



Enel SpA

Enel SpA is Italy's biggest electric power company and a European market leader in the generation, transmission and distribution of electricity.

Enel is also a major player in telecommunications with its large stake in the Italian mobile operator Wind. Last October Enel acquired Infostrada, the second largest Italian telephone operator for fixed line, data transmission and Internet services. The integration with Wind will result in a telecommunications operator with close to 20 million customers.

Enel.it is a fully owned subsidiary of Enel SpA specializing in leading edge information and communication technologies. It manages a broadband infrastructure integrating a satellite uplink that broadcasts to over 900 sites around Italy that have multicast enabled Local Area Networks (LANs) deployed. Close to 50,000 Enel employees are currently connected through this broadband platform.

Data and Communications

Enel places a high value on the quality of internal communication within its diverse organization and is always seeking to optimize its competitive advantage by improved support of its employees.

Corporate Data Distribution

With Fantastic's help, Enel.it installed a reliable file delivery solution to reach 50,000 employees through its broadband infrastructure in a cost effective way. This infrastructure consisted of an Enel.it satellite uplink situated in Rome, and multicast enabled LANs located in the Enel group companies' facilities, receiving the broadband downstream and distributing it to all employees.

The delivery had to be available on an as needed basis but with an efficient use of corporate bandwidth. It was also important to be able to reach targeted groups with the appropriate information that included the distribution of software updates and other digital files.

Fantastics booking system assured optimal bandwidth usage with an easy to use interface that graphically displayed the bandwidth availability and usage. Combined with Fantastic's unique subscription management system, Enel could define groups and individuals for receiving specific content.

In addition, Enel wanted a single access point for corporate information that would be available from each employee's desktop. Access to business critical information needed to be simplified without adding complexity for the employee. The Fantastic



solution included a "Corporate Broadband Portal", an always up-to-date, video and information rich resource that is the standard point of reference for all employees.

Corporate Communication

Enel has stated "*data has no meaning if it is not interpreted correctly*". Based on this principle of continuous improvement of its corporate communications, Enel added video enhanced communication between management and employees, by broadcasting conferences and speeches to the employee's desktop. Enel management could now reach a widespread audience, ensuring that a clear and consistent message was broadcast and understood.

Enel needed a communication system that could split the audience into groups or communities, ensuring that the right message reached the right Company within the Group, or the right departments all over the Group; in one word, control. Once again, Fantastic's subscription management capabilities provided the solution. An example of this enhanced communication is their Web Business TV, a daily service they offer internally, streaming business news in video format to employees from the Enel production studio in Rome.

Fantastic's Corporate Solution gets results at Enel

Fantastic's Corporate Solution allowed Enel to achieve its communications goals, and provided them with a compelling broadband multimedia solution to improve corporate communication and optimize information distribution.

Enel now manages an integrated delivery system for digital content like audio, video, and data with full control over communities of entitled individuals for targeted content delivery.

With Fantastic's unique scheduling and bandwidth booking systems plus broadcast guides, Enel is able to manage and control the entire data distribution flow from a central location while optimizing the usage of its broadband infrastructure.

Fantastic's products are multi-platform, cross-platform, web enabled applications available on the following platforms: Microsoft Windows, IBM AIX-DB2 and HP UX - Oracle"

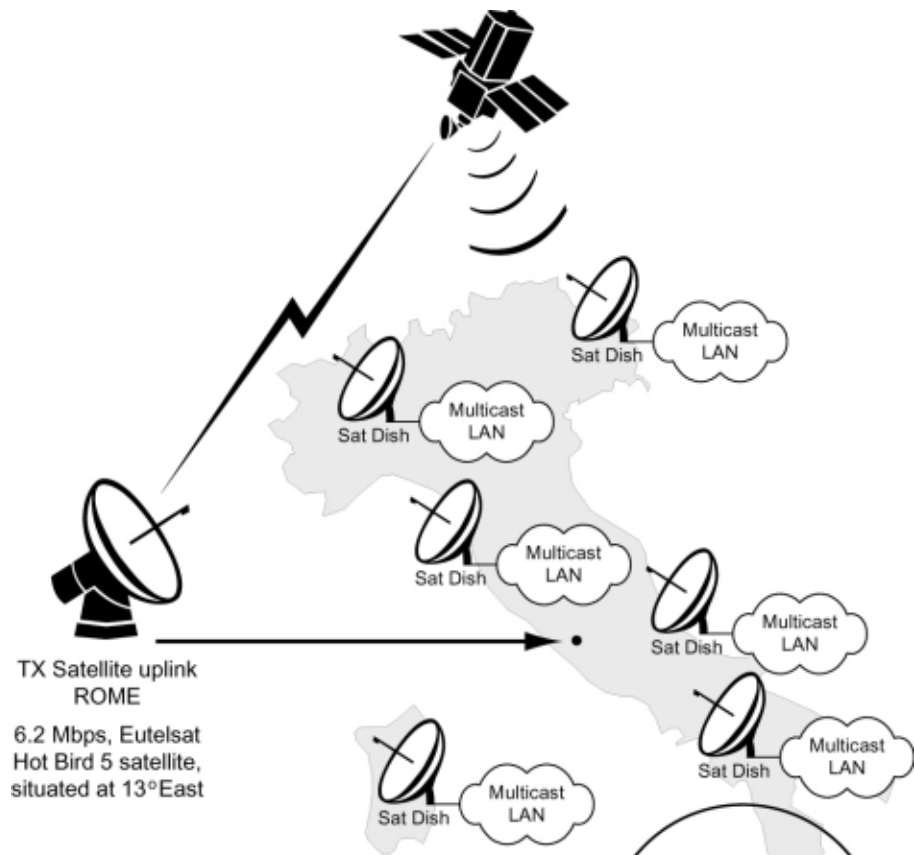
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