

**Skylogic technology for business management at Basic.net**

**STOCK AND WAREHOUSE MONITORING AND SALE PRICE CONTROL IN REAL TIME VIA SATELLITE**

**Skylogic, the broadband affiliate of Eutelsat, has joined forces with Colt Telecom to provide a sales monitoring programme for Basic.net, a leading retail outlet group in Italy**

Every item of clothing in the shops franchised by Basic.net is identified by a barcode that can be read by an infrared scanner to show location and for price control: Skylogic and Colt Telecom, using satellite and fibre technologies, have integrated sales control management to enable data transmission from Basic.net's 35 shops throughout Italy to its sales management offices in Turin. This allows real-time monitoring of purchasing trends in all sales outlets as well as monitoring of warehouse movements.

The project is an advanced sales management model, which will be extended from Italy to Europe. The broadband satellite channel used by Basic.net offers significant advantages for improving sales management, thereby enabling the company to increase added value on the supply side.

All operations can be carried out in real time and can be quickly redirected depending on strategic needs. The flexibility and reliability of satellite transmission also facilitate additional services, including video transmission in a television circuit for Basic.net outlets, multicasting, IP streaming of audio and video signals, advertising management and Internet kiosks. In addition to the transmission infrastructure, Skylogic is also responsible for satellite-related systems, after-sales service, and maintenance of the complete system.

Renato Farina, Deputy Executive Director of Skylogic says, "This experience demonstrates how telecommunications can be a valid supportive model for improving performance for distribution chains by facilitating efficient business processes and the best possible resource management".

Stefano Zara, Project Manager at Skylogic, adds, "Because satellite technology enables a flow of complex, heterogeneous information our technology is already sufficiently developed to allow businesses to work on a continental scale".

Dionigi Faccenda, Data Centre Solution Director at COLT, adds "This demonstrates not only COLT's ability to supply data and voice provider and management services along with IT infrastructures, but also our ability to integrate our services in a partnership to supply even more complex solutions."

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**Skylogic**

*Skylogic is wholly owned by Eutelsat, one of the world's leading satellite operators. Based in Turin, the company provides a complete range of broadband services, including content distribution, IP videostreaming and added value video services, as well as marine applications, videoconferencing and e-learning, plus remote control of installations, telemedicine applications and VoIP. Skylogic's SkyPark teleport uses the satellite capacity of Eutelsat's fleet to reach users in Europe, Asia, the Americas and Africa. Users include small and medium-sized enterprises, large-scale industries and public administration.*

Info: [www.skylogic.it](http://www.skylogic.it)

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**BasicNet S.p.A.**

*With headquarters in Turin, the company is quoted on the Italian Electronic Stock Exchange, it owns the Kappa, Robe di Kappa, Jesus Jeans and K-Way brands and has the worldwide licence for the Superga brand. The group is a leading company in the production and marketing of sports and casual wear; it also has a casual and sport shoe business and the parent company has been quoted on the Italian Stock Exchange since 1999. The Basic.Net Group operates worldwide through an international network of entrepreneurs, brand name licence-holders and product distributors, supplying marketing, research and development, and product industrialisation services and strategy to ensure guaranteed quality standards.*

***COLT Telecom Group plc***

*COLT is a leading data, voice and managed service provider to businesses in Europe. COLT has a 20,000 km, integrated, network connecting about 10,000 buildings in 32 cities situated in 13 countries, with 42 points of presence (POP's) in Europe and 11 Internet Solution Centres. COLT's customers include representatives from the worlds of finance, industry, services and institutions and the company has unparalleled service standards, reliability and end-to-end network security.*

*COLT Telecom Group plc is quoted on the London Stock Exchange (CTM.L) and the NASDAQ (COLT). Information about COLT, its products and services can be found on its the website [www.colt.net](http://www.colt.net)*