



TECHNOLOGY READINESS USER EVALUATION

Hawai'i Executive Collaborative

2022 End of Year (EOY) Report

A Year of Innovation



2022

Jan - Dec

www.truehawaii.org

Entrepreneur's Sandbox

Honolulu, HI



Our Mission: To Tech Enable Hawaii's Organizations

TRUE (Technology Readiness User Evaluation) was launched in 2019 and is dedicated to solving the cost-of-living inequities identified in the ALICE Report by tech-enabling local businesses and our workforce.

Technology can transform our community, providing opportunities to upskill, increase productivity, improve efficiencies, and gain customer insights.

By accelerating the adoption of technology, local organizations succeed, creating demand for tech-enabled jobs, and in turn, the workforce will earn higher incomes, allowing them to build assets and a better quality of life.



Who We Are

TRUE Initiative is a committee of change agents and leaders from public & private sectors dedicated to our mission.

Through the TRUE Initiative, Hawaii's leaders collaborate on common business challenges, implement practical solutions, and share use cases with the wider community.

Programs

Complimentary and accessible to the community: workshops/demos, conferences, panels, and networking events as well as activating strategic collaborations such as our Community Innovation Mentorship Program (CIMP) and pilots designed to tech-enable the community.

TRUE's Committee of Change Agents & Innovators

21 RETURNING MEMBERS

CENTRAL
PACIFIC
BANK

SERVCC

DataHouse

Pacxa

htdc

PACIFIC
POINT

TRANSFORM
HAWAII
GOVERNMENT

HAWAII EXECUTIVE
collaborative

DBEDT
STATE OF HAWAII

HAWAII TOURISM
AUTHORITY

entrepreneurs
sandbox

ALAKA'I
EXECUTIVE SEARCH

HAWAIIAN
AIRLINES

JAL
JAPAN AIRLINES

Hawaiian Telcom

Booz | Allen | Hamilton®



THE QUEEN'S
HEALTH SYSTEM

MajiConnection

HAWAII
PACIFIC
HEALTH | KAPI'OLANI
PALI MOMI
STRAUB
WILCOX

NEC

hmsa

4 NEW MEMBERS

AMERICAN
Savings Bank

Google

UNIVERSITY
of HAWAII
SYSTEM


builders | vc

TRUE Committee Members Impacting Hawaii in 2022





PACIFIC EDGE
magazine

THE WINNER OF
TECH COMPANY
OF THE YEAR
GOES TO.....

Tech Company




Kelly Ueoka
Pacxa Hawaii

Pacific Point
799 followers
4mo

Three-peat!! We're excited to announce Pacific Point made the 2022 #Inc5000 list for the 3rd year in a row! Way to go #teampacificpoint



WINNING IN A TIME OF CHANGE
WE MADE THE LIST!
In Celebration With *CapitalOne Business*
#Inc5000

HawaiiBusiness
magazine

**BEST
PLACES
TO WORK
2022**

CENTRAL
PACIFIC
BANK

SERVCO

Pacxa

AMERICAN
Savings Bank

**BEST
HOSPITALS**
& WORLD REPORT
USNews
2022-23



THE QUEEN'S
HEALTH SYSTEM

DataHouse
Named a 2022 Top Workplace!
We're advancing our communities for a better tomorrow.

**TOP
WORK
PLACES
2022**

Star Advertiser



Star Advertiser

2022 Hawaii's Best Insurance




**HAWAII
PACIFIC
HEALTH**

KAPI'OLANI
PALI MOMI
STRAUB
WILCOX

Kapiolani Medical Center for Women & Children is the first and only hospital in the state to earn Level 1 Children's Surgery Verification from the American College of Surgeons

Reach & Engagement



8+ IN-PERSON EVENTS COVERING HIGHLY RELEVANT TECH FOR HAWAII

- Workflow Automation
- Cloud Innovation
- Natural Language Processing (NLP)
- Contract Lifecycle Management (CLM)
- AI/ML
- CRM

550+
ATTENDEES

+21%
**YoY Audience
Growth**

COMMUNITY/ ORGANIC REACH

Over 1500 people representing
800 companies



Hawaii Federal
CREDIT UNION



ALEXANDER & BALDWIN
PARTNERS FOR HAWAII



TRUE Drives Tech Adoption



7
LOCAL
COMPANIES

ADOPTED NEW TECHNOLOGIES THIS YEAR

Investing in CLM, Workflow Automation and Cloud technologies.

ACTIVELY EXPLORING TECH IMPLEMENTATION

Engaging with tech providers to implement solutions.

