



# Success story

**About Lyse Lading:** Norwegian provider of EV Infrastructure and service provider  
**Founded:** 2022  
**Parent company:** Lyse AS (founded in 1999)  
**Focus:** EV charging services  
**With eMabler since:** 2024

## How Lyse Lading Built Fair and Reliable EV Charging at Scale

Lyse Lading is part of Lyse AS, a Norwegian energy and telecommunications group. Lyse Lading provides smart charging solutions that make it easy for housing cooperatives, businesses, and individuals to manage EV charging in a fair and efficient way.

Through the Lyse Lading app, EV drivers can charge their vehicles and get billed accurately for the electricity they use. This helps housing associations and companies avoid manual work while guaranteeing transparent and fair cost distribution.

As Norway continues to lead the world in electric vehicle adoption, Lyse Lading recognized the urgency to deliver more **scalable**, **reliable**, and **customer-focused charging services**. Delivering that vision at scale required new ways to manage users, payments, and data.

---

## A Strategic Partnership to Meet Complex EV Charging Needs

As charging volumes grew, Lyse Lading started looking for a better way to manage operations and data. They needed a partner who could connect with their existing systems, improve energy management, and support the diverse needs of their customers.



The EV Charging PLAYBOOK  
to Scale your Business

[www.emabler.com](http://www.emabler.com)

[www.lyse.no](http://www.lyse.no)



“

*eMabler is easy for us to use and manage, which saves time every day. It scales when we need it to, and that's been a must for us as our network keeps growing. The platform has made our operations simpler and much more efficient.*

- **Charlotte Mehammer**, COO at Lyse Lading

## Connecting Vendors, Systems, and Energy Optimization

With a growing customer base and an ambitious rollout plan, Lyse Lading made **scalability** their top requirement. They needed a platform that could grow with their network, connect different hardware vendors, and fit smoothly with existing systems.

After testing different options, eMabler stood out for its open **API-first approach** and ability to integrate with complex setups.

The platform **connects directly with Lyse Lading's CRM** and business tools, bringing every part of their charging operations into one place. Plus, eMabler's **Dynamic Load Management** keeps charging stable and efficient, even when demand spikes.

With this setup, Lyse Lading can scale confidently while maintaining full control of their network and day-to-day operations.

## Meeting Customer Needs

Norway's EV drivers have diverse needs, whether charging at home, at work, or on the go. eMabler allows Lyse to tackle these requirements with:

- **Comprehensive payment flexibility** that accommodates different user preferences, including Norway's favourite mobile solution Vipps, which provides accessibility and convenience for every driver.
- **Enterprise-grade reliability** through a robust, downtime-free platform that guarantees consistent service across the network, driving higher customer satisfaction, stronger trust, and increased utilization.

## The Results

Since adopting eMabler, Lyse Lading has been able to focus on growth rather than technology hurdles.

Key outcomes include:

- **Higher utilization** driven by reliable and easy-to-use charging
- **Efficient energy use** through Dynamic Load Management (DLM)
- Improved **customer satisfaction** with a smooth charging experience and transparent billing
- **Scalable operations** that can grow with their expanding network

Get in Touch