

Case Study

Elektro Braun

reev



Service as a recipe for success

Wholesaler Elektro Braun is not only a retailer, but also offers its customers additional services. Among other things, Elektro Braun is helping to set up charging infrastructure. Since 2019, the wholesale trade has been working with the reev complete hardware and software package (charging station + backend), which shortens or completely eliminates some steps in the implementation process. This makes it easier for Elektro Braun to provide advice, electro-technical specialists are supported in setting up the chargers and customers can put their charging stations into operation more quickly overall. A collaboration benefitting all sides. This concept has certainly taken off and soon the next, more advanced version of the bundle will be available.

Numbers, data and facts

With its concept, Elektro Braun goes one step farther in terms of the value creation phase and is significantly involved in its customers' projects.

It is not without reason that Elektro Braun manages to gather so many regular customers around it. This is because wholesalers have outgrown their sole role as retailers and can now offer their customers a wide range of additional services - not only

as logistics providers, but also as service providers.

Elektro Braun takes over much of the burden for the customer and serves as a contact for the design, installation and setup of electro-technical equipment.

About Elektro Braun

Creating added value through partnership is part of Elektro Braun's sound corporate philosophy.

Elektro Braun is a leading electrical wholesaler in the Rhine-Main area. The medium-sized company describes itself as the "fair partner for electrical professionals" and, under this motto, supplies electrical tradespeople and industry with everything they need. Elektro Braun has over 100 employees and offers valuable additional services, making use of its self-acquired expertise. These include advice, planning and support for setting up a charging infrastructure. Since 1938, this wholesale business has been constantly expanding and refining its portfolio, and now serves its customers in Aschaffenburg, Alzenau, Darmstadt and Frankfurt.

When tradespeople need electro-technical advice, they can be sure to find support at Elektro Braun. Wholesale, for example, is particularly popular when it comes to implementing charging infrastructure.

This is because there is much more behind a reliably functioning charging park than just a few connected charging stations. Apart from the proper, safe installation, the implementation of a charging management system is usually necessary to enable user management and billing. Elektro Braun uses the all-in-one solution from reev for this. The combination of hardware and software facilitates setup and is suitable for every application - regardless of the number of charging points.

Motivation

The overall package combining hardware and smart software reduces complicated processes and allows all partners to benefit.

In the field, the implementation of charging infrastructure is usually more complex than it first appears. Setting up the charging stations and connecting them to the Internet is often particularly difficult. The **bundle system** from ABL and reev is intended as the solution to this problem. This is because the individual chargers are equipped with reev software and delivered pre-configured as standard. The complicated step of bringing the devices online is solved, because the charging stations are already known to the system from their testing in production. Based on the application, only the right Bundle is selected, which combines everything in one place.

This relieves the burden on everyone involved. reev can largely leave sales and advice to the wholesaler experts and the latter's advisory job function becomes much easier. Electrical engineers can set up the charging infrastructure more easily and end customers (the operators) can access the charging infrastructure quickly and easily. In this respect, the Bundles adapt to the growth of operators' eMobility. Simply start with one Wallbox and add more Wallboxes to the system later if required.

Implementation

The Bundle system is designed for smooth operations and easy onboarding.

If customers have purchased a Bundle from Elektro Braun or another wholesaler, the next step is to implement the Bundle. This has been reduced to a few steps. Elektro Braun was one of the first to offer these practical Bundles to its customers. Due to its self-image as a service provider, Elektro Braun not only sells the bundles, but also sets them up. And that goes down well with customers. As with other electronic switchgears, the installation can be carried out by any qualified electrician with the appropriate know-how. The wall boxes are first attached to the wall and connected to the power grid. Afterwards, the electro-technical specialist fills out the setup documents and forwards them to reev. Operators (CPOs) scan the enclosed QR code for the registration template and register the devices online. Here, too, Elektro Braun supports its customers as required and helps not only on the electrotechnical side, but also with the system setup.



ABL + reev Bundle

The combination of hardware and software with integrated SIM cards provides a 2-year complete solution from one source. This enables quick setup and commissioning of the charging park. Regardless of the size of the charging infrastructure, this all-in-one solution is suitable for any situation due to the various management and monitoring functions. These **Bundles** are designed for user-friendliness and ease of use - from installation to operation.

After entering their data, CPOs receive an individual link to the operator portal within 24 hours. Among other things, driver groups and individual pricing, as well as corresponding RFID cards, can be set up there. Once the bank details for crediting the charging transactions have been determined, it is only a matter of familiarising the drivers with the new charging infrastructure and officially opening the charging park.

Bundle advantages

- Easy installation and onboarding
- Wall boxes with an aesthetic design that comply with calibration law
- Full access control (release and restriction of users)
- Individual pricing and tariffs for different user groups
- Charging histories, parking space usage and charging load curves
- List of all charging processes and payment flows
- Fully automated billing in the background
- Various payment options (credit card, Apple Pay & Google Pay, eRoaming via charging cards, etc.)

Operation

Ease of use and automated processes give everyone the chance to provide charging options.

The Bundle's management functions and low complexity should make it possible for everyone to provide a charging infrastructure. The most important thing here is the software.

This is key. This is because operators (CPOs) can keep track of charging processes, parking space occupancy and payment transactions in the online operator portal. Using driver management options, different tariffs can be set up for different user groups, such as renters and guests or company and pool vehicles, and new drivers can also be added. Once the basic structure has been set up in the online operator portal, operators are free to keep an eye on their charging infrastructure or to sit back and relax. This is because all basic processes, such as billing, are automated in the background.

“If you are looking for holistic eMobility solutions, we offer you our support.”

Stefan Mantel,
eMobility Sales,
Elektro Braun

Outlook

Simple is not simple enough. A new and improved version of the Bundle will soon be available.

The bundle concept is an important milestone on the road to uncomplicated accessibility to charging infrastructure. Even now, only a few steps are needed from purchasing a charging station to managing the ongoing charging process.

Nevertheless, there is still a great need to further reduce the procedures and complexity involved in implementing charging stations for electro-technical specialists. Only recently, the previous steps were reduced by half and the entire onboarding process was revised.





About reev

reev's flexible products and services for every application make it easy to get started with eMobility.

reev is an expert in smart, networked charging solutions. The Munich-based company has set itself the goal of giving everyone the opportunity to shape the future of eMobility themselves and actively

contribute to the mobility transformation. For this purpose, reev has developed a simple, transparent and fully automated charging platform for managing and controlling charging infrastructure for electric cars. The user-friendly software solution can be individually customised and is thus suitable for every application. The software is available as a Bundle (a combination of hardware and software), as Full Service (incl. consulting, planning, implementation, maintenance and support) or as a Stand-Alone Solution.