2025

Noodoe Boosts EV Charging Station Revenues by 10–25% with Generative AI Advisor on Amazon Bedrock

Learn how Noodoe uses generative AI on Amazon Bedrock to help EV charging station operators optimize pricing strategies and drive revenue growth.

Overview | **Opportunity** | **Solution** | **Outcome** | **AWS Services Used**

10–25%

increase in revenues for Noodoe customers

Up to 3x

faster time to market with generative AI

98%

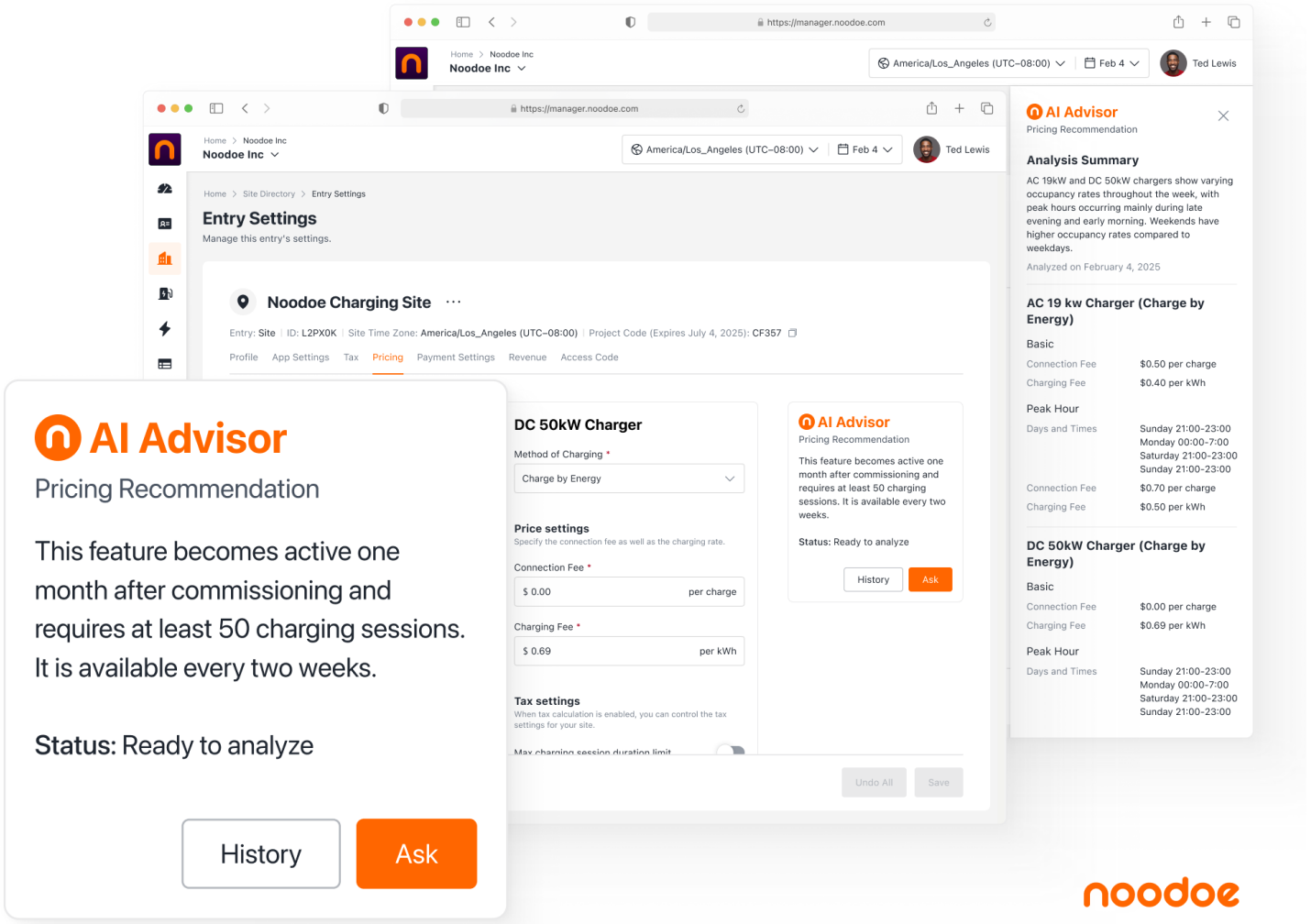
uptime for EV chargers

10%

reduction in costs with development support from AWS experts

Overview

Noodoe, a developer of EV charging solutions with integrated AI capabilities, sought to enhance its product line by leveraging generative AI to optimize pricing strategies for EV charging stations. By analyzing usage data, the AI-driven solution recommends the best pricing models to maximize revenue and improve station utilization. To power this, Noodoe chose Amazon Web Services (AWS), ensuring seamless integration with its existing infrastructure while maintaining security and efficiency. Launched three times faster with expert support, the solution led to a 10–25 percent revenue boost per charging station within months of deployment. At the same time, it exceeded market standards by maintaining 98 percent availability.



