



# Success story

## eMabler & UtilityCloud: Enabling Energy Retailers to Scale into EV Charging

**Industry:** Energy Retail & Billing  
**Market:** Norway, expanding across the Nordics  
**Key Offering:** Advanced billing & customer management solutions for energy companies

Since launching in 2019, UtilityCloud has captured an impressive 20% marketshare for Energy Retail Companies in Norway and is now expanding into Finland and Sweden. Positioned as the go-to platform for energy retailers, UtilityCloud helps companies modernize operations, streamline billing, and enhance customer management

As EV adoption accelerates, UtilityCloud has partnered with eMabler to provide energy retailers with a seamless way to integrate EV charging into their existing services—without adding unnecessary complexity.

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## Why EV Charging Has Been a Barrier for Energy Retailers

For energy retailers, adding EV charging services has traditionally been a complex and costly process. Instead of integrating charging into their existing energy services, companies have had to adopt entirely new billing systems and separate operational workflows—leading to inefficiencies, additional costs, and barriers to entry.

Yet, a charging station is ultimately just another metered energy service. It makes sense for energy retailers to manage EV charging the same way they handle electricity sales today—seamlessly, through their existing platforms.

That's where the partnership with eMabler comes in.



“By partnering with eMabler, every Energy Retail company that operates on UtilityCloud’s platform, is now able to offer eMobility services to their end customers right out-of the box.”

- **Erik Wangen**, Co-Founder and CCO of UtilityCloud

Integrate eMabler’s EV charging platform with Utility Cloud for automated billing, data insights, and a smoother experience.

## EV Charging Without Barriers

With eMabler and UtilityCloud, energy retailers can expand into EV charging without disruption. This partnership ensures a smooth transition, making EV services a natural part of their existing operations. As the market evolves, this integrated approach keeps businesses competitive and ready for future growth.

## Seamless Integration for Energy Retailers

Through the eMabler & UtilityCloud partnership, energy retailers can now offer EV charging as a natural extension of their existing services.

**Rather than creating an entirely new operational model, UtilityCloud customers can now:**

- ◆ Manage EV charging within their existing workflows—no need for a separate system.
- ◆ Automate billing, customer onboarding, and charging data through a fully integrated approach.
- ◆ Scale effortlessly as demand grows, without added complexity.

eMabler handling charge point operations and UtilityCloud managing customer relationships and billing, energy retailers gain a streamlined, future-proof solution.



## Why This Partnership Matters

- **EV charging made simple:** No standalone systems or extra complexity.
- **Faster time-to-market:** Energy retailers can activate charging services instantly.
- **One platform, all services:** Energy + EV charging fully integrated.
- **Growth without limits:** Scale at your own pace, on your own terms.