9
LOCAL
COMPANIES

Local Orgs Are Investing In Tech



4

workloads being processed to make cloud applications work

CLOUD SOLUTIONS

Delivery of computing services—including servers, storage, databases, networking, software, analytics, and intelligence—over the Internet (“the cloud”) to offer faster innovation, flexible resources, and economies of scale.

CONTRACT LIFECYCLE MANAGEMENT (CLM)

CLM automates and streamlines contract processes during key stages.

2

public sector orgs have adopted this technology, with new implementation and increased investments

1

“Top 10” private sector organization increased investment in their use of workflow automation

WORKFLOW AUTOMATION

An approach to making the flow of tasks, documents and information across work-related activities perform independently in accordance with defined business rules.

AI/ML Gaining Momentum



36

public & private sector
orgs attended interactive
demos

AI FOR CALL CENTER

AI's ability to reduce operational costs, personalize the customer experience, provide actionable analytics, and increase customer agent efficiency, are just some of the reasons that AI can change the way customer service organizations function today

AI FOR ACCOUNTING & FINANCE

AI enables end to end workflow of intelligent document processing (ingestion, extraction, insights)

10+

attendees working in
finance function attended
our interactive demo lab

10+

attendees working in the
marketing function
attended our interactive
demo lab

AI FOR MARKETING ANALYTICS

An approach to making the flow of tasks, documents and information across work-related activities perform independently in accordance with defined business rules.

Hawaii Cloud Innovation Summit



- First-ever summit for local organizations to meet global experts, get inspired and re-think what's possible through Cloud-First Technology
- 25+ speakers/thought-leaders
- Featuring informative panels and sessions focused on Business Operations, Technical Operations, Workforce Development Opportunities
- Invite-only Executive Breakfast attended by 2022 gubernatorial candidates
- 350+ attendees

TRUE Esports + Tech Lab

NUMBER / NEWS

New esports lab at Waipahu Public Library aims to teach tech skills

Email Facebook LinkedIn Twitter Share article



PHOTOS BY JAMM AQUINO / JAQUINO@STARADVERTISER.CO

Game on!

An unveiling Thursday of the TRUE Esports + Tech Lab highlighted best-in-class gaming PCs, displays and peripherals at the Waipahu Public Library. The state-of-the-art tech lab

- First-ever public-private collaboration launching a destination inside the Waipahu Public Library for the community to learn and develop valuable skills through the entertaining medium of esports and gaming.
- 100% of inaugural esports team completed course curriculum & earned "Foundational Software Development" achievement
- Pilot framework adopted by: Hawaii Technology Academy, Palama Settlement and Kauai Economic Development Board

Salesforce Innovation Day

Salesforce leaders, customers to gather at Hawaii Innovation Day

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Facebook

LinkedIn

Twitter

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Recommended

TECHNOLOGY
by St. Louis Inno

INNO St. Louis 'Shark Tank' startup Flipstik raises \$1.2M to expand its product line

TECHNOLOGY
by Triangle Inno

- Complimentary, all-day conference for current and prospective Salesforce users held at the Sandbox
- Speakers, panel discussions, customer demos and networking opportunities
- Keynote by: Paul Tatum, Executive Vice President, Salesforce Solution Engineering & Christine Sakuda, Executive Director, Transform Hawaii Government
- Deena Tearney, CEO, Pacific Point and TRUE Board Member featured panelist on "Systems Integration Best Practices"

TRUE In The News



221 x 300

STORIES / NEWS

TRUE Initiative appoints new board leaders

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Peter Dames
Exec Vice President

By [Christina O'Connor](#) • Senior Digital Editor
November 16, 2022, 02:40pm HST Updated 1 minute 1 minute ago

The TRUE Initiative has appointed two new Hawaii business executives to lead its board.

Peter Dames, executive vice president of automotive company Servco Pacific Inc., will serve as chair, while Eddie Ontai, president of technology consulting firm DataHouse, will be vice chair, the organization announced Tuesday.

Both have been a part of TRUE, which stands for Technology Readiness User Evaluation, since it was founded in 2019. Dames is currently vice chair of the board, while Ontai serves on the steering committee. They will step into their new roles when Founding Chair Paul Yonamine transitions away from the board at the end of the year in conjunction with his retirement from his position as executive chairman of Central Pacific Bank.

