

AVEBE chooses global network solution of KPN

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Potato starch group AVEBE is going to use the international network of KPN and its partner SingTel to interconnect all its thirteen sites in Europe, Asia and the United States. The network will be delivered this summer and will be used for internal data communication between the AVEBE sites. The contract is for three years.

The new international network, which will replace the existing network, will seamlessly interconnect AVEBE's head office at Veendam in the Netherlands and the group's sites in Europe, Asia and the United States. The network will reduce costs for AVEBE, increase bandwidth and provide the group with a single point of contact. The faster and more reliable network will be used to improve internal data communication. Among other things it will be possible for all 13 sites worldwide to run the same business applications like SAP.

Tailor-made global network

The head office at Veendam will use a 10 Mbits e-VPN fibre-optic connection (Ethernet Virtual Private Network) that also provides Internet access. The European sites will use the European KPN EuroRings network (managed IP-VPN based on MPLS). Asian sites will use the network of KPN's strategic partner SingTel. KPN will manage the entire network end-to-end for AVEBE.

Creative VPN solution

"We needed to upgrade our worldwide network to enhance internal communication", said Erik Dijck, ICT Architecture Manager at AVEBE. 'KPN was able to give us an attractive price and the right information quickly and in one package. We also had a lot of confidence in KPN's project approach. KPN helped us think through everything and came up with a creative solution for the VPN. Another factor that played a role in our decision was that KPN was the only supplier able to offer a flexible network concept on this scale. We will get a flexible, scalable and future-proof network with the bandwidth we need. Centralisation of information will make system management and work processes far more efficient, which adds up to an attractive cost saving for us'.

International cooperation

John van Vianen, Director of Network Services at KPN, said: 'Our cooperation with our international partner SingTel enables us to offer a cost-effective infrastructure and high-quality expertise in all countries where AVEBE has sites. The contract with AVEBE proves the value of our international strategy in which SingTel plays an important role for Asia and Telefonica for South America. By managing the entire network KPN will relieve AVEBE of all international hassle. What's more, AVEBE will now be dealing with one supplier, one contract, one helpdesk, one invoice and one service level agreement. Reliability, convenience and simplicity are the keywords'.

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About AVEBE

AVEBE is a global leader in selling, marketing, developing and producing starch flour and starch flour specialities used in products like food, paper and industrial applications such as textiles, adhesives and construction. The company is committed to retaining global market leadership for potato starch and specialities and to building on its position by profiling itself as a global supplier of solutions for customers. AVEBE's strength is its ability to understand its customers' processes, products and needs. AVEBE makes this know-how work for its customers, backed up by applied technology, systematic servicing and wide-ranging technical support. The permanent drive to add value to customers' production chains in tandem with targeted innovative capability make AVEBE a leading and high-profile company in the field of starch flour specialities. AVEBE is globally organised and runs the entire supply chain in its core markets of Food, Paper and Industrial Applications. The international sales, marketing, research and servicing network of AVEBE works for professional industrial customers worldwide. AVEBE has an excellent production infrastructure in Europe and elsewhere.

About KPN

KPN provides telephone, internet and television services to personal customers through its fixed network in the Netherlands. For business customers, KPN provides a range of services, from voice, internet and data services to fully managed outsourced ICT solutions, in the Netherlands and internationally. For both personal and business customers, KPN offers mobile services in the Netherlands, Germany, Belgium and Western Europe.

On March 31, 2006, KPN served 6.7 million fixed-line subscribers and 2.2 million internet customers in the Netherlands as well as 21.6 million mobile customers in Germany, the Netherlands and Belgium, while employing 28,647 individuals (26,176 FTEs). KPN was incorporated in 1989 and our shares are listed on the Amsterdam, New York, London and Frankfurt stock exchanges.