ENEL X'S POSITIONING
SERVICE MODEL:
ENERGY AS A SERVICE

The evolution of the energy sector

As a matter of fact, the energy market is evolving rapidly and growing more and more influenced by the following four macro-trends:

1. **Urbanization**
   - Cities are set on growing, thus requiring more energy delivered to denser areas.
   - More and more devices will be connected,
   - ...to the energy infrastructure.

2. **Scalability**
   - Increased competitiveness of renewables.
   - More energy delivered to denser areas.
   - Flexibility / Scalability.

3. **Reliability**
   - Reliability in power supply.
   - Flexibility in energy systems.
   - More energy delivered to denser areas.

4. **Innovation**
   - Innovation in energy flows.
   - Flexibility in energy systems.

In time, C&I clients too have developed new business objectives and are interested in maximizing the renewable energy share of their energy mix by acquiring new technologies and business models.

Enel X is a company promoting the "ENERGY AS A SERVICE" concept.

Enel X is a one-stop-shop global partner, capable of effectively addressing the needs entailed in their energy portfolio by leveraging new market opportunities through a set of tailored products and services.

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2. **Scalability**
3. **Reliability**
4. **Innovation**

How the Enel approach can create value for C&I clients

Facing with such complexity, a consumer can opt to develop internally some specific skill sets while investing directly on new technologies and business models.

This implies supporting clients in securing financial backing to undertake long-term partnerships that take most of the brunt of the initial investments. Such an approach allows to develop business models and earning new awareness for C&I clients.

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Enel X’s solution is tailored to position itself as an "Energy Partner" while, at the same time, establishing itself as a global "Energy as a Service" paradigm is getting across: the way clients use their energy resources, by integrating new technologies and business models.

Such an approach can include developing business models and earning new awareness for C&I clients.

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