



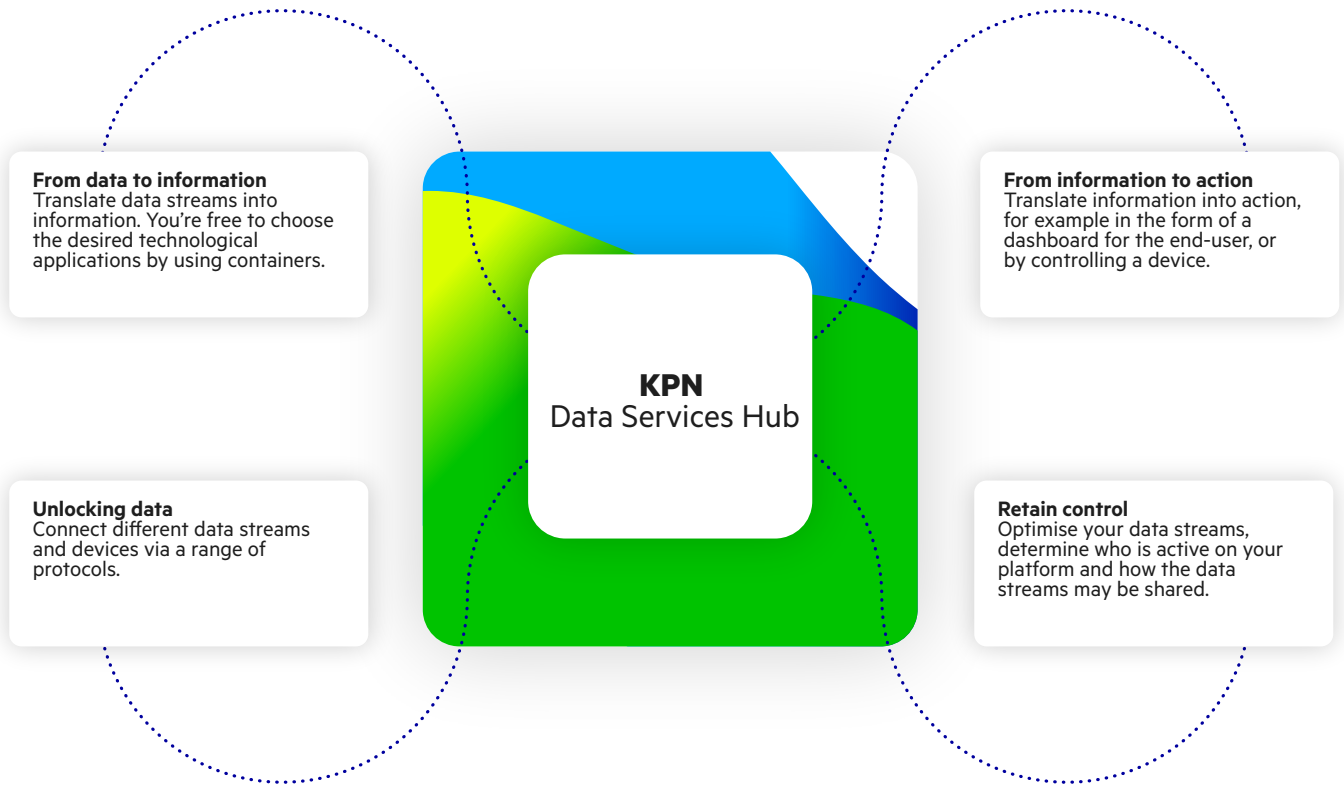
KPN Data Services Hub

Connect your organisation with real-time information

The value of data can no longer be underestimated in our fast-changing world. This has already been demonstrated in a range of industries. Our ever-growing need for information gives this further impetus. Data produced by devices and sensors is becoming increasingly important. Taking control of these information flows lets you respond with data in real time. The KPN Data Services Hub is a managed service that allows you to access, analyse, and distribute data in real-time. This lets you keep focusing on value creation while KPN takes care of the preconditions.

The advent of new technologies produces a greater need than ever to move quickly and adapt to changes in the market. Many organisations now tend towards, and want, flexible entrepreneurship. Those who can use data to capitalise on these changes enjoy huge advantages over their competitors. But it's not easy for many organisations. Ambitious projects often end in the proof-of-concept phase or get stranded as pilot projects. That's because the infrastructures are often limited by barriers governing security, scalability, maintenance and robustness. They're also difficult to unite with each other, thus failing to achieve the optimum integration of data, data

flows and software applications. Valuable data is found in a variety of locations inside and outside your organisation, but you can't discover and use the real value of that data. That's because data can be used not just to predict where the opportunities lie, but also to react to opportunities and developments as they occur when the business value is at its maximum. This is how you move from reactive entrepreneurship to event-driven entrepreneurship. It's the only way you can make your organisation truly flexible and future-oriented.



Exchange and analyse information in real time

The KPN Data Services Hub is a platform-as-a-service offering the capability to respond to relevant developments directly, with data. Real-time information exchange lies at the very core of the KPN Data Services Hub. The platform is multi-tenant, letting you easily create entities that can work with your existing data, like departments, suppliers or partners. For example, you can share relevant information with colleagues, suppliers and manufacturing and production environments. You can even share information with your competitors. You retain control over competitive or business-sensitive information because all environments are separated from each other and remain under the owner's management, but you can certainly share your information. This protects that information, while you benefit from the powerful added value of data sharing and cooperation, both inside and outside your organisation. You choose exactly which data streams you want to publish, to whom and how you want to combine them. You can then present these results in any form you desire.

Enjoy the features, not the hassles

The KPN Data Services Hub is a managed service. This means that KPN monitors how the service operates. We take care of the environment's construction and architecture. Naturally we keep it up to date and stable constantly, letting you focus on creating value for your organisation on the platform. On this platform you can easily unlock large volumes of data, analyse them and distribute them. You can work easily and conveniently with the data from these different sources.

KPN has been a connectivity leader for years. That's why we believe it's important to constantly keep searching for new and better ways to facilitate this. We want to give new meaning to connectivity.

Besides exchanging data, we also want to make it possible for you to use information directly. Naturally this has to happen in a safe environment, and one which has the importance of privacy and transparency at its core. So KPN's focus is on delivering the message, with no interest in the contents of the message. The content of your data streams and messages remains yours. Our task is to secure that content and the movement of those data streams.

About KPN Data Services Hub

KPN Data Services Hub helps your organisation to keep accelerating to stay ahead of the competition. With the KPN Data Services Hub you benefit from the opportunities inherent in (your) data, with an easy-to-use platform. You retain full control of your resources, including logging. The benefits:

- **Get a two-year lead**
And focus on your core competences.
- **Keep control of your end-to-end information flows**
Connect an almost infinite number of sources, both internal and external.
- **Support your autonomous teams and partners**
Prevent lock-in, while retaining flexibility and optimal processing speed.

Discover all the new possibilities with KPN

For more information, please contact your KPN Account Manager or e-mail dataserviceshub@kpn.com