



2F - Strategies for Acheiving Mass Market Scale

Electrifying a Company Car Fleet

Goals and Insights after 550.000km



Sven Lierzer

Senior Consultant Smart Mobility & Smart Energy



Company Profile

- BridgingIT GmbH is an IT consulting company founded in early 2008
- Nearly 500 consultants located in Mannheim, Frankfurt, Berlin Stuttgart, Karlsruhe and Cologne an Switzerland. This regional structure means that consultants are closer to customers
- Financially independent and economically successful
- Your consulting partner without vendor or sales dependency
- Attractive cost-performance ratio by low overheads, extraordinary employee self-services, and consistent outsourcing of internal support processes
- A focus on quality and sustainability is achieved by a strong participation of the employees on the company's profit
- Well-developed application and technology partner network

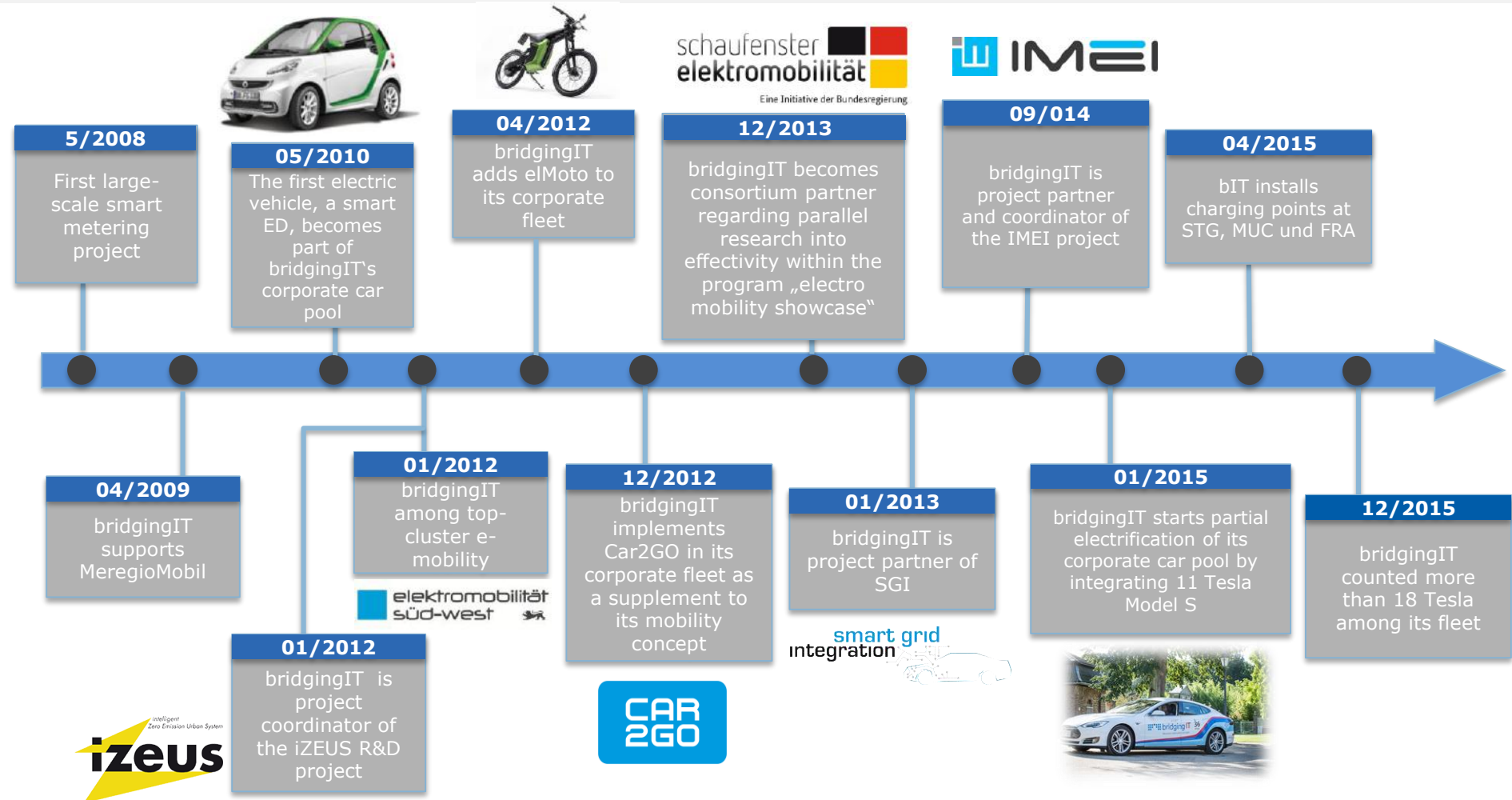
nearby – independent – sustainable





What has happened so far ...

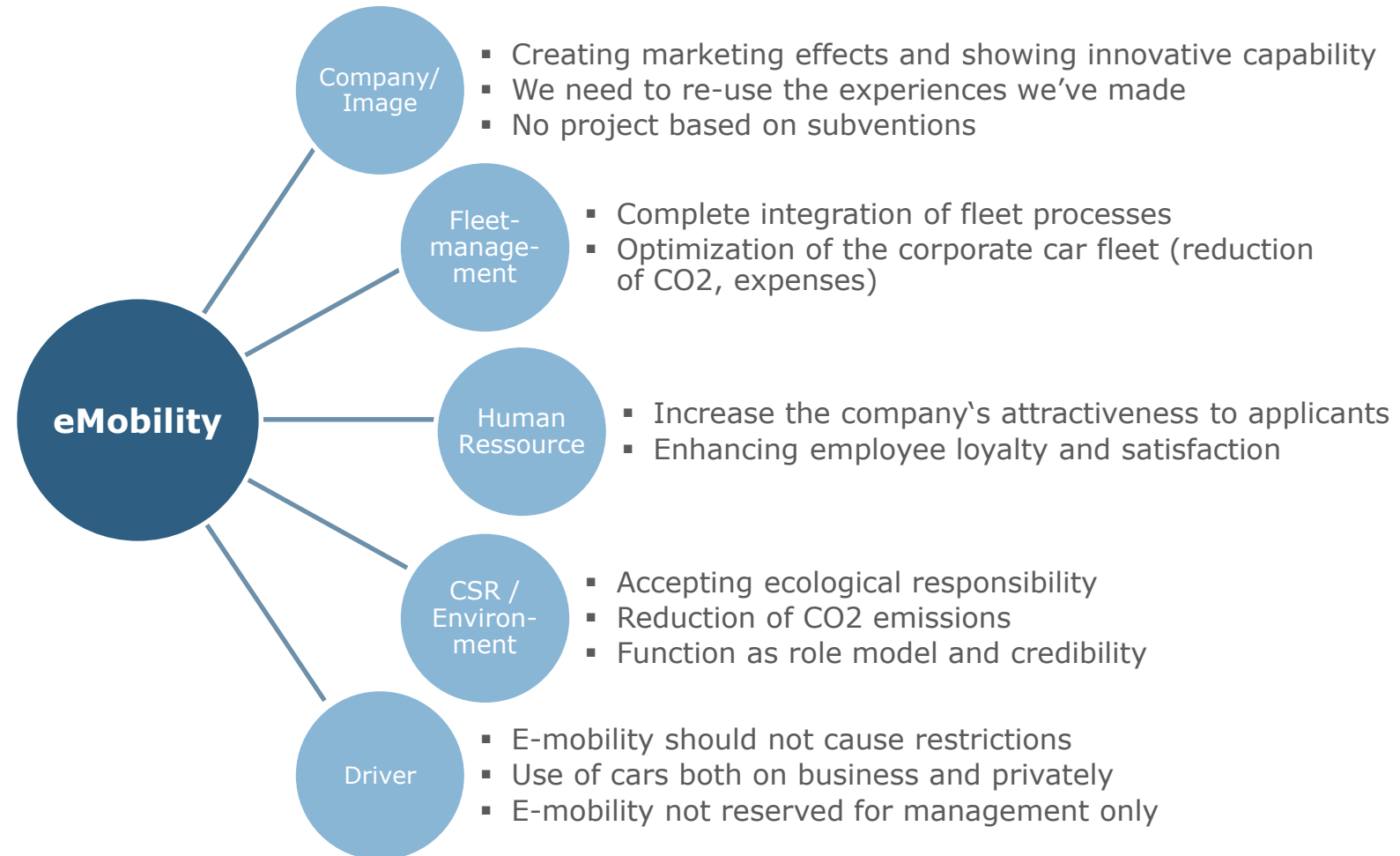
E-mobility already has its own history with bridgingIT...





