

IBM et Green eMotion simplifie l'itinérance des véhicules électriques

La première B2B-Marketplace demonstration pour simplifier le rechargement des véhicules électriques

Paris, France - 21 déc. 2012: IBM a annoncé un projet simplifiant le rechargement des véhicules électriques ainsi que son paiement par les usagers, quel que soit leur localisation.

La mise en œuvre opérationnelle de ce projet, *B2B Marketplace demonstration*, permettra aux fournisseurs d'énergie

e, constructeurs automobiles et propriétaires de points de recharge de partager et d'intégrer leurs services sur une plateforme IT unique. Un réseau de services complémentaires de rechargement des véhicules électriques sera ainsi créé à une échelle européenne.

Dans le but de promouvoir l'adoption des véhicules électriques, la *B2B Marketplace demonstration* permet aux conducteurs de recharger leur véhicule et de payer ce rechargement indépendamment de l'endroit où ils se trouvent et quel que soit le fournisseur d'énergie.

Ce projet a pour objectif de créer un réseau de communication entre différentes stations de rechargement et compagnies énergétiques sur un territoire donné. Les utilisateurs de véhicules électriques pourront donc voyager sans la crainte de ne pas pouvoir recharger leur automobile sur un point de rechargement de leurs fournisseurs habituels ou autres.

Les fournisseurs d'énergie bénéficieront également de cette plate-forme informatique grâce à des normes d'interopérabilité et la prise en charge des paiements réduisant ainsi des éventuels problèmes de gestion financière.

Faisant partie du projet Green eMotion, cette initiative financée par l'Union européenne a pour but de mettre en place d'ici 2015 une infrastructure, à l'échelle européenne, pour les véhicules électriques. Cette initiative d'une façon plus large s'intègre dans le plan de relance européen visant à réduire les émissions de CO2 de 60% d'ici 2050.

«*Cette initiative ouvre la voie à un marché grand public de la mobilité électrique en Europe. Il permet un accès ouvert aux points de recharge dans toute l'Europe, ce qui fait de la voiture électrique un moyen de transport simple et pratique*», a déclaré le **Dr Heike Barlag, Siemens AG, coordonnatrice de projet Green eMotion**.

IBM and Green eMotion Partners Aim to Simplify Electric Vehicle Roaming

First B2B-Marketplace Demonstration to Simplify Charging for Consumers

ARMONK, N.Y. and BOEBLINGEN, Germany - Dec. 19, 2012 [PRNewswire](#)/ -- IBM (NYSE:[IBM](#)) today announced a project that will simplify electric vehicle (EV) charging and payment for consumers, regardless of their location. The operational demonstration, called the B2B Marketplace will allow energy providers, car manufacturers, and charging point owners to share

and integrate services on one common IT platform. This will create a network of EV charging services that are compatible regionally in Europe.

In an effort to increase electric vehicle adoption, the B2B Marketplace demonstration allows drivers to charge their vehicle and pay in any location across borders and geographies, regardless of their energy provider – an approach similar to international roaming for mobile phones. This project aims to allow cross network communication between multiple charging stations and various utility companies, in any territory. As a result, EV drivers can travel without the worry of being too far from an allocated charge post or one supported by their provider.

Utilities will also benefit, as the IT platform provides interoperable standards and payment support, reducing potential management issues with financial settlement and international conversion.

Part of the Green eMotion project, the initiative is funded by the European Union with the goal to establish a Europe-wide infrastructure for electric vehicles by 2015. This is part of the broader European Recovery Plan to reduce CO2 emissions by 60 percent by the year 2050.

"This marketplace will pave the way for the electromobility mass market in Europe. It allows for open access to charging spots throughout Europe thus making the journey with an e-car simple and convenient," said **Dr. Heike Barlag, Siemens AG, Project Coordinator Green eMotion.**

Based on IBM software and IBM SmartCloud Enterprise, the project creates a scalable open-standards environment that enables manufacturers and service providers to link their various services according to consumer and industry requirements. Using analytic software, participants will also have the insight to develop new or improved services to support more electric vehicles as the market grows. Green eMotion partners such as Enel, SAP and Siemens developed the required EV services.

"Green eMotion is spearheading many key developments that have the potential to reinvent Europe's complex transportation system and energy infrastructure. For other countries around the world, there is a lot to be learned from this initiative," said **Clay Luthy, IBM Global Distributed Energy Resource Leader.** *"Our goal is to help add a new layer of intelligence to the electric vehicle market and a new level of convenience to the driver through the Green eMotion project. We believe the demonstration project will foster innovation and further transformation across a larger geographical footprint."*

IBM is one of 43 partners in Europe involved in the Green eMotion project, including energy providers, electric car manufacturers, as well as cities and research institutions, working to enable electromobility across Europe. Similar to the recently announced project with [ESB Networks](#) IBM is helping to improve power grid reliability, encourage EV adoption amongst consumers, and address the challenges of financial and billing settlement – by combining cloud and analytic capabilities.

The E-Mobility B2B Marketplace starts in various regions in Europe. For more details, visit <http://www.greenemotion-project.eu/home/index.php>.

IBM and Smart Grid

IBM is involved in more than 150 smart grid engagements around the world, in both mature and emerging markets. More about IBM's vision to bring a new level of intelligence to how the world works—how every person, business, organization, government, natural system, and man-made system interacts, can be found here: <http://www.ibm.com/smarterplanet>

For more information about Smarter Energy at IBM, please visit www.ibm.com/press/smarterenergy. Follow us on [Twitter](#) and [LinkedIn](#).
