



ENPALS Case Study

THE BUSINESS

ENPALS is the Italian Entertainment and Sports Employee Pension Organization, providing retirement support including pension administration and medical insurance services to over 60,000 former actors, entertainers, and sports professionals across Italy. Headquartered in Rome, ENPALS operates through a network of 14 branch offices nationwide, supplemented by a toll-free call center and a self-service web portal.

THE CHALLENGE

To allow clients in remote areas better access to services - even without home internet access - and in the framework of a comprehensive IT modernization and process simplification program, ENPALS conceived and implemented the Mercury Project. Guided by national e-government models, the ENPALS Mercury Project aims to grant better access to services through placement of interactive multimedia kiosks in key public locations countrywide.

To ensure equal access to those with limited understanding of computers or the Internet, and to effectively deal with more complex queries, ENPALS decided that these kiosks would be connected to a video-enabled helpdesk, in order to provide real time audio and video interaction with agents located at the organization's headquarters.

The kiosks would also enable access, retrieval and display of all subscriber data and records from the main ENPALS Information Systems archive, and have the ability to scan documents for helpdesk assistance with paper-based records, and print documents for certificate issuance.

Finally, since the information held by ENPALS is highly-personal and sensitive, ENPALS needed to ensure subscriber privacy and security through smartcard-based digital signature authentication, and full encryption of all data and video/audio transactions.

THE SOLUTION

ENPALS chose Emblaze-VCON to implement an end-to-end interactive multimedia kiosk solution in 27 locations across Italy.

Already implemented and operating at a number of strategic locations, the Emblaze-VCON kiosks - and their corresponding backend infrastructure - offer 24x7x365 web-based self service retrieval and consultation of personal records, supplemented by real time audio/video/data interaction with helpdesk agents during business hours. The system implements a unique "virtual counter" workflow, allowing subscribers to receive service exactly like they would in an ENPALS branch office.

The Mercury Project team selected the Emblaze-VCON **HDDK** platform to develop the audio/video interface embedded in the kiosks. The Helpdesk architecture includes PC-based agent stations running Emblaze-VCON **vPointHD** and a **Media Xchange Manager** (MXM) server for administration and monitoring tasks.



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The Emblaze-VCON **MXM** offered ENPAL a number of features ideally suited to the organization's unique requirements. The application enables efficient and centralized installation, configuration, monitoring, management and upgrade of all kiosk endpoints, regardless of their location. Further, the **MXM** offers a full suite of tools for centrally managing and administering bandwidth requirements, as well as QoS prioritization for each endpoint.

The kiosks include a chip card reader unit for subscriber authentication and privacy protection, a scanner system for acquisition of subscriber paper documents, a printer for real time delivery of certificates, and a camera and microphone feeding signals to the HDDK-based application for audio/video sessions.

THE BENEFITS

Thanks for Emblaze-VCON technology and professional services, ENPAL subscribers today have better, smoother access to information and services that directly affect their day-to-day lives.

Without lengthy travel to distant office locations, or complex calls to the ENPAL call center, subscribers can now speak directly to an ENPAL service representative, ensuring the highest possible level of service through face-to-face transactions.

"We tested several solutions for our project before settling on Emblaze-VCON. Each time we encountered issues of poor A/V quality due to challenging network conditions (Public Internet), and integration problems related the many additional IT components comprising our platform. We are very pleased with the ease of use of the Emblaze-VCON HDDK, the excellent support provided by the Emblaze-VCON support team in the critical phases, and the overall amazing quality we can provide to our associates." ENPAL Executive