Our objective

What we intended to achieve!

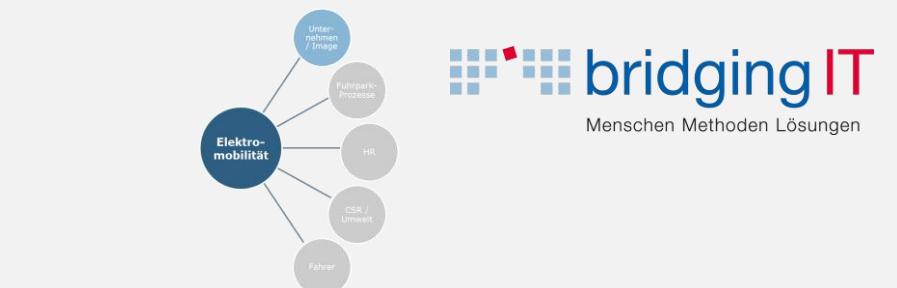




What have we achieved?

Company / Image

- Electrifying our fleet attracted positive media attention, thus increasing the awareness for our business throughout Germany
- Our experienced enabled us to develop a generic procedure model regarding the electrification of corporate fleets
- We are able to inspire customers with both our willingness and capability to innovate
- Baden-Wuerttemberg's minister of transport, Winfried Hermann, visited us and our fleet



WirtschaftsWoche June 2015



ADAC Motorwelt April 2015



BridgingIT GmbH hat Winfried Hermanns Foto geteilt.
10. September um 14:33 ·



Winfried Hermann
Firmenbesuch bei BridgingIT in Mannheim. Minister Winfried Hermann besuchte das Unternehmen in Mannheim und ließ sich das Unternehmensprofil vorstellen. Diese ist dem Prinzip der Nachhaltigkeit verpflichtet. Dazu zählt u.a. die Umstellung der Fahrzeugflotte auf E-Mobilität und Angebote für vernetzte Mobilität für die Beschäftigten.



What have we achieved?

Fleet management



- Currently, more than 12 % of our corporate cars are run by electricity
 - 14 Tesla Model S number among our fleet since December 2014
 - 18 Tesla Model S will be part of our fleet since December 2015
 - 2 BMW i3
 - 1 Smart ED
 - 1 Renault ZOE
- Germany's biggest electric long-distance fleet
- More than 20.000 EUR fuel costs saved by our EV fleet, as 50% of all charging processes were for free
- Due to full integration into fleet processes, electric vehicles may be ordered by any of bridgingIT's employees
- We received awards and have fully supported our environment certification measures



TÜV Süd – Green Fleet Award 2015



What have we achieved?

Human Ressource



- Providing the opportunity of driving electric vehicles is a USP against other companies concerning applicants
- Employee motivation was increased
- E-Mobility was and still is an issue interesting for all. There are permanent requests for electric vehicles as company cars
- Drivers act as multipliers and also attend recruiting events and provide internal feedback to interested colleagues
- Possibility to use existing EVs for personal testimonials to gain knowledge about eMobility





What have we achieved?

