

Tantalus

Tantalus' narrative is fueled by a purpose-driven commitment to serve the unique needs of public power and electric cooperative utilities—and the communities they serve. It's an approach that has helped attract more than 200 customers and achieve a successful public offering on the Toronto Stock Exchange.

BUSINESS OBJECTIVE

For more than 30 years, [Tantalus](#) (TSX: GRID) has developed and delivered purpose-built smart grid solutions for public power and electric cooperative utilities across North America and the Caribbean Basin. The company has overcome a multitude of competitive pressures and industry challenges as they sought to grow and scale. Fortunately, Tantalus had the courage and conviction to maintain its focus on the public power and electric cooperative market, despite the temptation to dilute its purpose and sell opportunistically to larger investor-owned utilities (IOUs). In order to continue to grow and capitalize, Tantalus was looking for a narrative that could showcase how holding true to its purpose would yield the most economic benefit in the long run—for customers, investors and employees.

1. The Challenge

Because Tantalus understands the needs of the public power and electric cooperative utility market, it is able to provide an unmatched level of customer service, proven by its 98.9% customer retention rate. When marketing and selling to customers, Tantalus often focused on technology details, rather than its unmatched understanding of this market, or its differentiated value in helping them modernize their distribution grids.

Tantalus collaborated with Rob Roy to develop a narrative that would help differentiate them with customers, investors and partners—and anchor their entire narrative in purpose, not just products.

3. What We Accomplished Together

Since rolling out its new narrative, Tantalus has accomplished several milestones of growth and positioning:

- **Launched a successful IPO** on the Toronto Stock Exchange
- **Accelerated their growth** to more than 200 public power and electric cooperative customers
- **Organized all marketing, sales and investor communications** around the central, purpose-driven narrative

In addition to collaborating on the marketing and sales collateral, investor presentations and sales training, Rob Roy also provided strategic counsel to Tantalus leadership during the key steps of the above milestones.

2. Strategic Approach

Using our Persuasive Storytelling Model, Rob Roy walked the Tantalus team back to the setting of the narrative—the world in which public power and electric cooperative utilities operate on behalf of their communities. Today, the number of extreme weather events is increasing and customers are adopting technologies (such as EVs and solar) that put pressure on the aging electric distribution grid. Tantalus began their new narrative with the assertion that the utilities they serve are on a journey to truly sustainable success—financially, operationally, environmentally and in their service to their communities.

Tantalus and Rob Roy leveraged this new narrative across all marketing, sales and IR channels. And its impact was undeniable.



SETTING UP FOR FUTURE SUCCESS

Tantalus is just getting started. With new private and public investments on the horizon for the infrastructure of the North American electric grid, Tantalus anticipates even further growth as it serves public power and electric cooperative utilities.

"We always held true our purpose, and we knew it was key to our success," says Tantalus CEO Peter Londa. "Rob Roy helped us articulate what we do, and why we do it. That turned our purpose into growth driver."



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