



Co-funded by
the European Union

Smart Charging at Home - with the MSP 2.0

This white paper is for businesses that operate as an MSP or are considering becoming an MSP.



Sander van den Brink

Apr 4, 2025

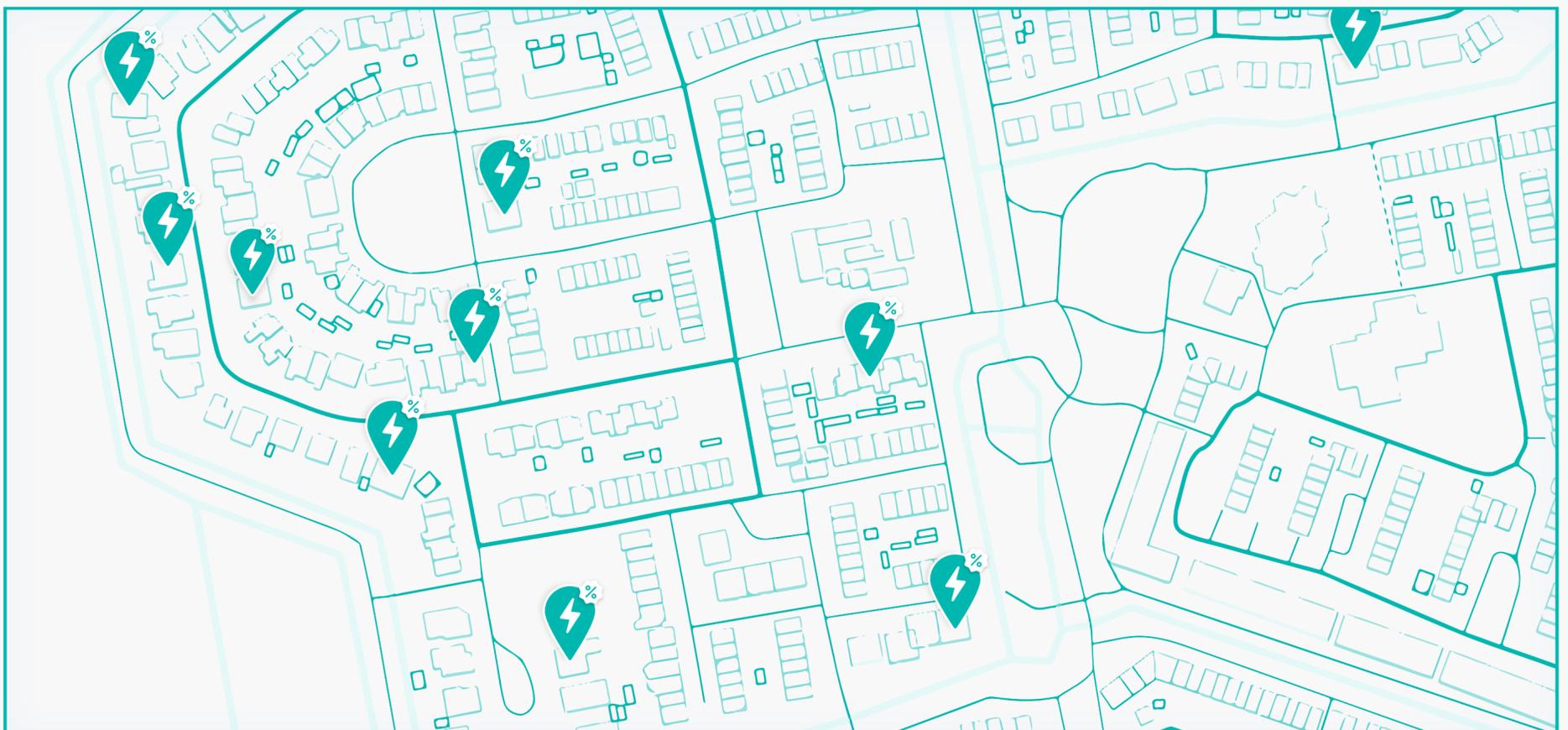
The MSP 2.0

The MSP 2.0 is revolutionizing the way EV drivers charge at home, ensuring the lowest possible electricity costs—**up to 50% savings annually**. Lowering the total cost of ownership (TCO) is critical to the success of electric vehicles.