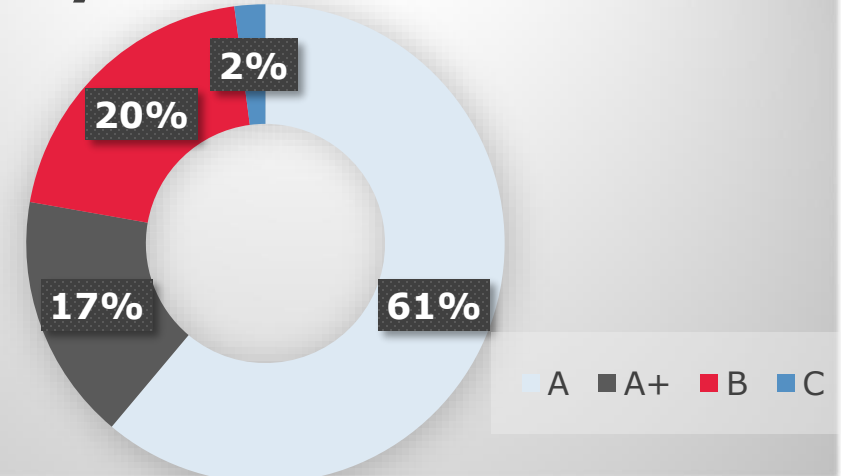
CSR / Environment



- More than 12% of the fleet are already run by electricity (15% by the end of the year)
- Overall fleet consist of 155 cars, with 125 cars with efficiency class "A" or "A+"
- From car policy through to an integrated mobility concept (e.g. BahnCard 100 first class or BahnCard 100 second class plus small e-car or e-vehicle or conventional vehicle)
- Currently we realized a saving of 84t CO₂ (Mid 2016 with a mileage of 550.000 kilometers)



Efficiency classes





What have we achieved?

Driver



- Company cars with the option of personal use and direct assignment of drivers to cars
- Every employee holding the privilege of a corporate car has the opportunity to configure an electric vehicle
- Full availability, both on business and for personal use
- eMobility is not only a project for the upper management, it is available on all company levels from consultant to CEO
- No restrictions on the use of the car, but also no fall-back- scenario for EVs



Risks

Which risks did we take into account and how did we meet them?

- **External perception** as ,fancy` consultants:
proactive communication – we deliberately live the issue of e-mobility, driven by our sustainability-oriented business strategy
- **Internal envy** due to preference of some employees over others:
making electrification available to all of the company´s employees holding the privilege of a corporate car, regardless of hierarchical level
- **Everyone can** – though no one has to
No one was pointed out as future eMobility driver. Everyone decides by him-/herself if it is possible
- **Cost increase** through subventions:
Development of a model with joint participation of both company and employees.



bridging IT
Menschen Methoden Lösungen

FAHRERPROFIL:
Dirk Braun

Leistung:

- Monatlich: 3.300 km
- Täglich: bis 800 km
- Gesamt: 30.500 km in 9 Monaten

FAMILIENSTATUS

Verheiratet, 3 Kinder (13, 7 und 2 Jahre)

Mountainbike, Straßenrad, Golf, Snowboarden

PRIVATE NUTZUNG

Regelmäßige Tagesfahrten (Schule, Fahrdienst für Kinder, Einkaufen)

Kurz- und Städtritte, Urlaubsfahrten

Erfahrungen:

- Alles ist machbar, Einschränkungen bei Wahl der Ziele nicht nötig
- Skifahrt: Tross mit 6 Personen und Dachsack für Skier/Snowboards
- Kurztrip Skizoo nach Südtirol zum Skileben
- Wochenendtrip nach Den Haag, Fahrt nach Berlin

BERUFICHE NUTZUNG

Dienstfahrten zu Kunden (z.B. Leseck – Essen – Leseck, ca. 700 km)

