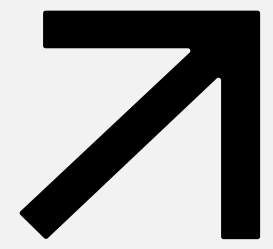


# Semtech

## ebook creation

Helping Semtech turn complex connectivity expertise into a practical guide for Charge Point Operators.



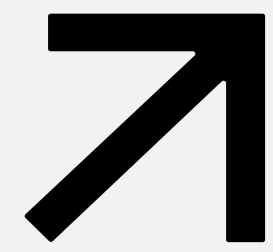


## Client

**Semtech** is a global provider of IoT systems, cellular connectivity solutions, and cloud services. Through its AirVantage® Smart Connectivity platform and full MVNO capabilities, Semtech supports Charge Point Operators (CPOs) with resilient, always-on connectivity for EV charging infrastructure around the world.

Ahead of the London EV Show, Semtech wanted to create an eBook that would educate CPOs on evolving reliability requirements, connectivity challenges, and the role resilient cellular infrastructure plays in maintaining charging network uptime.





# Challenge

Semtech’s expertise is built on highly technical concepts, including multi-network SIM technology, AI-powered monitoring, cybersecurity, uptime management, and mission-critical communications.

The challenge was turning this technical knowledge into a clear and engaging resource that CPOs could easily understand and apply to their own operations.

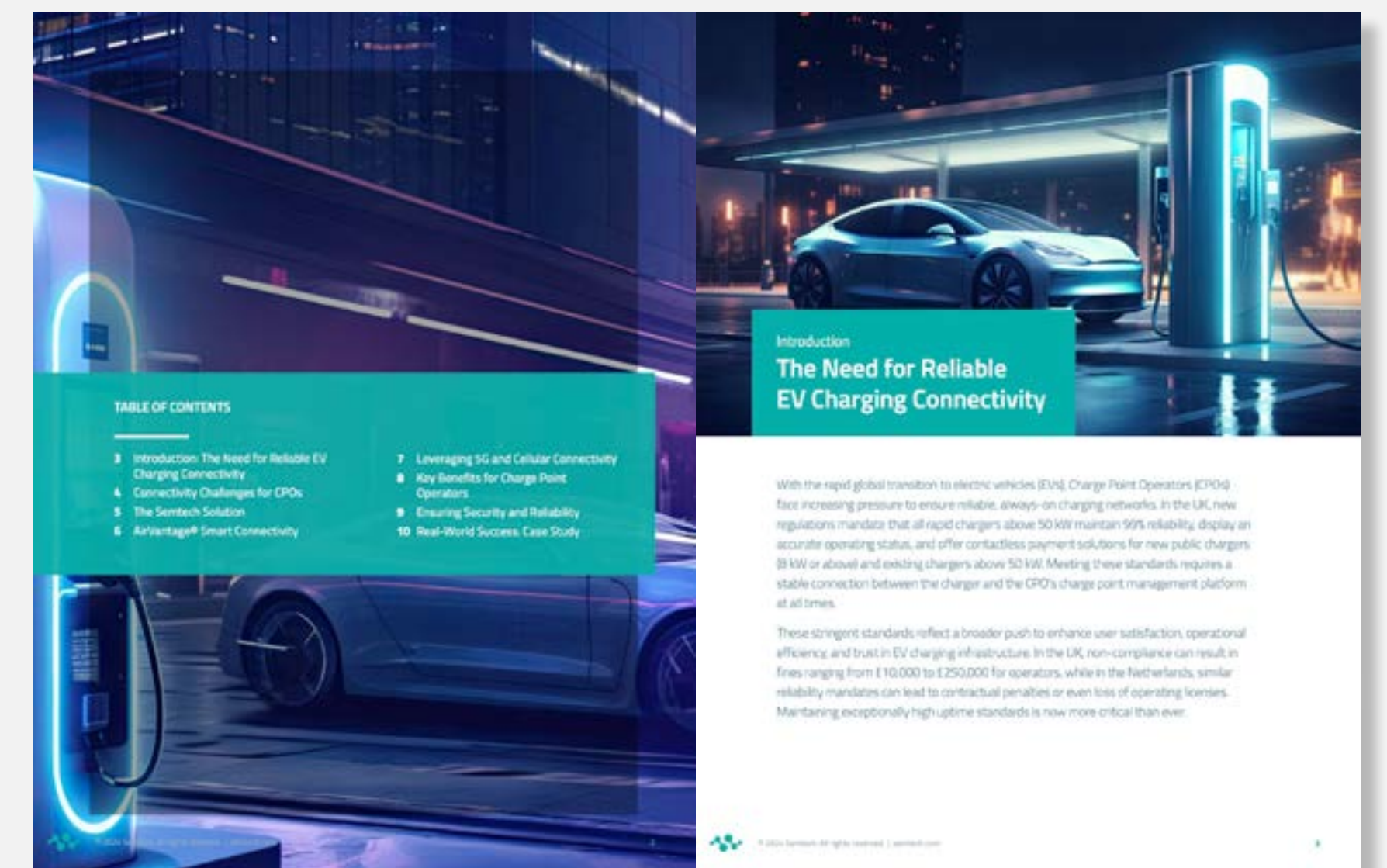
At the same time, the eBook needed to support Semtech’s presence at the London EV Show, where it would be used as both an educational resource and a lead generation asset. With the event approaching quickly, the entire project had to be completed within a two-week timeframe.

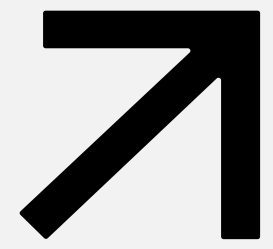
# Our approach

Nexxt Industry worked closely with Semtech’s technical and marketing teams to develop a structured narrative that connected industry challenges with practical solutions.

