Narration Script

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Hi everyone,

Today, we want to talk to you about a fundamental transformation that is reshaping the way we move and the future of the energy sector: electric mobility.

Electric mobility is becoming the **new global standard**. In **2023, EV sales exceeded 14 million**, representing **18% of total vehicle sales**, with Europe leading the way as **EVs account for nearly 25% of new registrations**.

Italy is at a **crucial turning point**, targeting **70% renewable energy by 2030**. Electric mobility is a key driver of this transition. In **2023 alone, EV adoption in Italy grew by 51%**, while **charging infrastructure expanded by 34%**.

Beyond growth, **the environmental impact is undeniable**.

More than technological change, electric mobility is a **strategic force for** sustainability **revolution**.

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The Client is a leading Italian company in the hypercharge recharging services market.

Its **mission** is to **electrify over 500 service areas** by **2032**, transforming them into **multi-energy hubs**. Starting by investing in **fast and ultra-fast chargers** in **300 locations** in Italy.

They are **driving sustainable mobility** by integrating **renewable energy, innovative charging, and value-added services** for a smarter energy future.

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NTT Data's role as **technology partner** was to lead the design and development of the **end-to-end charging solution** for both **owned and roaming infrastructures**. NTT Data's involvement focused on meeting the customer's needs by **designing** the customer journey, system architecture, and operational processes, **configuring Syntphony**, and **developing** a mobile app that integrates all systems. Additionally, it handled **payment flows, customer support, and analytics**, ensuring an efficient EV charging experience.

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The project included all the classic design phases typical of an **e2e approach**, starting from an initial **design phase** up to **post-GoLive support**.

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NTT carried out an **assessment** on the **OIL IT infrastructure** already in use and the **High Level Design** for the **EV infrastructure** was defined. As many as **37 processes** have been defined to represent the end to end electric charging experience.

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In the Low Level Design phase, the detailed target architecture was defined with all the interactions and flows envisaged between systems, producing over 800 pages of functional and technical specifications.

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In the **development phase**, more than **300 APIs** and **80 features** were implemented, integrating more than **15 systems**.

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At the end of the development phase, more than **5,000 integration and functional tests** were carried out to **monitor the performance** of the systems.
In addition, NTT Data provided support to the Client for the execution of **8 UAT sessions**.

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Before GoLive, we conducted a month-long Business Simulation to improve User Experience and system performance. After this phase, the APP was advertised on major digital stores, allowing the customer to enter the EV market as an eMSP in December 2024.

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One of the biggest challenges was designing the **target architecture**, where each element manages a specific functional layer. The **eMSP system** plays a central role, orchestrating **business logic** between the **Mobile App** and the entire infrastructure. It enables communication with Customer's **CPO charging stations, interoperability partners**, and **NTT Data's Syntphony** platform, which facilitates **EV charging services** for both **own and third-party CPOs**.

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Users experience a seamless and intuitive journey with our electric vehicle charging platform. From app download to charging, every step is simple and user-friendly. After installing the app from Google Play or the Apple Store, users are guided through key functionalities. They can register by entering personal details or log in as a guest. Inside the app, users can personalize their experience by setting preferences, saving vehicle details, and adding a payment method. They can browse available charging stations, check real-time availability, and book a charger in advance for a hassle-free process.

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The **App** simplifies and personalizes **EV charging**.

An **onboarding process** collects key details for **billing and service customization**. The **profile section** allows them to **save vehicle details, mark favorite stations, request an RFID card and more**.

The APP stands out with its smart homepage, which adapts to user preferences, displaying nearby stations filtered by vehicle type. The interactive map allows quick access to saved locations, real-time pricing, and instant booking or charging. During charging, users receive **real-time updates** with a **live tracker** for full control. Upon completion, the app provides a **detailed summary** of energy consumption, costs, and session details, ensuring **transparency and efficiency**. This collection of elements reduces friction point in the EV charging experience, fostering the adoption of this new mobility technology.

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The implementation of this IT solution has allowed the customer to achieve various benefits such as:
to create a digital solution to support the **EMSP** and **CPO** processes with the aim of providing the customer with a unique service, integrating **electric mobility** services with **fuel** and **Non-Oil services**

- To guaranteed a **seamless User Experience** for the customer through the new **APP**
- To increase customer loyalty by implementing an adequate **Customer Support service**

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This project created also different growth opportunities for NTT's Assets, Syntphony CPO services extended with EMSP services and the newborn APP, both in the Italian and global market, and consolidated the partnership with the customer and NTT Data's positioning in the E-Mobility Sector.