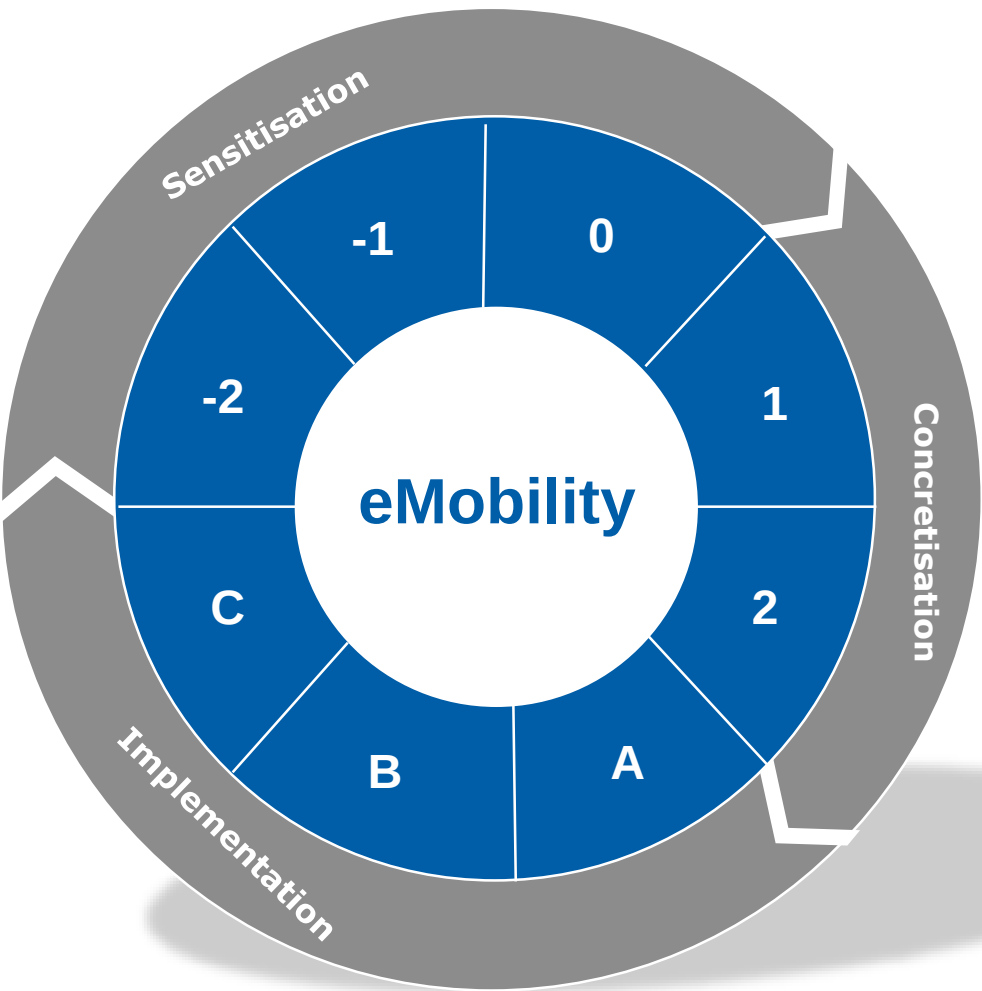
Regelmäßige Dienstfahrten im Umkreis von 150 km

Erfahrungen:

- Zeitaufwand nur unwesentlich höher als bisher
- Das Auto war schon oft der Grund für Verspätungen aufgrund interessanter Gespräche am Ladepunkt
- Gritzen der Mitfahrer nach der ersten Fahrt im Tesla



Just a few concrete steps to implement the necessary processes



-2

-1

0

Sensitisation
Introduction to eMobility
(technology, general conditions, concepts)

1

2

Concretisation
Enable to implement eMobility
(procurement, reporting etc.)