To remain competitive, MSPs must optimize charging wherever drivers charge—including at home.

In this paper, we showcase how the MSP 2.0 enables EV drivers and fleet managers to minimize costs beyond public charging and why a unified app experience for home and public charging is essential.

As grid congestion and energy price volatility increase, the **MSP 2.0 is a game-changer, reducing risks and improving margins** by leveraging millions of EVs via the Deftpower platform, including home-charging vehicles.



Content

1. How Smart Charging works with Deftpower
2. The Benefits of Smart Charging with MSP 2.0

Glossary

MSP Mobility service provider

EV Electric vehicle

SOC State of charge

CPO Charging point operator

1 ●

How Smart Charging works with Deftpower

In just three steps the EV driver is all set to earn an income with his electric vehicle.



Connect your vehicle

Smart charging requires two critical pieces of information: departure time and state-of-charge (SOC). Our AI models predict departure time with high accuracy but allow drivers to make manual adjustments if needed. Accurate SOC data ensures the vehicle has enough charge for the next trip.



Connect your home charger

Connecting the home charger to our cloud is equally important. It allows drivers to take advantage of smart charging infrastructure while charging at home, which makes up the bulk of charging time for most drivers. This, in turn, affords us more time in which we can optimize charging to take place during the hours with the lowest electricity cost.

Drivers can turn on smart charging at home through the MSP 2.0 mobile application or by using a charging card if a partnering CPO manages the charge point. This connection can also be used for home reimbursement and the Durchleitungsmodell in Germany.



Connect your energy contract

To know what to optimize, the EV driver can use the MSP 2.0 app to indicate who is supplying his or her home and what kind of tariff he/she has; fixed, night, dynamic. Dynamic tariffs are easy to charge smartly, but even fixed tariffs can generate cashbacks for smart charging. By partnering with energy suppliers across Europe, Deftpower enables smart charging on fixed contracts.

2.

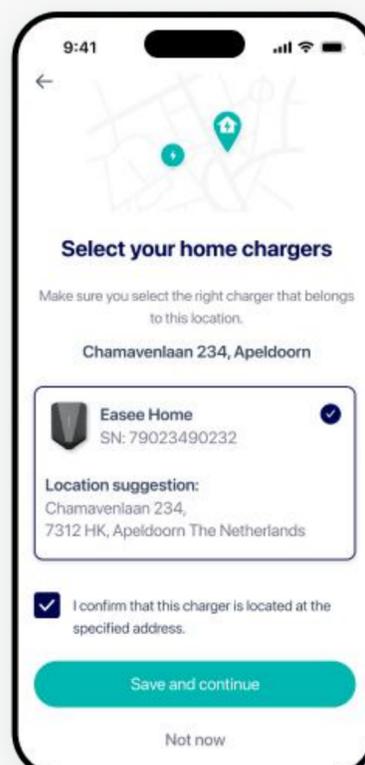
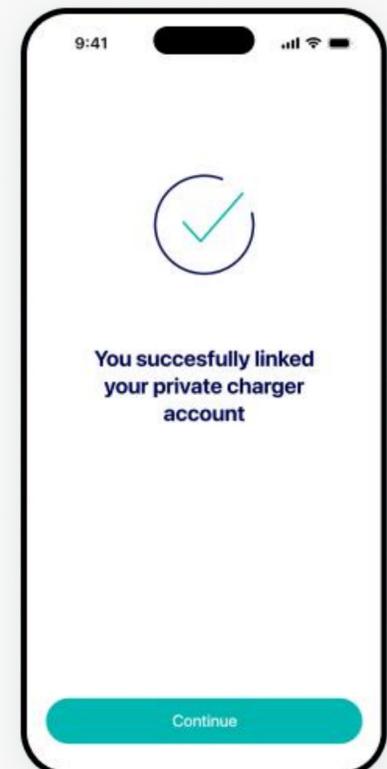
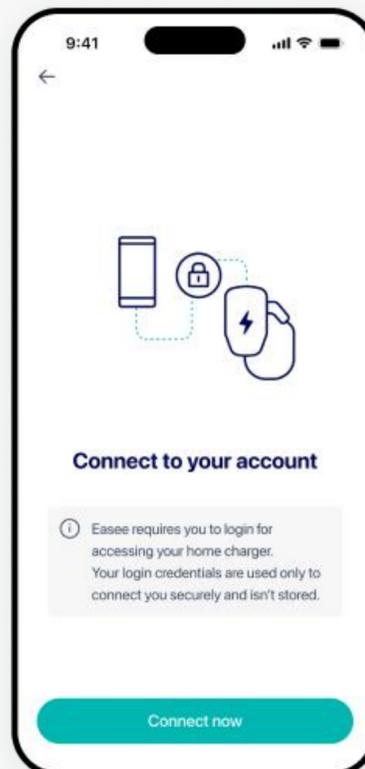
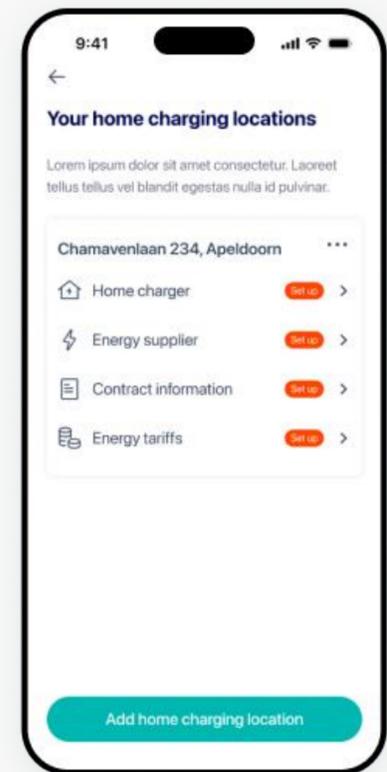
The Benefits of Smart Charging with MSP 2.0

