



Ensuring readiness for increased charging requirements by developing an E-mobility strategy for an energy company



An E-mobility strategy was developed for an energy company with the objective of complementing and boosting its core business sales as it adapted to the emerging market of electric vehicle charging

Client Challenge

The vehicle market is under transformation, with increasing numbers of electric vehicles. The new market conditions are characterized by increased competition from new actors that are entering the value chain and supplying customers with electric vehicles and charging solutions.

It is yet to be discovered whether the charging business is going to be profitable, and whether it can strengthen the client's core business. A strategy for future market positioning and new business models for priority customer segments must be defined in order to ensure competitiveness over time.

Client Solution

The project started with a market analysis detailing the size of the market, key actors in the value chain, key automotive trends and customer insights. Existing offerings for existing customers were also analyzed in order to understand how a new electromobility offering could fit into the portfolio and benefit the client's customers.

A framework called "where to play and how to win" was defined and used to identify priority customer segments as well as potential offerings tailored to these segments. The analysis served as a basis for detailing business models and solutions. The clear objective was to design a strategy to complement and boost the current core business with a competitive offering in relation to charging.

With the focus on execution, Fortos also developed and delivered a roadmap together with an action plan for how to go from strategy to implementation.





Client Value

It was very important for the client to obtain a clear strategic direction for how to leverage new business opportunities deriving from the emerging electric vehicle market. It also recognized the importance of obtaining an advantage by entering the market at an early stage, rather than being a follower.

The “where to play and how to win” framework set the foundation for future action plans and determined focus areas.

Collaboration between Client & Fortos

The work was conducted at a high pace, with Fortos driving the project but keeping key stakeholders engaged at all stages throughout the process. It involved workshops, review meetings and iterative feedback loops for all materials.

A success factor is to always ensure that the commissioning organization takes full ownership of the



Would you like to get in touch?

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About Fortos

Transformation is our heritage. Fortos has a long history as one of the most valuable advisors to leading multinational organizations in the Automotive industry. We support our clients to achieve successful transformations through our deep understanding of their business, our world-class transformation competence and long term commitment to deliver sustainable client value.

Learn more about us at [Fortos.se](https://www.fortos.se)

