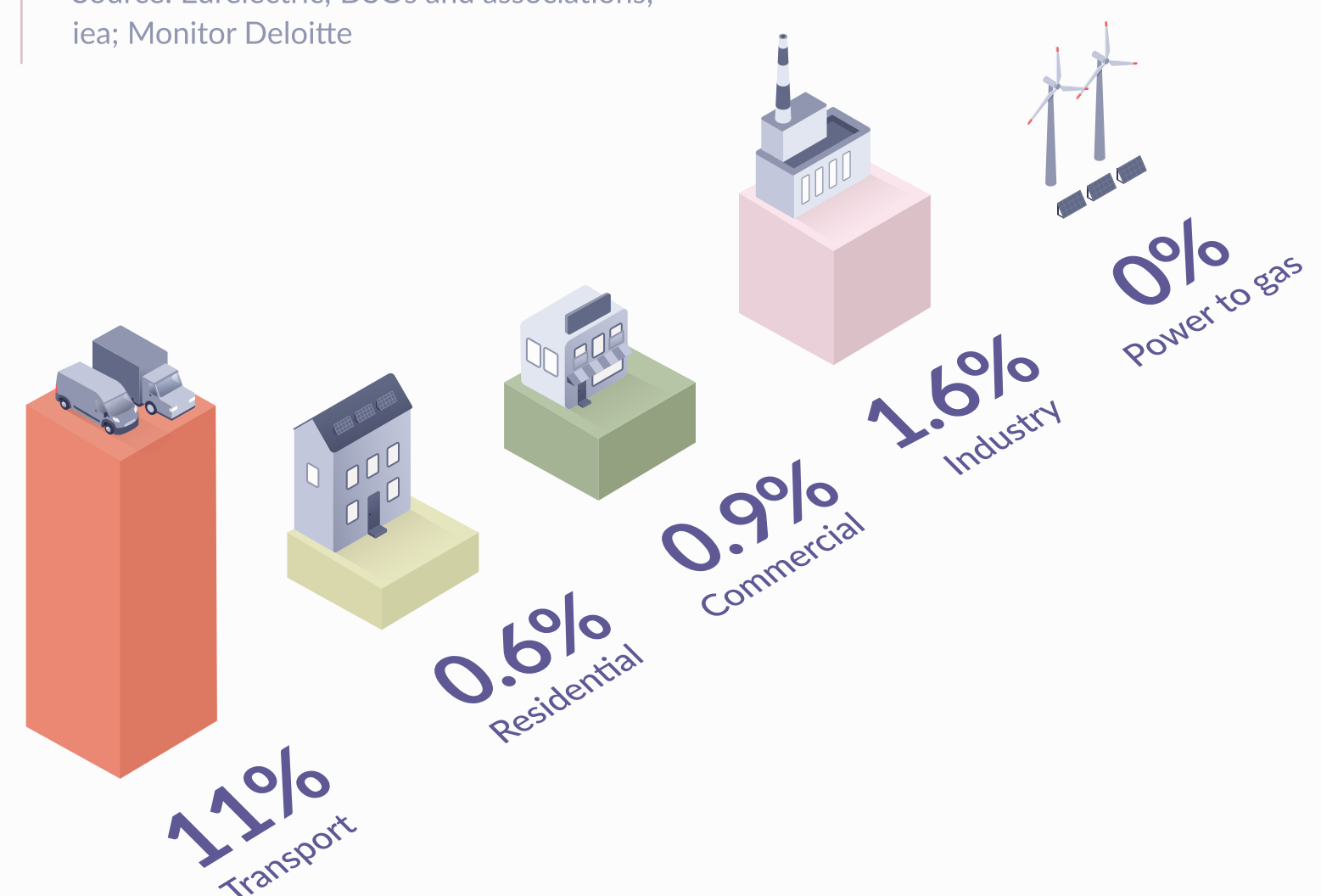
Countries within the European Union generated 2'664(TWh) of electricity in 2020. With Europe's electricity consumption expected to grow by 1.8% annually until 2030, the transport sector is set to drive 11% of this increase due to rising EV adoption.

