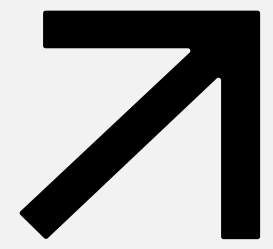


TandemDrive

From complexity to authority

How Nexxt Industry helped TandemDrive build the foundations for market authority in EV roaming and charging operations through focused thought leadership. Building visibility in eMobility is no longer enough. B2B Technical companies need consistency, clear positioning, and content that shapes industry conversations.





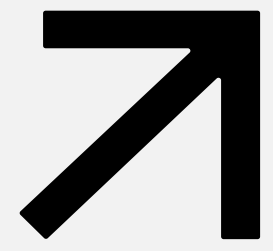
Client

TandemDrive operates in one of the most complex areas of eMobility, helping operators manage financial correctness, roaming operations, tariff validation, and charging data reconciliation across interconnected EV charging systems.

As EV charging networks scale and interoperability becomes more sophisticated, the industry is facing growing operational complexity behind the scenes. Standards continue to evolve, pricing models are becoming more dynamic, and roaming environments increasingly require additional layers of interpretation, validation, and control.

TandemDrive wanted to strengthen its authority around these industry challenges while creating a more consistent and strategically focused communication approach.

TandemDrive



Challenge

The EV charging market is crowded with product-focused communication. Many companies talk about features, integrations, or infrastructure growth, but far fewer successfully explain the deeper operational challenges shaping the future of eMobility. For TandemDrive, this created a strategic opportunity.

Topics such as OCPI fragmentation, tariff complexity, financial correctness, roaming operations, and smart AC charging are critically important to the future of EV charging, yet difficult to communicate clearly to broader industry audiences.

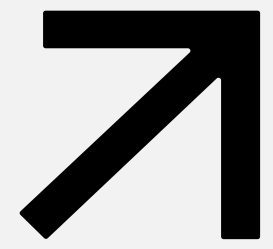
At the same time, disconnected content and reactive posting risk diluting expertise rather than building long-term authority.

TandemDrive needed a communication strategy that could:

- Build long-term credibility around highly specialized subjects
- Create structured visibility across the eMobility space
- Translate complexity into understandable insights
- Position TandemDrive as an expert voice shaping eMobility conversations
- Connect technical expertise with operational and commercial relevance.

The goal was not simply to create more content. It was to create meaningful, strategically connected thought leadership.





Our approach

One topic. One consistent narrative.

Rather than treating content as isolated campaigns, Nexxt Industry developed a structured thought leadership and positioning framework built around one strategically relevant theme each month.

Every monthly focus became a connected stream of content designed to reinforce a single narrative across multiple formats and channels.