Rather than focusing solely on technical features, we built the eBook around the real-world challenges facing CPOs, including new reliability regulations, network uptime requirements, operational complexity, cybersecurity concerns, and the growing need for scalable charging infrastructure.

This approach allowed us to position Semtech’s connectivity solutions within a broader industry context, helping readers understand not only what the technology does, but why it matters.





## Our process

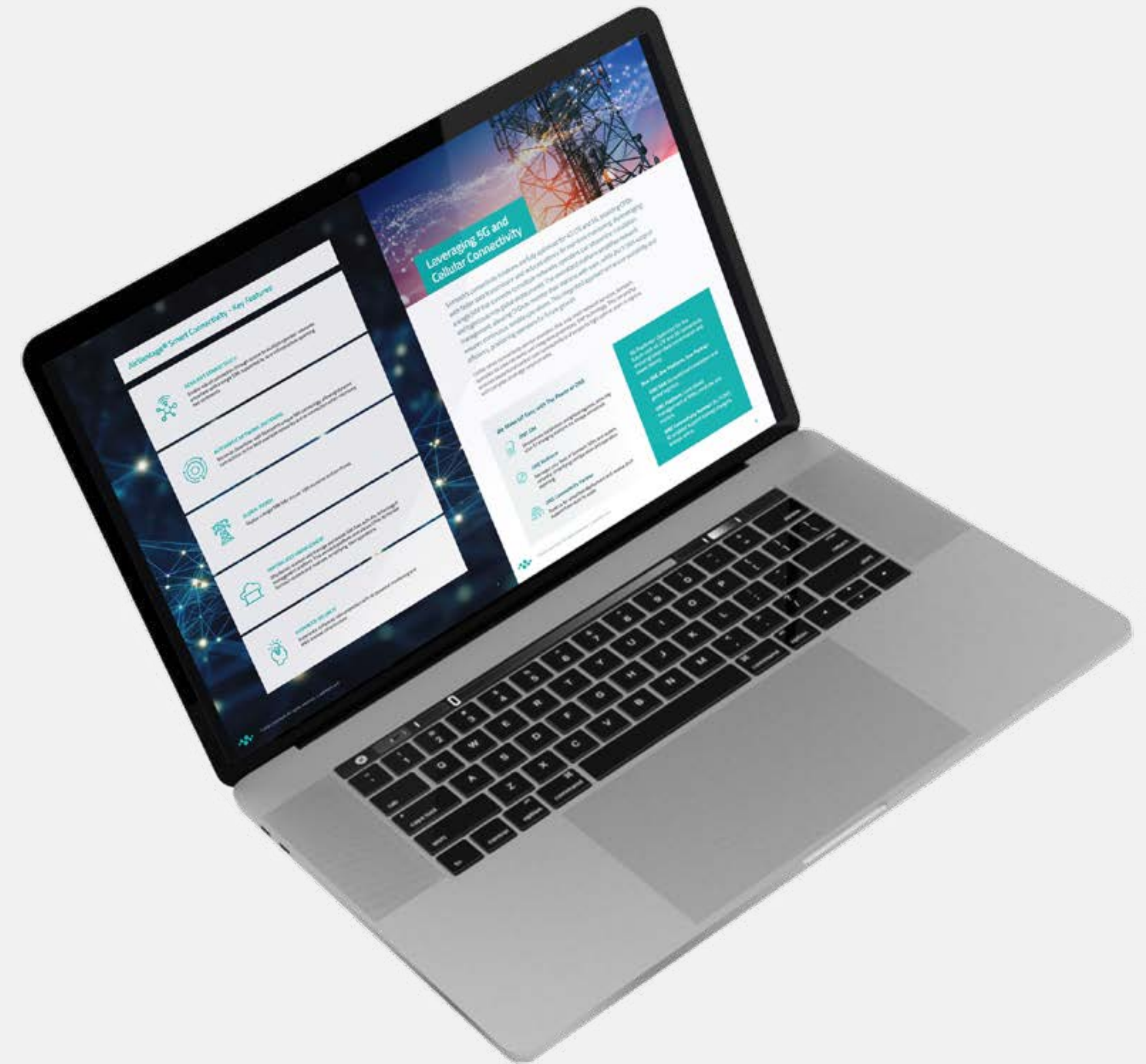
The project began with a series of workshops and stakeholder discussions focused on understanding Semtech's technology, differentiators, and objectives for the London EV Show.

Working from technical documentation, internal expertise, and customer use cases, we developed a content structure that guided readers through:

- New reliability requirements and regulatory developments
- Common connectivity challenges facing CPOs
- The operational limitations of traditional connectivity approaches
- How resilient cellular connectivity improves uptime and network performance
- The business benefits of simplified connectivity management
- Real-world examples of successful deployments

A particular focus was placed on simplifying complex concepts such as full MVNO infrastructure, multi-network SIM technology, AI-powered monitoring, cybersecurity, and global deployment capabilities without losing technical accuracy.

Throughout the process, Nexxt Industry managed content development, stakeholder feedback, revisions, and final delivery within a compressed timeline.





## Outcome

The final eBook provided Semtech with a professionally structured content asset that transformed complex connectivity expertise into practical insights for CPOs.

Delivered on time ahead of the London EV Show, the eBook supported awareness-building activities, lead generation campaigns, and customer engagement throughout the event. The finished asset successfully positioned Semtech as a trusted connectivity partner while helping CPOs better understand the relationship between connectivity, reliability, regulatory compliance, and customer experience.

The project demonstrates Nexxt Industry's ability to translate highly technical subject matter into compelling marketing content, combining strategic storytelling, industry expertise, and efficient project management to deliver high-quality assets under demanding deadlines.