The electricity consumption linked to the transport sector is forecasted to jump from 59 TWh in 2017 to 200-260 TWh in 2030, which creates a new market of around 140-200 TWh waiting to be served.

With an average price of 0.25€ per kWh, this market development translates to a potential €35.35 to €50.5 billion in new revenue for European utility companies.

### Electricity demand increase from 2017 to 2030

Source: Eurelectric; DSOs and associations;  
iea; Monitor Deloitte



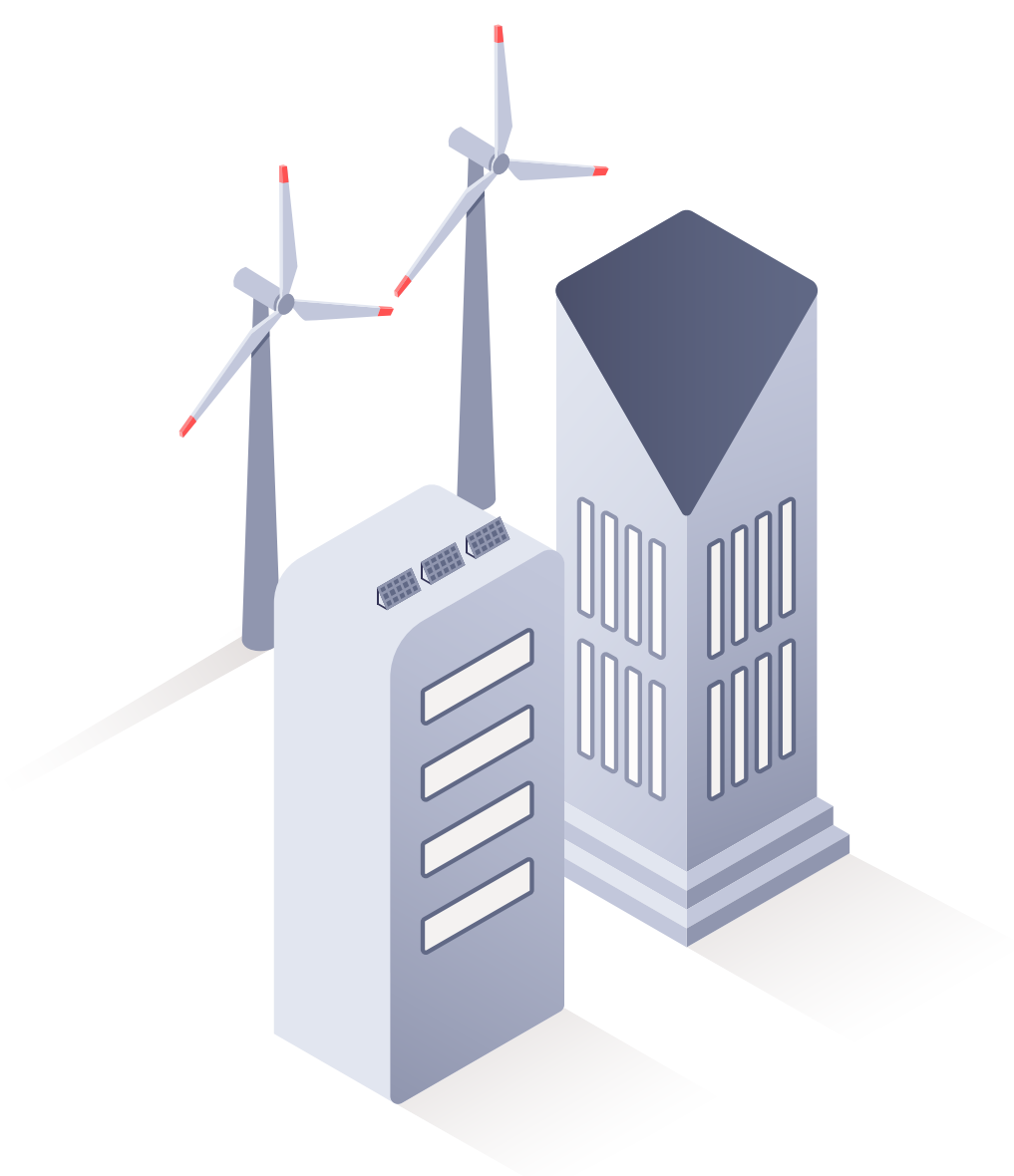
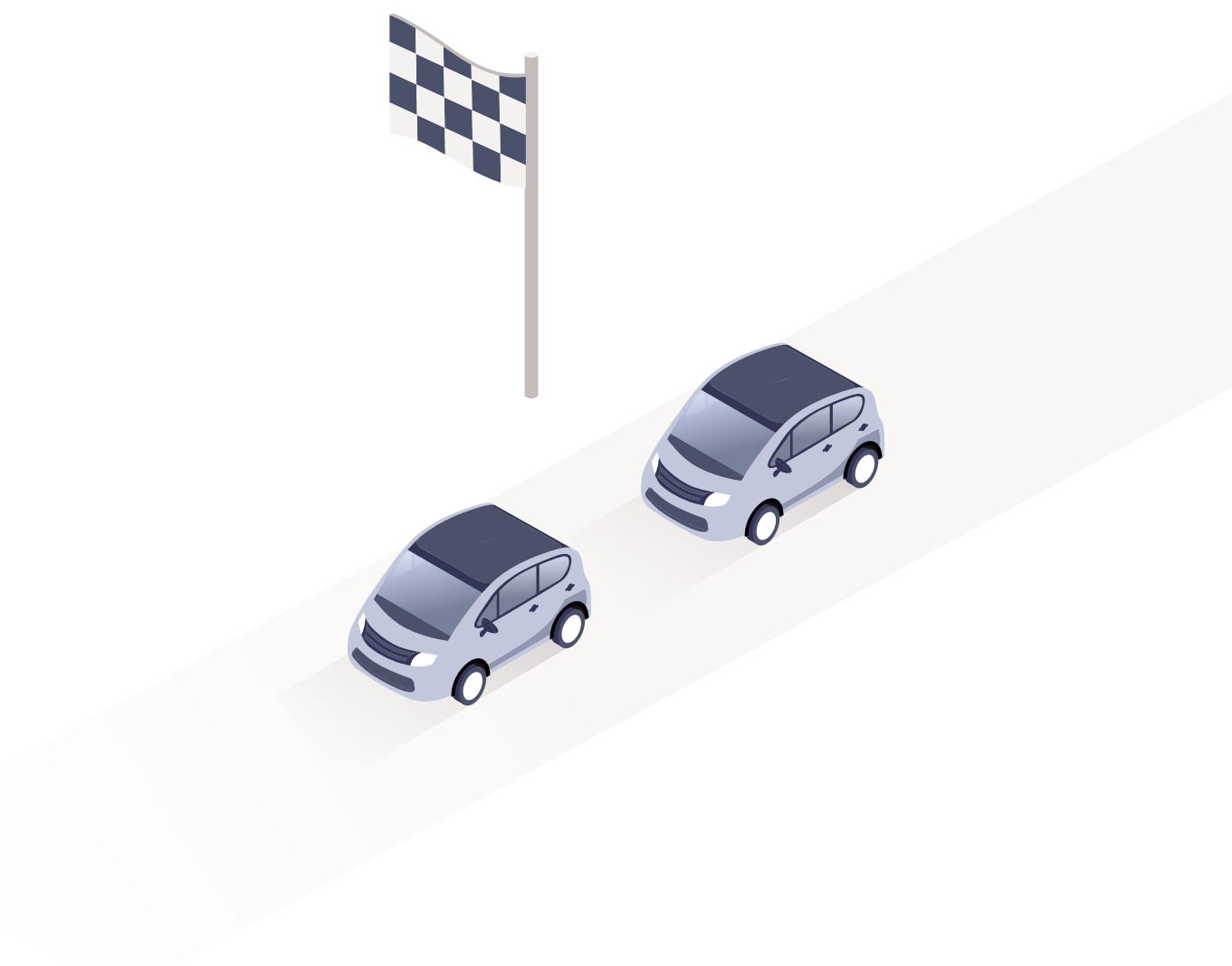