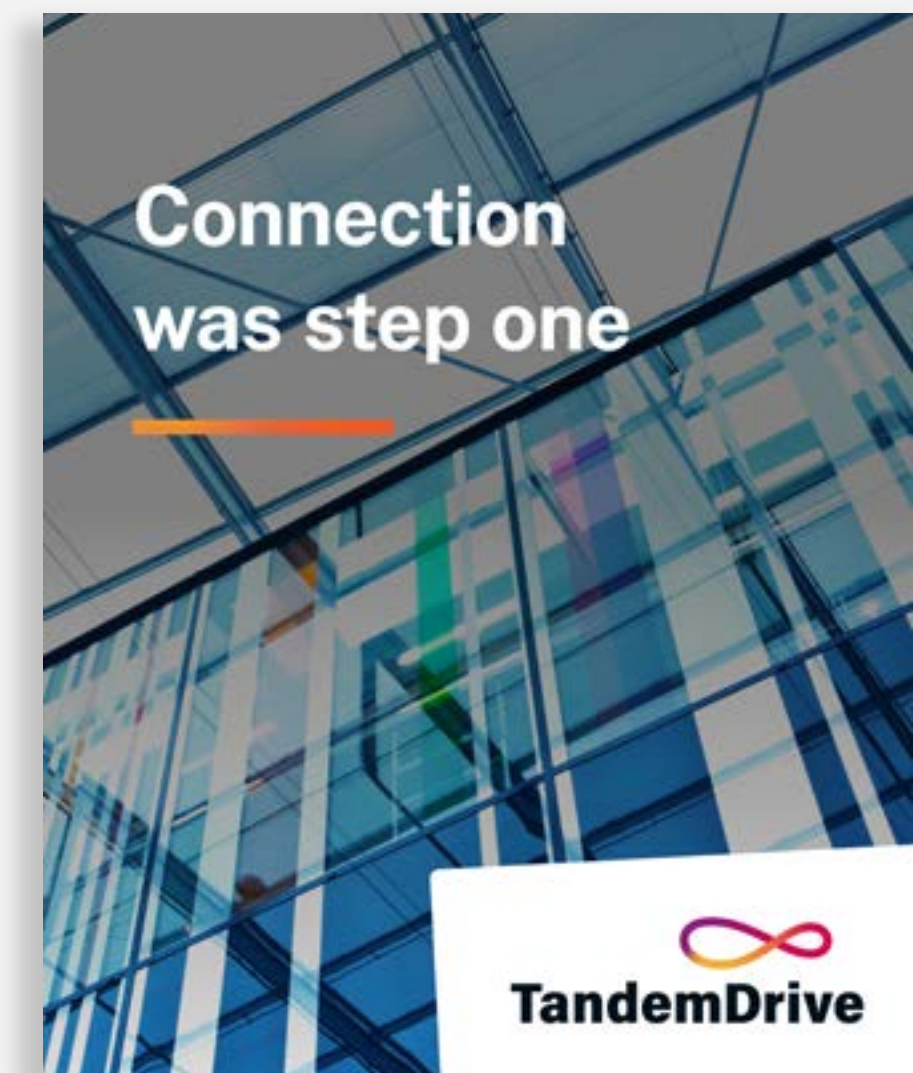
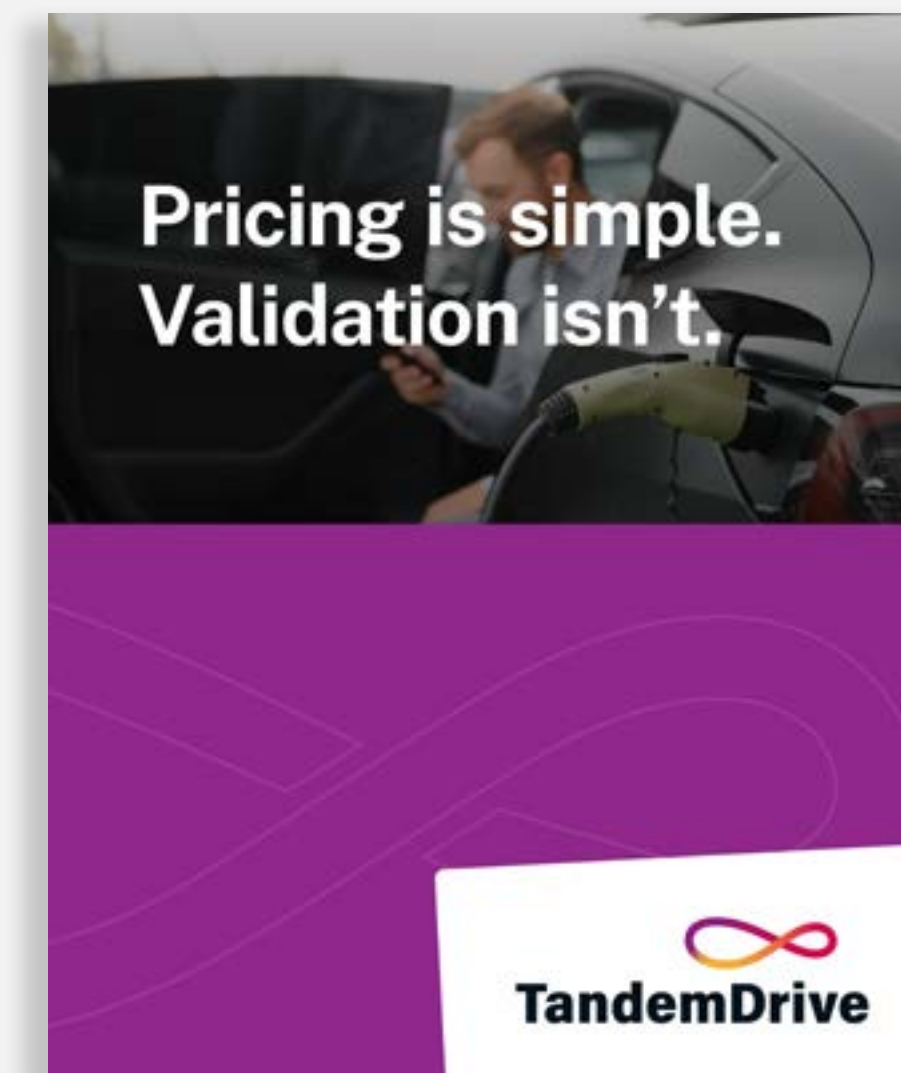
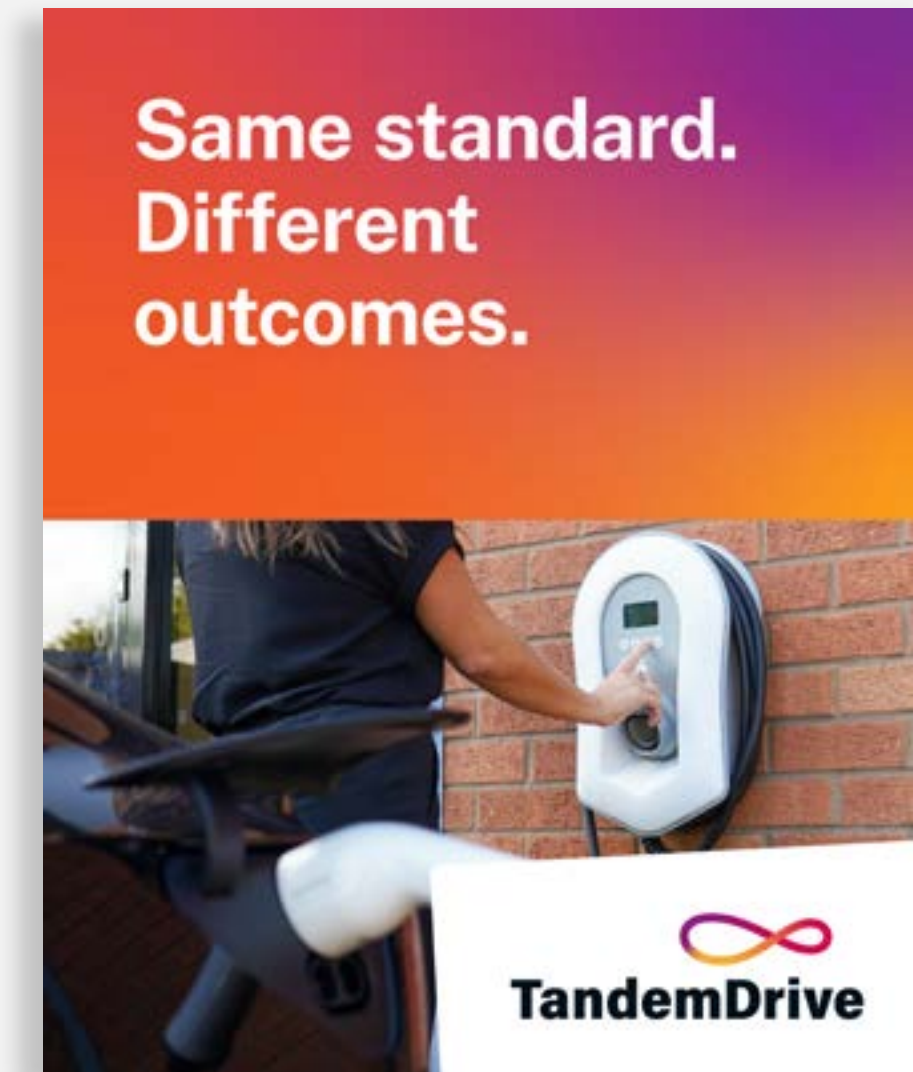
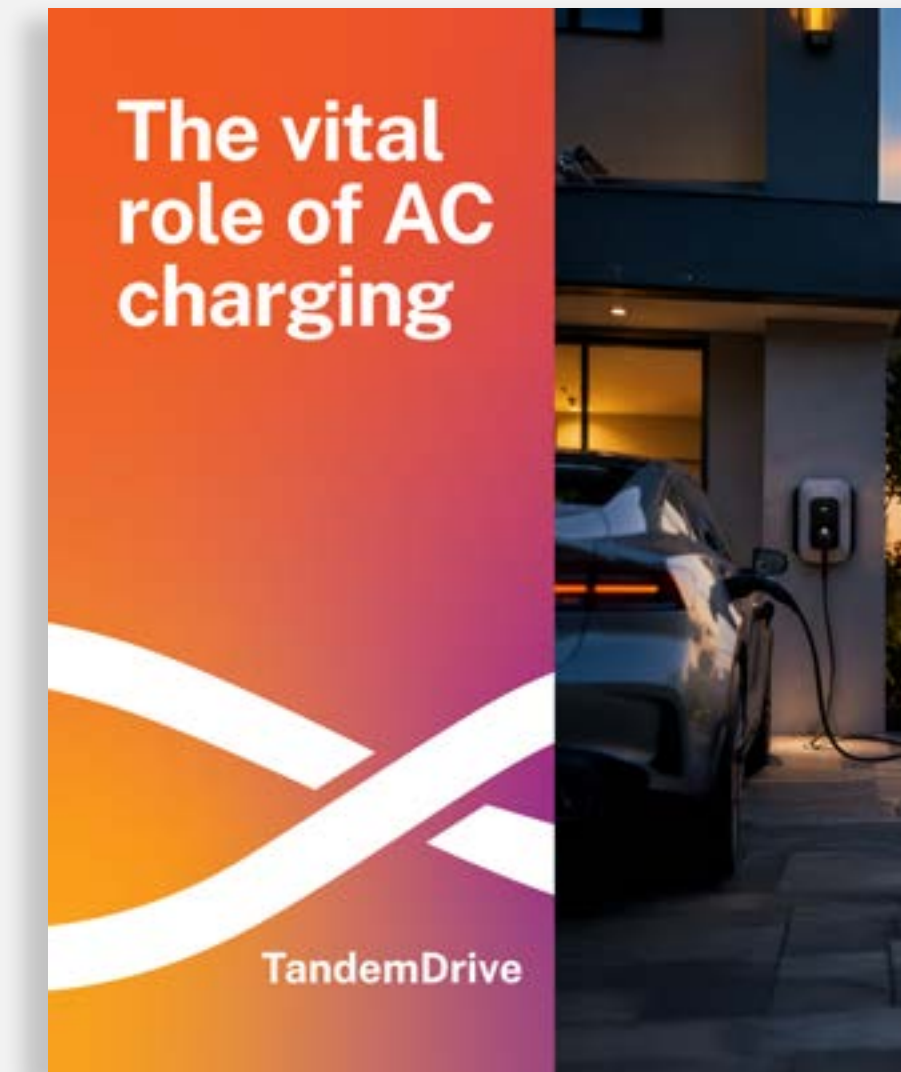
This approach ensured alignment, repetition, and depth without repeating the same message. By structuring communication around broader market challenges rather than product promotion, TandemDrive was able to position itself inside the most important conversations shaping the future of EV charging.

