



# Success story

**About:** Energy company in Finland

**Founded:** 1909

**Focus in eMobility:** Public and home charging with data, energy management

**With eMabler since:** 2020

## Helen & eMabler: Data-driven eMobility to Enhance User Experience

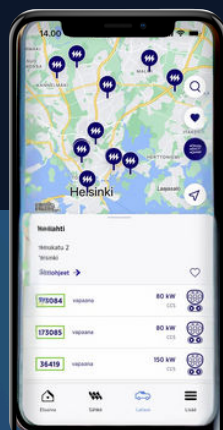
Helen, a leading Finnish energy company, has taken significant strides in integrating electric vehicle (EV) charging into its core operations, aligning with its ambitious goal of achieving carbon neutrality by 2030. With approximately 800 public charging points—80% located in the Helsinki region—and thousands of home chargers, Helen has established itself as a leader in the eMobility sector. Notably, all of Helen's public charging points run on wind power, aligning with their sustainability goals.

Helen's challenge was clear: as their EV infrastructure expanded, they needed a flexible, scalable backend solution to streamline operations and enhance the customer experience. To address these challenges, Helen partnered with eMabler in 2020 to integrate a platform that enabled simplifying processes and provided real-time data insights.

## Meeting Customer Needs with eMabler

Helen aimed to improve the management of users, chargers, and pricing while seamlessly integrating EV charging into their "Oma Helen" app as well as other business systems. eMabler's modular platform provided the reliability and scalability they needed to transition from off-the-shelf software to a tailored, data-driven solution.

Through the partnership, Helen has gained valuable insights into customer behavior, opening up opportunities for cross-selling and upselling into their existing systems. By focusing on data-proven needs, Helen has strengthened its customer engagement, service delivery and laid the foundation for scalable growth.



[www.helen.fi](http://www.helen.fi)  
[www.emabler.com](http://www.emabler.com)

**End-users use Oma Helen app for all Helen's services, including electricity and EV charging**



The WOW factor for me is being able to run a business with up-to-date data, and make decisions based on real-time data. I have fresh data and I can see the kWh, euros, revenues, and charging success percentage. So, definitely quicker than the previous 30-day interval.

- **Päivi Linteri**, Helen's eMobility Product Development Manager

## Streamlined Operations

By leveraging eMabler's modular platform, Helen has transformed the management of their EV charging network. Seamless integration allowed Helen to consolidate charging data, eliminate external systems, and ensure reliability for EV drivers.

Real-time data insights empower Helen to make informed decisions that drive both immediate efficiency and future scalability.

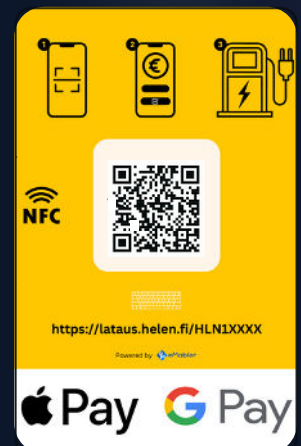
## Leading Sustainable eMobility

Helen's partnership with eMabler highlights the power of innovation and collaboration in accelerating the energy transition. By prioritizing tailored, customer-centric solutions, Helen continues to lead Finland's shift toward renewable energy and sustainable eMobility.

## Convenience for All Drivers

To ensure ease of use for all EV drivers, Helen adopted eMabler's Express Ad Hoc payment solution. This user-friendly feature enables unregistered users to pay seamlessly with QR codes supporting Apple Pay, Google Pay, and credit cards.

By implementing this solution, Helen aligns with the Alternative Fuels Infrastructure Regulation (AFIR), setting a standard for accessible EV charging in Finland.



## Helen's Growth with eMabler

- 800+ public charging points powered by renewable energy
- 80% of chargers located in the Helsinki region for accessibility
- Real-time data integration for dynamic operations and decision-making
- Compliance with AFIR through payment kiosks and seamless QR-code-based payments