## The race to electrify: Keep up with the EV revolution

Utility companies need to enter the market quickly and establish a strong presence while the market is still growing. However, with intense competition and rapid technological advancements, staying ahead of the curve can be challenging. Additionally, regulatory, infrastructure and logistical barriers can make it difficult to provide a seamless and reliable charging experience for customers.

To succeed, a proactive approach by investing early and building a network of partnerships with other industry players is needed. It is crucial to have a comprehensive understanding of customer needs and expectations and to have a clear, adaptable strategy to remain relevant in this constantly evolving market.



### Winning the EV race: Why utility companies need to act fast and stay agile

The electric vehicle (EV) revolution is already underway, and as a utility company, it's important to act quickly and effectively in offering EV-related products and services to avoid losing market share to your competitors.

For example, if your competitor offers an attractive bundle of EV charging and electricity services that your customers find irresistible, they may switch providers, resulting in high churn rates and missed revenue opportunities for your business.

By being proactive and investing in EV-related products and services, you can secure your position in the market and stay ahead of the competition, providing your customers with the best experience possible.

### Adapt or be left behind

Utility companies face a crucial decision - either adapt to the growing EV charging market or risk losing out to competitors. By being proactive, you can not only save costs but also generate new streams of revenue by catering to the needs of EV users. However, two significant challenges must be addressed: managing the load increase on the grid infrastructure and finding an all-in-one solution for different charging needs.

Monta has developed **solutions to tackle these challenges** and support utility companies in succeeding in the EV market.

