

# Strategy Consulting for Fleet Management and DER Services

CES assisted a leading multinational conglomerate to create Go-to-market strategy and business planning for US markets for a new DERMS platform with an emphasis on Electric Vehicle Fleet Management applications

## Client Needs

- Provide market analysis and competitive landscape for EV charging service providers
- Estimate revenue potential for V1G/V2G applications
- Assess product requirements for Fleet Management applications
- Create market entry strategy and provide business planning roadmap

## Analysis Highlights

- Created overview of EV charger ownership models, use cases and applications across US markets
- Reviewed current and expected policy, laws and regulations at a state level for EV charging
- Benchmarked relative benefits, costs, advantages and disadvantages to value chain participants
- Mapped use cases and applications against DERMS product capabilities
- Estimated future market size for EVs and penetration potential of client solution
- Performed pricing analysis of DERMS platform based on estimated market and revenue share
- Provide market surveys to inform research finding and firm pricing analysis
- Created Go-to-market strategy and a 10-year business plan for the business

## Outcomes

- Survey results from expert interviews
- Use cases examples for different markets
- Market size by segments, by states and by applications
- Business model for the client