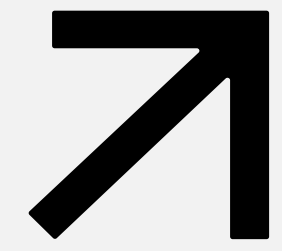
Topics included:

- Tariff complexity and transparency
- OCPI fragmentation
- Financial correctness in roaming
- The future of AC charging
- Smart charging and energy orchestration

Each subject was then expanded into:

- Long-form articles and whitepapers
- Interview-driven insights
- LinkedIn authority posts
- Ambassador-style leadership content
- Newsletters
- Downloadable resources
- Supporting social campaigns





Our approach

Turning technical complexity into industry conversation

A key part of the strategy involved transforming highly technical discussions into accessible, commercially relevant content.

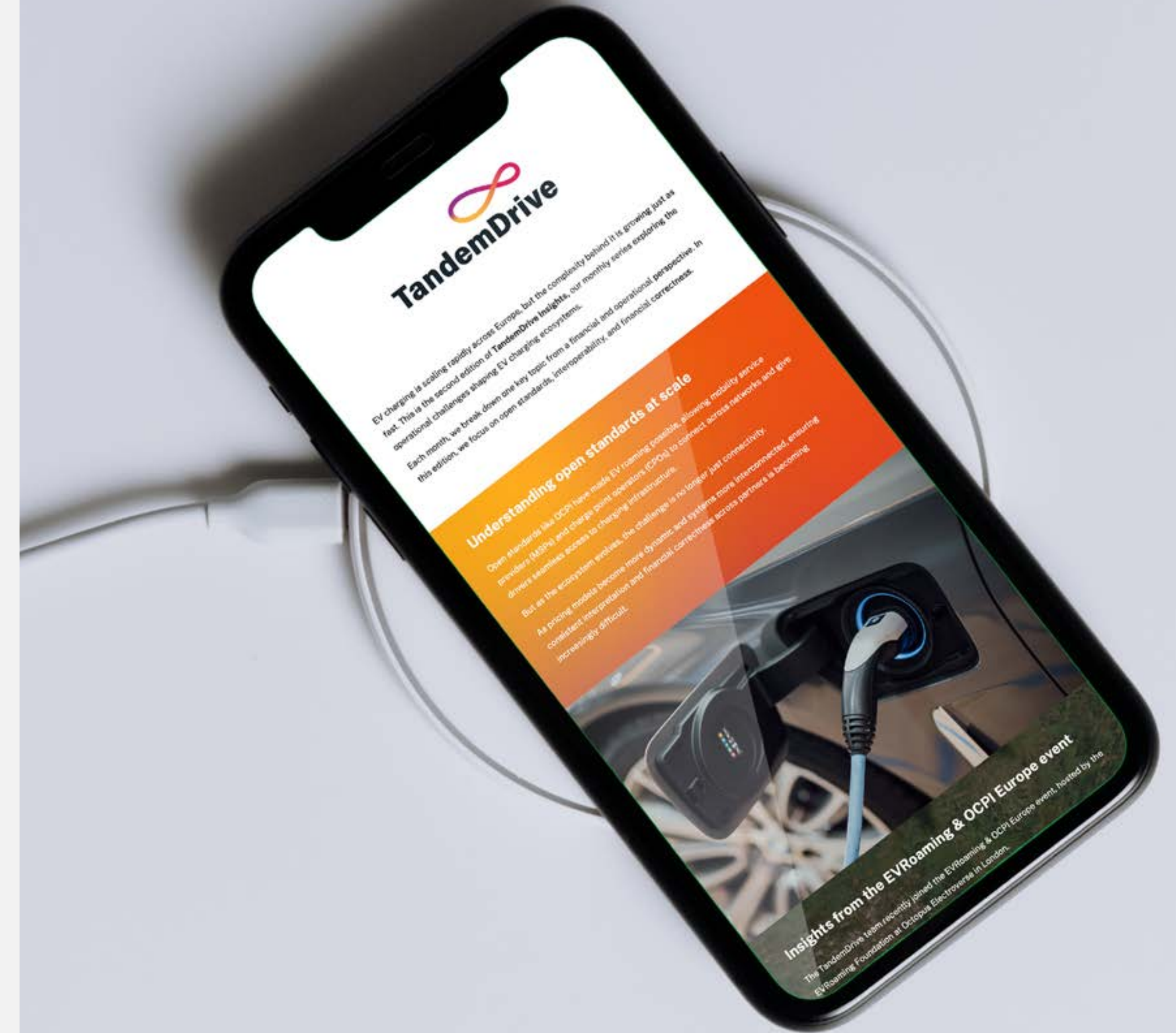
Nexxt Industry worked directly with TandemDrive experts through interviews and collaborative workshops, translating operational insights into narratives that could resonate across both technical and business audiences.

This included content around:

- EV roaming operations
- Tariff interpretation
- OCPI version fragmentation
- Interoperability challenges
- Financial validation
- Smart AC charging
- Connected energy systems

Rather than simplifying the market itself, the goal was to simplify how these points were communicated.

This helped TandemDrive build credibility not only as a technology provider, but as a knowledgeable voice helping shape discussions across the wider eMobility industry.





Ongoing success

The result was a far more structured and strategically aligned market presence for TandemDrive.

Instead of isolated content pieces, TandemDrive developed an ongoing thought leadership engine capable of supporting visibility, credibility, and long-term positioning simultaneously.

This resulted in:

- A stronger positioning around complex EV roaming and charging topics
- A consistent communication rhythm built around relevant industry conversations
- Clearer alignment between technical expertise and brand positioning
- Reusable long-form assets that supported multiple channels and campaigns
- More focused and differentiated communication within a crowded eMobility market.

Most importantly, the strategy helped TandemDrive move beyond reacting to key sector conversations and become part of shaping them.

As the EV charging industry continues to evolve, this type of focused, insight-driven communication becomes increasingly important for companies operating in highly technical and rapidly changing markets.