



PRESS
RELEASE

ENEL ENERGIA LAUNCHES AN OFFER TO EMPOWER AND DIGITALIZE SME BUSINESSES, WITH THE SUPPORT OF ACCENTURE

- *Enel Energia's new offer, 'Open Energy Digital', provides SMEs with wholesale energy prices and digital services*

Rome, May 31st, 2021 – Enel Energia launches 'Open Energy Digital', the offer developed in collaboration with Accenture to support small and medium-sized enterprises (SMEs) facing the delicate task of economic recovery and to assist with the digitization of their businesses.

"**Open Energy Digital**" offer will give SMEs the option – by paying a monthly subscription – of buying the energy they need at the same wholesale price that Enel Energia pays on the electricity exchange market, with no added fees. The pricing is transparent and can be monitored by anyone in real time.

The offer includes **the setup of a "ready-to-use" website** created by **Accenture** to help SMEs grow their businesses. Customers will receive easy access to a dedicated design service to build their company website, with the option of **selling their products online** as well as taking and managing reservations on an online **booking system**. Open Energy Digital also offers a **catalogue of online courses** to empower SMEs that are aiming to boost their digital expertise.

For this new offer, Enel Energia has partnered with Accenture, which has contributed to supporting the digital, web and operational services to be provided to the companies.

*"According to a recent survey we conducted on a sample of Italian SMEs, we found that around 50% of them do not have a website, while about 65% are not set up for online sales," said **Nicola Lanzetta**, Head of Enel Energia. "This situation penalized small businesses during lockdown, with the risk of serious repercussions, also in this recovery phase. We have therefore partnered with Accenture to design an offer that, as well as providing small businesses with competitive energy pricing, enables them to easily get in touch with innovation experts who can give a major boost to their companies' future."*

*"Accenture rose to the challenge put forward by Enel Energia to help small and medium-sized enterprises take a step forward on the journey of energy and digital transformation, to increase their efficiency and competitiveness," noted **Claudio Arcudi**, Head of Energy & Utility at Accenture Italia. "The ongoing energy transition and pandemic have resulted in a need to speed up digital services, now in increasing demand in a highly competitive landscape."*

Enel Open Energy is broadening its offer, adding the digital plan to its existing schemes ("Open Energy Mono" and "Open Energy Smart"), so customers can manage **their energy supply completely online** in their private area, with **dedicated customer service**. Companies will be free to choose the plan that best suits their needs, using a **fully digital** management platform, with billing every two months, paid via direct debit.



Enel Energia

Enel Energia is the Enel Group company operating in the free market, with over 12 million customers, residential and business alike. Its broad, flexible services include a wide range of electricity and gas offers to meet all the power needs of families, businesses, professionals, residential buildings and government agencies.

Accenture

Accenture is a global professional services company with advanced digital, cloud and security capabilities. Combining unique experience and specialist expertise across more than 40 industries, it provides Strategy & Consulting, Interactive, Technology and Operations services, supported by the world's largest network of Advanced Technology and Intelligent Operations Centres. Our 537,000 people combine technology and human ingenuity on an everyday basis, serving customers in over 120 countries. Accenture embraces the power of change to create shared value and success for its customers, people, shareholders, partners and communities. www.accenture.it

PRESS CONTACTS

Enel Energia

News Media Italy

T +39 06 8305 5699

ufficiostampa@enel.com

gnm@enel.com

enel.com

Accenture

Press Office

T +39 340 7093200

accenture.stampa@accenture.com