



## EVCS :: Case Study

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### EVCS

EVCS was founded in 2018 by two serial entrepreneurs who saw the opportunity to provide California businesses with charging stations as the number of electric vehicles on the road continued to multiply. EVCS set about developing a unique and industry-disrupting approach to mobility power — most notably employing a complete turnkey approach that utilizes both public and private grants, rebates and other financial incentives to reduce the downside while optimizing the upside for participating site owners. Thanks to the enormous popularity of this approach, EVCS has already expanded its footprint from California to Washington via the West Coast Electric Highway and will soon traverse the country.

### Challenge

- EVCS needed to upgrade their system architecture away from Google Sheets in order to scale their operations.
- Their project managers needed a more effective way to oversee the roughly 200 active electric charger station builds in varying stages of the development process.
- They also needed to streamline communication with their development partners, or site hosts, so they could proactively manage their large project pipeline with their small team.

### Solution

- SM Innovations aligned EVCS' project development processes to the Salesforce-native Opportunity Stages from "Site Host Agreement Signed" to "Closed Won"
- EVCS project managers get enhanced visibility into their various projects in development by utilizing the Opportunity Kanban view
- EVCS external partners are granted access to an Experience Cloud page, which serves as an easily-accessible portal to get updates on project statuses, outstanding documents, and next steps as needed.

### Outcome

Having brought their entire project management process into Salesforce, EVCS now has the necessary systems in place to raise another round of funding, grow the size of their team, and effectively manage a much heavier project workload at scale.

### About SM Innovations

SM Innovations is a Salesforce consulting partner company based in Los Angeles. We are a tenacious group of ex-IBM digital strategy consultants, world class engineers, and highly talented designers, who set out to do what we love most — optimizing business processes employing Salesforce environments. We pride ourselves on providing enterprise-level professionalism and delivery for every client and strive to build long-lasting relationships driving continuous success and innovation.