A

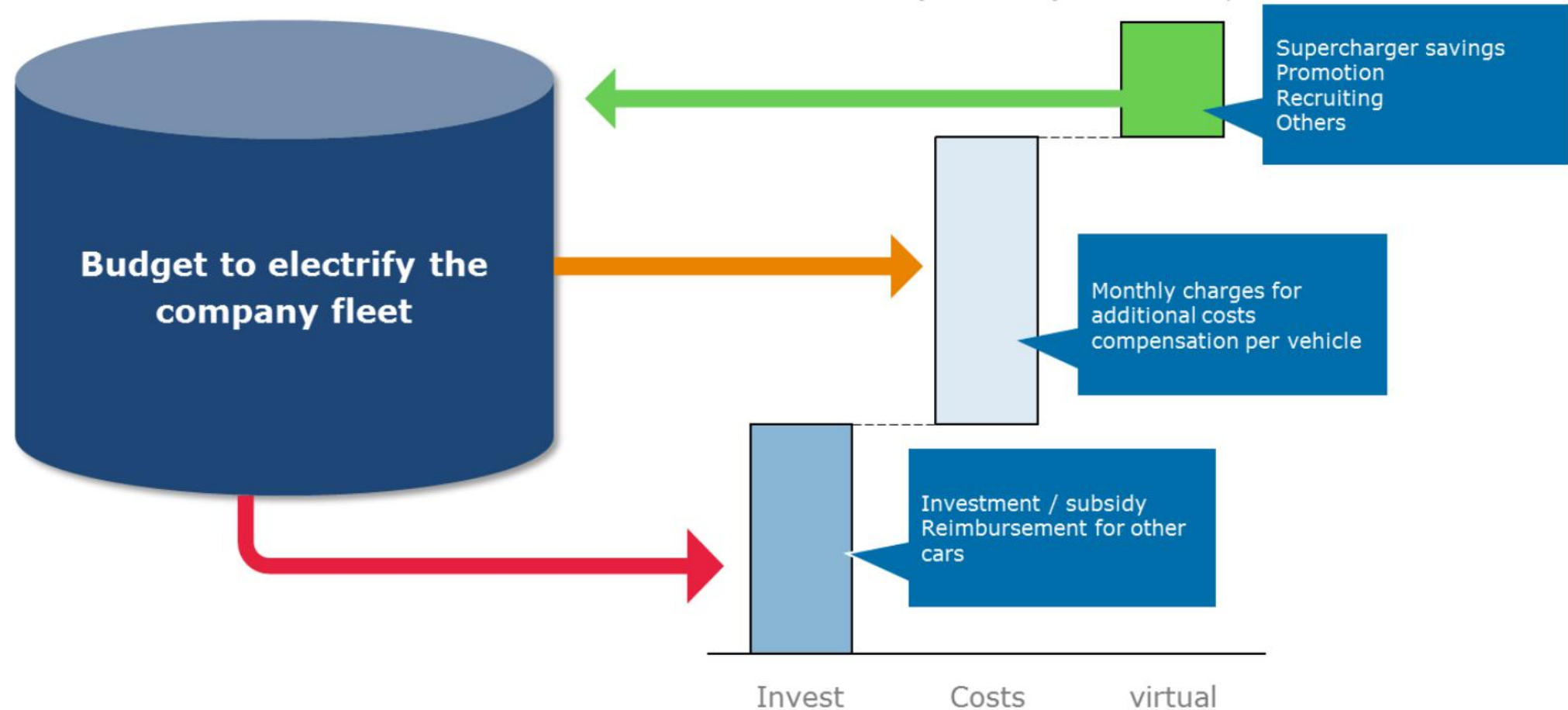
B

C

Implementation
Allow for concrete implementation in all its facets
(tax, accounting, mobility concepts etc.)



