

DRIVING GROWTH WITH FLEXIBLE IOT CONNECTIVITY FOR EV CHARGING

ZOLB EV

ZOLB EV is a fast-growing EV chargepoint operator, providing full-service, turnkey charging solutions for businesses across the UK.

Founded in 2023 and based in London, the company designs, installs, and manages EV chargers for a wide range of commercial customers, from small pub chains and hotels to retail groups and community spaces.

Unlike large-scale motorway charging operators, ZOLB EV focuses on the 'destination charging' market – the places where people spend time: hospitality venues, retail spaces, and business locations.

Every charger installed by ZOLB EV connects to the company's own software platform, which manages the full charging experience: from driver app interactions to back-office analytics and reporting. Drivers use the app to start and stop charging sessions, track progress, and view costs in real time, while ZOLB EV's team monitors charger status, performance, and error logs remotely.

Powering always-on EV charging

Each ZOLB EV charger is fitted with a SIM to enable live communication between the charger, ZOLB's software, and the driver's app.



Oliver Rowbory,
Co-Founder &
Director,
ZOLB EV

This connection underpins every aspect of the customer experience: authorising payments, starting and stopping charging sessions, providing live usage updates, and monitoring charger health in real time.

Oliver Rowbory, co-founder and director at ZOLB EV, explains:

“The chargers we’re installing all have SIM cards in them, and they’re critical. They let us monitor the health of every charge and make sure drivers have the information they need, from charging rates to costs and timings.”

With installations spread across the UK, reliable connectivity is essential. Some locations are in hard-to-reach places, where running an ethernet cable to a data room simply isn't practical. Spitfire's IoT SIMs give ZOLB EV a simple, plug-and-play solution that works out of the box. Oliver adds:

“We don’t want to be having comms conversations with customers about ethernet cables or networking, SIMs make it so much easier. They just work.”



Innovative • Flexible • Reliable • Supportive • Cost Effective



A flexible partnership from day one

In their search for an IoT SIM partner, the ZOLB EV team was drawn to Spitfire's mix of competitive pricing, flexible terms, and proactive support.

"I actually saw an advert for Spitfire's IoT SIMs at Marylebone Station," Oliver says. "We were talking to several providers at the time, but what we liked about Spitfire was the way they leaned into the relationship. A lot of companies weren't interested in working with us because we're a growing business and only needed a handful of SIMs to start with.

"Spitfire took a completely different approach – they understood we're growing quickly and were happy to work with us flexibly."

Spitfire's pay-as-you-use pricing model allows ZOLB EV to keep costs tightly aligned with real-world usage, avoiding the waste of fixed bundles. And because Spitfire offers both single-network and multi-network SIMs, ZOLB EV has the option to roll out multi-network coverage as deployments expand.

Ordering is straightforward, fulfilment is fast, and everything is managed centrally via Spitfire's portal, giving ZOLB EV full visibility over live connections and data usage.

Connectivity that "just works"

For ZOLB EV, reliability isn't optional. Chargers are deployed in diverse environments across the UK, from city centres to rural locations, and downtime directly impacts driver experience and revenue.

"Some of our sites are in really remote places, but so far the coverage has been excellent," says Oliver.

"The majority of our chargers are running on Spitfire's single-network SIMs and we've had no problems at all. That's the thing – it's fire and forget. They just work, and if there's ever an issue, we know it won't be the SIM."



Looking ahead

ZOLB EV's ambition is to make commercial EV charging seamless for businesses and drivers alike, and Spitfire's managed IoT connectivity is helping them deliver on that promise. From real-time monitoring to flexible pricing and reliable coverage, the partnership is giving ZOLB EV the tools to expand confidently across the UK.

"Most businesses, like us, just want a complementary service to their product," Oliver reflects,

"We have to have reliable communication with our chargers – and Spitfire makes that easy. Everything's straightforward, the support is excellent, and the SIMs do exactly what we need them to do."



Innovative • Flexible • Reliable • Supportive • Cost Effective