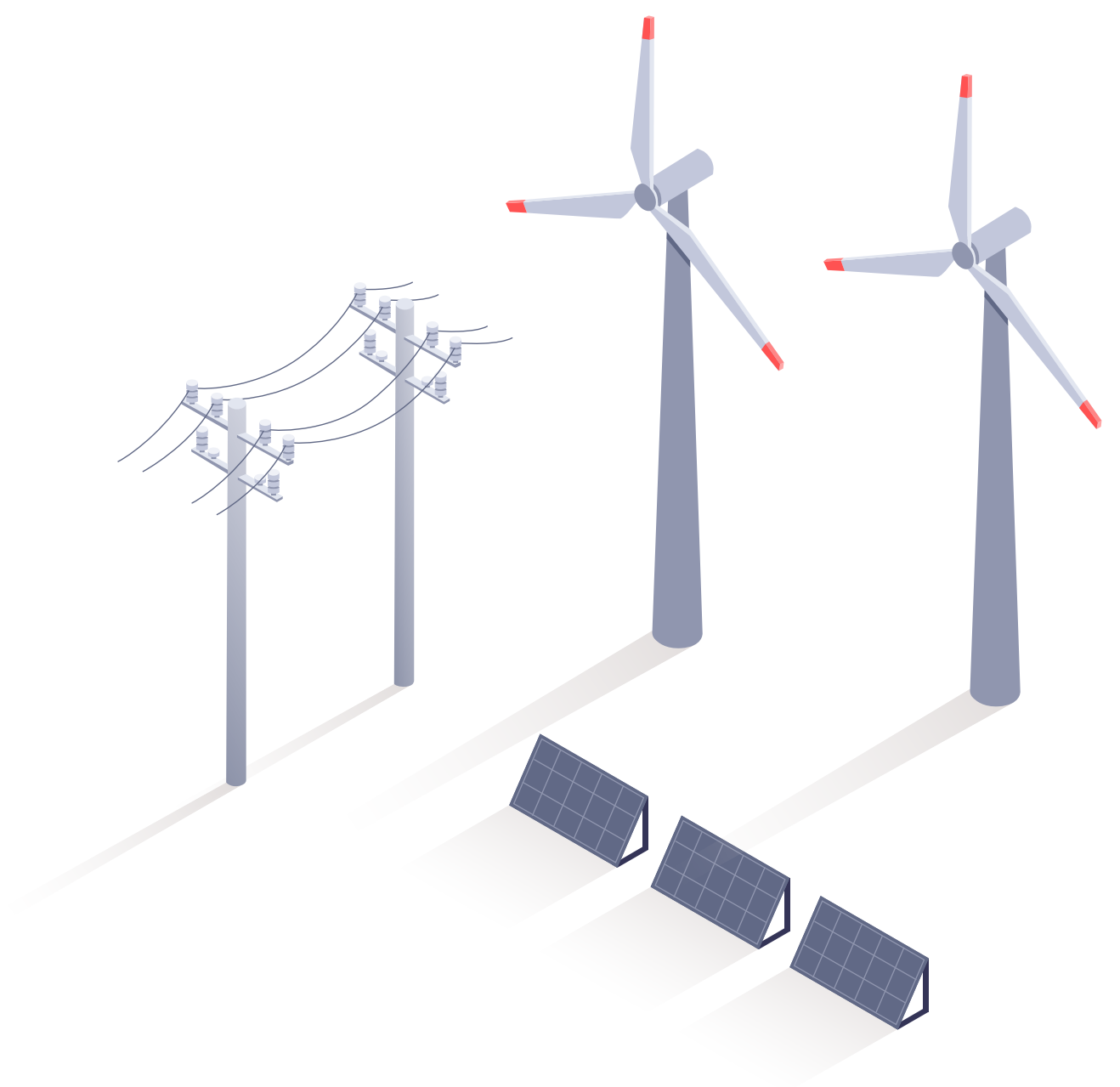
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## Challenge #1: The grid

With more people using electric vehicles, there will be more demand for electricity, which will put pressure on utility companies like yours to manage the increased load on their electrical network.

Studies have shown that when electric vehicles make up 50% of the vehicles on the road, this can cause issues with the electricity system, especially during peak electricity usage (H. Li, X. Bai, 2011). To ensure that everyone has access to a stable power supply, utility companies need to implement effective strategies to manage the impact of EVs on their electrical network. Fortunately, there are solutions available to help balance the electrical grid, ensuring reliable access to electricity for everyone who needs it.



### Boost profits with intelligent pricing management:

Utility companies can attract more EV drivers and maximise revenue opportunities by offering flexible pricing options. This means setting different prices based on factors like the time of day, amount of energy used (kWh), or duration of the charge, to meet the unique charging needs of different customer segments.

For instance, offering lower rates during off-peak hours or discounts for longer charging sessions could be an incentive for EV drivers to choose your charging services.

These flexible pricing options can also help mitigate the risk of overloading the grid by encouraging EV drivers to charge their vehicles during off-peak hours when demand for electricity is lower.



### Maximise power efficiency with Load Balancing:

Effective energy management is crucial for maximising the potential of limited power availability in buildings and locations. Load balancing is a smart tool for power consumption and distribution that plays a vital role in ensuring optimal distribution of power and avoiding the risk of overloading, even during peak demand. With the rapid growth of electric vehicles, load balancing has become even more critical to maintaining stability in the electricity grid and individual electrical installations.

By implementing load balancing, you can maximise your electrical installation's potential without sacrificing performance or incurring additional costs. Load balancing also ensures scalability for future load requirements, such as adding new charge points.