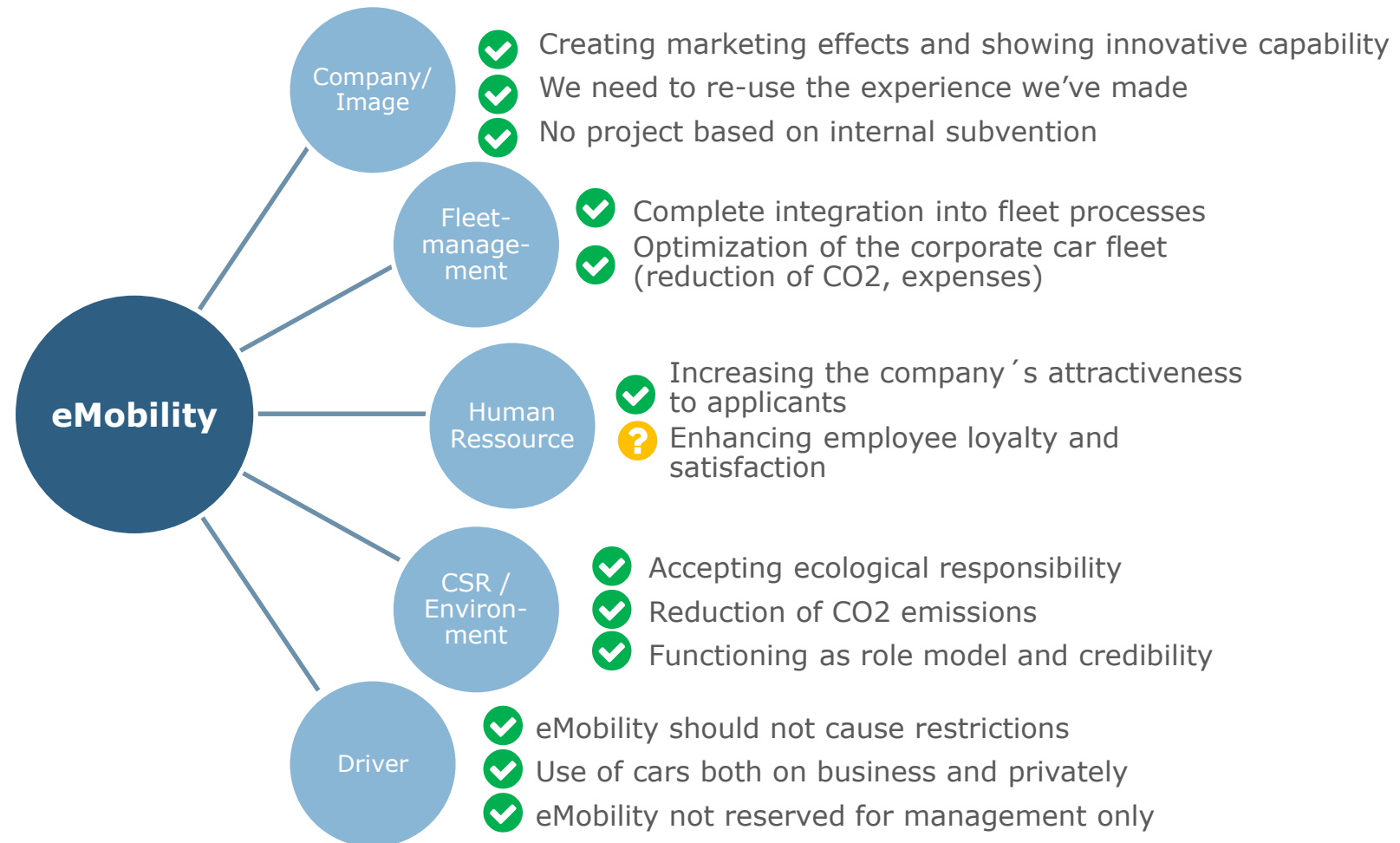
Some words about costs





Our conclusion

Here is what we have already achieved!





Commitment to electric mobility

The obvious next step to take

In the context of projects & portfolio

- bridgingIT supports and advises companies in the energy and automotive sectors
- bridgingIT is recognized player regarding electricmobility
- Conducting several projects (BuW SF EM) bridgingIT has gained excellent knowledge of current developments

In the context of fleet solutions

- Expansion of established offers (eBIKE / smart ed/ BMW i3)
- Further intensification of CO2-minimisation (e.g. by means of increasing the leasing budget upon selection of a hybrid vehicle) and selection of 100% e-vehicles

Practice what you preach!

- Demand for sustainability and ecological responsibility
- Function as role model and credibility
- Willingness to innovate

In the context of “green & social”



Our CO₂ savings – so far

**So far we saved
about 84 tons of CO₂
in 2015 and 2016!**



Thank you, for your attention!

Sven Lierzer

BridgingIT GmbH
Mobile: +49 151 52 669 522
Mail: sven.lierzer@bridging-it.de

Marienstraße 17
70178 Stuttgart
www.bridging-it.de

Office Mannheim
N7, 5-6
68161 Mannheim

Office Berlin
Friedrichstraße 67-70
10117 Berlin

Office Frankfurt
Solmsstraße 4
60486 Frankfurt

Office Karlsruhe
Rüppurrer Straße 4
76137 Karlsruhe

Office Köln
Waidmarkt 11
50676 Köln

Office München
Theresienhöhe 28
80339 München

Office Nürnberg
Königstorggraben 11
90402 Nürnberg

Office Stuttgart
Marienstraße 17
70178 Stuttgart

Office Zug (Switzerland)
Baarerstraße 14
CH-6300 Zug