Social theme:
Best ICT infrastructure

A properly functioning society builds on an innovative, stable and versatile ICT network.
KPN, fully engaged in the community
As a reliable and transparent service provider, KPN is fully engaged in the community. This requires modern, well-considered policies that enable us to respond to social change and trends. Besides as a service provider, we not only want to respond to social trends, but we also want to help shape and strengthen them. That’s why our investment goes beyond technology and services and into social activities as well.

In developing our strategy for 2011-2015, we reviewed our social policies and identified five key social themes:

- Best ICT infrastructure
- Future healthcare
- New Way of Living & Working
- Energy conservation
- Security & privacy

Based on these themes, we believe KPN can offer structured and lasting added value to society as a modern ICT service provider.

Reliable, innovative ICT infrastructure crucial for the Netherlands
Information and communication technology has become an integral part of our society. Without ICT, railways, ports, airports and road traffic would no longer function properly. Online consumer and business services, facilities and products are growing too, which also increases the power of ICT. The presence of a modern ICT infrastructure boosts the ability to innovate and makes the Netherlands more attractive for companies to settle in. We understand that a reliable ICT infrastructure is invaluable, which is why KPN embraces a responsibility to offer the best ICT infrastructure for the Netherlands: stable, secure, versatile and innovative.

Ultimately for our customers – consumers, businesses and organisations – it’s all about reliability. We want to live up to their expectations by offering a solid ICT infrastructure and managing it following the latest technologies and standards. ICT is the essential element that connects our society, literally. KPN’s network runs through the veins of the country, both visibly and invisibly. As a result, we are inextricably linked with the Netherlands - which is why we are investing billions in the ongoing upgrade of our infrastructure. For example, we are simultaneously rolling out different networks in several locations, finding the best technical solution in any given area.

Continuous innovation
To keep up with the considerable growth in ICT services, KPN is investing not only in landlines and mobile networks, but also in IT infrastructure.

- Connecting households to our new fibre optic network
- Upgrading the ADSL network to VDSL where fiber is not yet available
- Phased roll-out of 4G across the Netherlands
- Renewal of the 2G and 3G networks
- New business IT services such as CloudNL
- Stability of crucial networks in emergency services

Fiber
Where technically suitable and feasible, we use fiber to connect households rapidly. We have already connected over 1.3 million households in the Netherlands to fiber networks, giving them access to extremely fast and reliable internet and (interactive) television.

**Upgrading ADSL network to VDSL**
In areas where fiber is not yet available, we still want to offer our clients faster products and services. Therefore we are replacing our ADSL network with VDSL. We do this by installing more, and new, phone exchanges and street boxes in neighbourhoods, and by vastly improving the quality of VDSL cables.

**Phased roll-out of 4G across the Netherlands**
We are also continually upgrading our mobile infrastructure. By making these investments, we are the first in the Netherlands to start rolling out 4G and, by the end of the first quarter of 2014, will have nationwide coverage. This will make mobile surfing up to ten times faster, offering customers an excellent service for watching TV, gaming and video-calling.

**Renewing 2G and 3G networks**
We are renewing our existing 2G and 3G networks. This will be an enormous operation involving replacing all antenna locations, equipment boxes, antennae and transformer stations.

**CloudNL for business clients**
Our IT service portfolio is continually being developed for our business clients. One example is CloudNL, which offers businesses secure access to applications and business data storage in KPN's Dutch data centres - all under the protection of Dutch laws and legislation.

**Crucial networks for emergency services**
We are investing in the stability and reliability of crucial networks which must be available 24/7, such as 112, C2000 and the national emergency network.

**A significant role, now and in the future**
In our changing society we want to continue to play a significant role, both with our infrastructure and as a service provider. Society and our customers must be able to rely on KPN to provide a modern and reliable ICT infrastructure, as well as an outstanding service. We are the logical partner for sectors that put high demands on the reliability, quality and security of ICT infrastructures, such as the government, police, healthcare and finance. These sectors, which process a great deal of confidential information, are essential for a properly functioning society. We also play a significant role beyond the country's borders, owning one of the eight hubs in the world that facilitates international internet traffic.

We realise that millions of people and thousands of institutions and businesses depend on our network. Our objective is to be, and remain, a reliable service provider. Our infrastructure is the foundation of that objective.