Monta's load balancing feature provides a seamless solution for balancing power consumption, automatically distributing available power across all connected charging vehicles. Our system uses smart electronics to manage the power supply based on the maximum capacity of the connection and available amps, ensuring that electric vehicles can always be charged without requiring costly installations or upgrades.





## Challenge #2: Serving the needs of all your different customers

To succeed in the rapidly growing EV charging market, it is essential to provide tailored solutions for different user segments such as homes, workplaces, public spaces, and heavy vehicles. This market is complex, with various access and pricing systems, and simplifying these processes is crucial for success.



## The all-in-one solution for diverse charging needs



### Revolutionise your business operations:

Monta's platform is a game-changer for businesses looking to streamline their operations and reduce operating costs. The platform offers an all-in-one solution that includes an integrated accounting, invoicing, and payment system, providing complete control over pricing, access, and utilisation. With features like a wallet system, pricing engine, member fees, and subscriptions, Monta takes care of all the heavy lifting, freeing up your time and resources.



### Enhance the User Experience with Monta's RFID Tagging System and Bulk Upload Feature:

One of the most impressive features of Monta's platform is the user-led RFID tagging system, which allows for quick and easy identification of charging points and users. This feature provides a seamless user experience, enhancing customer satisfaction and loyalty. Moreover, the platform's bulk upload feature simplifies the process of adding multiple charge points, saving you time and effort.



### Effortlessly Manage RFID Charging Cards with Monta's User-Friendly App:

Monta also puts emphasis on delegating tasks to users where possible and beneficial. For example, activating, blocking and deleting RFID charging cards can simply be done from the app, saving utilities around 5-10€ per card tagged and sent to customers plus support effort around lost or stolen cards.



### Find Reliable Installers and Optimize Resource Allocation with Monta's Consolidated Platform:

Monta's platform also includes a public page for installer jobs, offering a convenient way to connect with installers and contractors to help you get access to one of the scarcest resources required for rolling out charging infrastructure. By consolidating all your needs in one place, Monta's platform ensures that your operations are efficient and cost-effective, giving you a competitive edge in the market.



## What our utility clients think of Monta

Monta's platform has already earned praise from Danish utility leaders like SEF A/S and NRGi for its flexibility and ability to meet customers' unique needs.

**“Our customers were asking for a more flexible set-up,**

where pricing, users and tax refund could be managed easily and digitally. We quickly realised we needed a more future-proof EV charging software like Monta to offer our clients the full package regardless of their individual needs.”



Claus Holm Andersen  
CCO, SEF A/S

**“Our goal at NRGi is to be transparent and offer a great service to our customers.**

Since electricity can be a complicated matter, the new tariffs feature has been a game changer for us, solving problems of being able to set the correct prices for our customers, especially for those offering sponsored charge points. We’ve received positive feedback from those using it so far and overall, it has been a great experience to be able to accommodate customer requests together with Monta. We are excited for what’s to come.”



Trine Gisselbæk  
Business Development  
Manager, NRGi





# Embrace the EV revolution with Monta

Since 2020, Monta has been in the business of making EV charging the best experience possible for the entire EV ecosystem. We're talking EV drivers, charging businesses, cities, utility companies, **you name it**.

Our goal is to support the transition towards a more sustainable future by helping people and businesses go and stay electric. That's why we offer the most reliable EV charging app and the most advanced charge point management platform on the market — to help everyone EV better by empowering the EV industry pioneers to expand the EV charging infrastructure.



## Why EV less when you can EV better

Check our solution page for utilities for a more detailed explanation of how Monta helps solve all your EV charging needs.

By partnering with Monta, you can leverage our expertise and technology to tap into the booming EV charging market and establish yourself as an industry frontrunner.

Our all-in-one software solution streamlines operations, reduces costs, and provides smart pricing and load-balancing systems for greater flexibility and adaptability.

Don't miss out on the immense opportunities the EV market presents – join forces with Monta and stay ahead of the curve.



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