"I thank Paul for his partnership, and I look forward to continuing his drive for innovation and delivering value innovations that

STORIES / NEWS

Hawaii to host first-ever Cloud Summit

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The Hawaii Cloud Innovation Summit will run from 8:30 a.m. to 5 p.m. July 28 at the Hawaii Convention Center.
Source: [DataHouse](#)

By [Christina O'Connor](#) • Reporter
July 12, 2022, 02:37pm HST

A conference on cloud technology is coming to Honolulu later this month.

TRUE, or Technology Readiness User Evaluation, and Transform Hawaii Government have teamed up to host the first-ever Hawaii Cloud Innovation Summit from 8:30 a.m. to 5 p.m. on July 28 at the Hawaii Convention Center.

Featuring keynote speeches and panel discussions, the event will highlight how the cloud can help businesses increase productivity and efficiency, and make data-driven decisions.

STORIES / PARTNER CONTENT

Sponsored content by Central Pacific Bank

How the TRUE Initiative is tapping into the power of collaboration

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Entrepreneur Sandbox grand opening - Invest in Hawaii's Digital Economy (TRUE), Peter Dames, CVP, SERVICIO - Director, Marketing, Digitalize chair, TRUE, Cavett Onda, president, Omnicore Consulting/TRUE, Executive Gov. David I. Ige, Paul Yonamine, executive chairman, Central Pacific Bank/Chairman, S.E. Mike McCarthy, director, Dept. of Business, Economic, Development & Tourism (DBEDT) State of Hawaii/TRUE Co-Chairman.

By Central Pacific Bank
February 18, 2022, 12:00pm HST

For Hawaii businesses, the rapid acceleration of technology has the potential to solve many operational problems. However, harnessing new technologies can be a challenge when a lack of skillsets or a large scope can be too much for one company to handle. But what if competitors could work together to use technology to solve common problems, rising the tide for all organizations in Hawaii?

In February 2020, Hawaii executives and change agents launched the TRUE Initiative at the Entrepreneur's Sandbox in Koko'ako. TRUE is an acronym for technology, readiness, user, evaluation.

Created in partnership with the Hawaii Technology Development Corporation, the state of Hawaii, and local vendors, the TRUE Initiative aims to accelerate technology-based solutions to everyday business problems through collaboration. This innovative approach is improving the technology IQs of Hawaii businesses.

There are immediate opportunities," says Leliani Farinas focused on providing an enviro

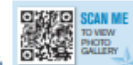
Honolulu Star-Advertiser - 07/15/2022

Page: 02



Game on!

An unswerving Thursday of the TRUE Experts + Tech Lab highlighted best-in-class gaming PCs, displays and peripherals at the Waipahoehoe Public Library. The state-of-the-art technology facility will teach valuable game and software development skills. The community will be able to learn, study and play. The lab will open to the public July 27. At right, Nevada-Ishiah Pak, right, who also goes by gaming name PakGaming08K, and fellow e-sports participant Tracy Lee, left, aka Cinnamon, prepared before taking to their computers with teammates for a scrimmage. Above, e-sports participants played a scrimmage.



What We Heard From Our Community



#1 MOTIVATION FOR ADOPTING NEW TECHNOLOGY



Increasing efficiencies

KEY BARRIER TO ADOPTING TECHNOLOGY



The cost

EVENT PREFERENCES



Our community finds value in our mix of: use cases, workshops/demos, conferences, pilots & networking

2023 TOPICS



Cloud technology
AI/ML
Automation
Workforce/Skill Development + Certifications
Cybersecurity

Thank You Paul!

**FOR YOUR LEADERSHIP AND CONTINUING TO DRIVE
INNOVATION ACROSS THE STATE OF HAWAII**



Under Paul's leadership, TRUE has delivered 40+ events/learning opportunities through the sharing of use cases, workshops, panels and demos available free of charge to the community.

This year, TRUE launched (2) brand defining initiatives: The TRUE Esports + Tech Lab pilot in the Waipahu Public Library and the Hawaii Cloud Innovation Summit, Hawaii's first-ever cloud conference, in partnership with Transform Hawaii Government.

2023 TRUE Relaunches As A Non-Profit Organization

NEW LEADERSHIP



Peter Dames
Chair, TRUE
EVP, Servco Pacific Inc.



Eddie Ontai
Vice Chair, TRUE
President, DataHouse



Manny Edmondson
Treasurer, TRUE
EVP/CTO, Central
Pacific Bank



Len Higashi
Secretary, TRUE
Executive Director,
Hawaii Technology
Development Corp

NEW WEBSITE: [TRUEHAWAII.ORG](https://truehawaii.org)



TRUE INITIATIVE

A tech-enabled Hawaii creates
more jobs and higher-wage-
earning opportunities