Opportunity | Optimizing Pricing Strategies for EV Charging

Noodoe, a developer of EV charging solutions with integrated AI capabilities, operates in 18 countries and 40 US states. Headquartered in the US, with a development team in Taiwan, the company provides tailored charging solutions for locations such as hotels, apartments, vehicle dealerships, and gas stations. Recently, Noodoe has introduced generative AI capabilities, offering data-driven insights to help operators optimize pricing plans and enhance station utilization.

Recognizing the potential of generative AI, Noodoe aimed to enhance its product line by integrating AI-powered capabilities. Specifically, the company set out to develop a generative AI solution capable of recommending the best pricing strategies for individual stations to increase revenues. Roman Kleinerman, vice president of products at Noodoe, explains, “We envisioned that within a couple of months of a station’s launch, our AI solution would gather sufficient data to start recommending optimal pricing models, eliminating the need for manual analysis.”

To accelerate time to market, Noodoe sought to integrate the solution into its existing tech stack without reworking its robust cybersecurity infrastructure. Additionally, the company prioritized cost-effectiveness to align with its innovation-driven but resource-conscious business strategy. Kleinerman adds, “Although we’re a mature startup with established expertise, we maintain a startup mentality that emphasizes both innovation and efficiency in resource utilization.”

Solution | Reducing Time to Market from Months to Weeks with Amazon Bedrock

Noodoe uses a range of AWS solutions to support its operations, including Amazon Elastic Compute Cloud (Amazon EC2) for running applications, Amazon Simple Storage Service (Amazon S3) for object storage, and Amazon CloudWatch for monitoring resources and applications. After exploring a variety of generative AI solutions, the company adopted Amazon Bedrock, a fully managed service offering access to multiple large language models (LLMs). Kleinerman explains, "Based on our experience with AWS, we trusted Amazon Bedrock to maintain the security and privacy of our data while simplifying integration with our existing ecosystem."

To refine its generative AI application, the Noodoe development team worked closely with AWS experts to optimize its chosen LLM, Anthropic Claude 3.5 Sonnet. By using Amazon Bedrock alongside AWS services, Noodoe reduced its time to market from months to weeks while cutting costs by 10 percent. "The ability to work within our existing ecosystem, avoid extra integrations, and focus on efficiency helped us complete development faster," says Kleinerman. "Using an LLM instead of a traditional rules-based approach further cut down on delivery time, helping us bring the application to market two to three times quicker than expected."

Outcome | Helping Operators Increase Revenues by 10–25 percent

Noodoe launched its generative AI solution in November 2024, and within months its customers were reporting significant revenue growth at their charging stations. Kleinerman shares, "We've seen revenue increases of 10 to 25 percent depending on the location and number of stations, as customers use our AI solution to optimize pricing strategies."

Operating within a single AWS-based ecosystem means Noodoe's customers enjoy high levels of reliability and performance. According to a Harvard Business School study, charging stations in the US typically achieve 78 percent reliability, meaning one in five chargers are out of service. "However, our charging stations are running at 98 percent uptime," notes Kleinerman, "and we aim to reach 99 percent soon by using generative AI for network monitoring and proactive maintenance." In the coming months, Noodoe plans to deepen its use of generative AI in its EV charging solutions, with a focus on automating customer processes and delivering greater value from data. Kleinerman concludes, "Our strategic use of AI will help tackle challenges like pricing optimization and system reliability while driving innovation in energy integration and scalability."

About Noodoe

Noodoe provides a comprehensive platform for electric vehicle (EV) charging, equipping operators with the software and hardware needed to manage their businesses efficiently. With over 20 years of experience in technology and telecommunications, the company collaborates with global brands to support the growing adoption of EVs worldwide.

AWS Services Used

Amazon Bedrock

The easiest way to build and scale generative AI applications with foundation models

Learn more »

Amazon Elastic Compute Cloud

Secure and resizable compute capacity for virtually any workload

Learn more »

Amazon Simple Storage Service

Object storage built to retrieve any amount of data from anywhere

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Amazon CloudWatch

Observe and monitor resources and applications on AWS, on premises, and on other clouds

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