1 For EV drivers

Cars are mobile, and energy contracts may change over time. However, with the MSP 2.0, drivers don't need multiple charging apps for home and public charging.

Regardless of where they plug in or who their electricity provider is, the MSP 2.0 ensures they can purchase electricity and sell flexibility.

By optimizing dynamic home tariffs, the MSP 2.0 automatically shifts charging to the cheapest hours. With full integration of home chargers and EVs, drivers save money by simply staying plugged in as long as possible.



2 For Fleet Managers

In markets like Belgium, over 80% of new EVs are company-owned. Therefore, fleet managers have a significant role in the energy transition and the development of the flexibility usage of EVs. Fleet managers play a crucial role in the energy transition and EV flexibility. They focus on two key performance indicators:



a. Lowering Electricity Costs Per EV

Smart charging reduces fleet electricity costs by up to 50% when effectively connected to energy markets and managed through the MSP 2.0.

b. Reducing CO2 Emissions

Lower electricity costs often coincide with lower CO2 emissions. Since cheaper energy is typically cleaner, smart charging reduces environmental impact and financial costs. Companies benefit from lower interest rates as banks increasingly link financing to CO2 emissions.

Fleet managers already manage home charging stations and energy pricing for reimbursement purposes. Connecting home chargers to the MSP 2.0 streamlines operations, cutting costs and emissions simultaneously.

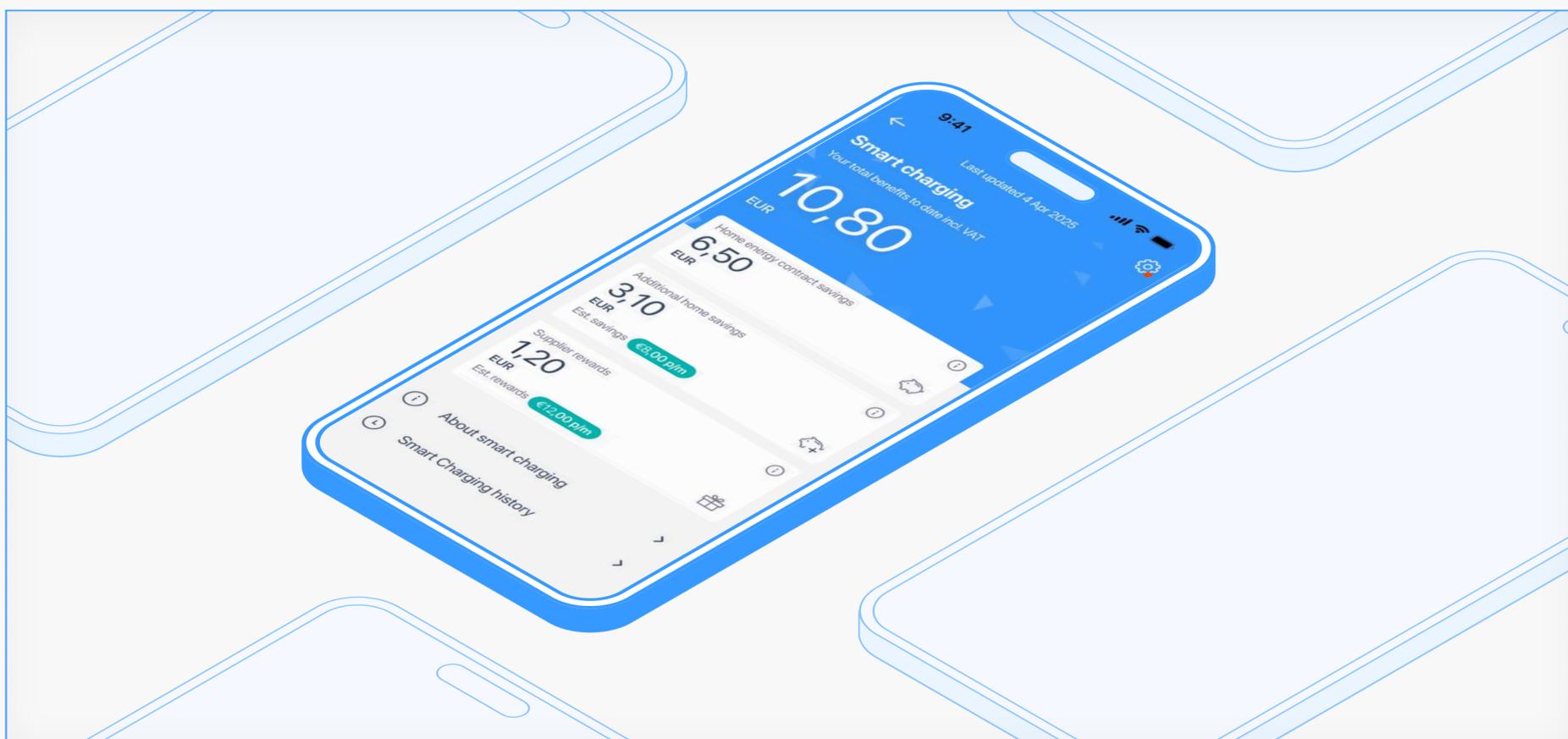
3 For energy suppliers

Energy suppliers that adopt the MSP 2.0 gain a competitive advantage in home charging. By vertically and horizontally aggregating charging assets, they strengthen portfolio balancing capabilities.

In a time of rising congestion and volatile prices, the MSP 2.0 provides a powerful hedging tool, leveraging not only their electricity customers but also EV drivers' purchasing power from other sources.

Moreover, energy suppliers can introduce new electricity contracts that better distribute risks. With [Valley Pricing](#), contracts can maintain the stability of fixed tariffs while rewarding consumers for smart charging through cashback incentives.

In fact, **armed with the MSP 2.0, energy companies have a strong defense against disrupting energy companies** like Tibber and Octopus, that are gaining traction across Europe.



Conclusion

Smart charging is still in its early stages, with too many uncontrolled charging sessions. However, the beauty of the MSP 2.0 is that it revolutionizes the market by aggregating EV drivers and monetizing their flexibility both in public and at home.

As energy supplier loyalty becomes less relevant, MSPs can establish new revenue streams independent of household electricity contracts. This ability will define future success—MSPs that embrace smart charging will not only survive but thrive in the next decade.

By 2030, the question will not be if drivers and fleets are smart charging, but how much they are still paying for electricity. The future is clear—now is the time to act.

Are you ready to become an MSP 2.0? [Contact us today.](#)

Beyond smart charging at home, it is important that the MSP is leading smart charging projects in public. If you are interested in public smart charging, read our article about [Valley Pricing](#).

W: www.deftpower.com

T: +31 85 130 96

E: info@deftpower.com