



2023 Year End Report



What We Do

TRUE (Technology Readiness User Evaluation) was launched in 2019 and is dedicated to solving the cost-of-living inequities identified in the ALICE Report.

TRUE's mission is to solve this problem with a “demand” side approach, **helping local organizations create more value for their businesses by tech-enabling their operations to drive more efficiencies.**

As local organizations thrive, they will re-invest and create the demand for higher quality roles/higher paying jobs. This will allow the workforce “supply” to earn higher incomes, allowing them to build assets and a better quality of life.



How We Do It - 26 Member Organizations Strong



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.

With strong support and continuous commitment from these 26 members, TRUE is able to host numerous complementary events open to the community:

- Workshops/Demos
- Panels
- Strategic collaborations such as our Community Innovation Mentorship Program (CIMP)
- Conferences
- Networking events
- Innovation pilots

2023 Strategy & Goals

Strategy: Inspire business leaders to digital transformation by articulating the art of what's possible through tech enablement.

Inspire the State of Hawaii

The government represents Hawaii's largest employer. TRUE will inspire the government to embrace digital transformation by exposing them to key benefits.

Tech enable Hawaii's orgs

Organizational leaders are the key catalyst to digital transformation; ensure TRUE offers value proposition tailored to their needs.

Be the Tech Connector

Hawaii's tech landscape is fragmented; TRUE can create networking events connecting the demand side with the supply side: local orgs, local start-ups and tech talent.

Workforce Development

Represent demand side by communicating real-world skills requirements to workforce & development initiatives so they can align their programs to business needs.

TRUE DIRECTLY IMPACTED HAWAII'S ORGANIZATIONS IN 2023

Fostering Tech Talent Supply

20+ sessions

THIS YEAR ON: AI/ML, CLOUD, AUTOMATION, DATA ANALYTICS, LOW CODE/NO CODE

500+ people

ATTENDED TRUE EVENTS THIS YEAR

Tech-enabling Hawaii's organizations

32 companies

ACTIVELY EXPLORING TECH IMPLEMENTATION

Creating Demand for Tech-Enabled Jobs

10+ newly created positions with average salary of \$120k

TRUE COMMITTEE MEMBER ALAKAI EXECUTIVE SEARCH HIGHLIGHTS KEY RECRUITMENT METRICS



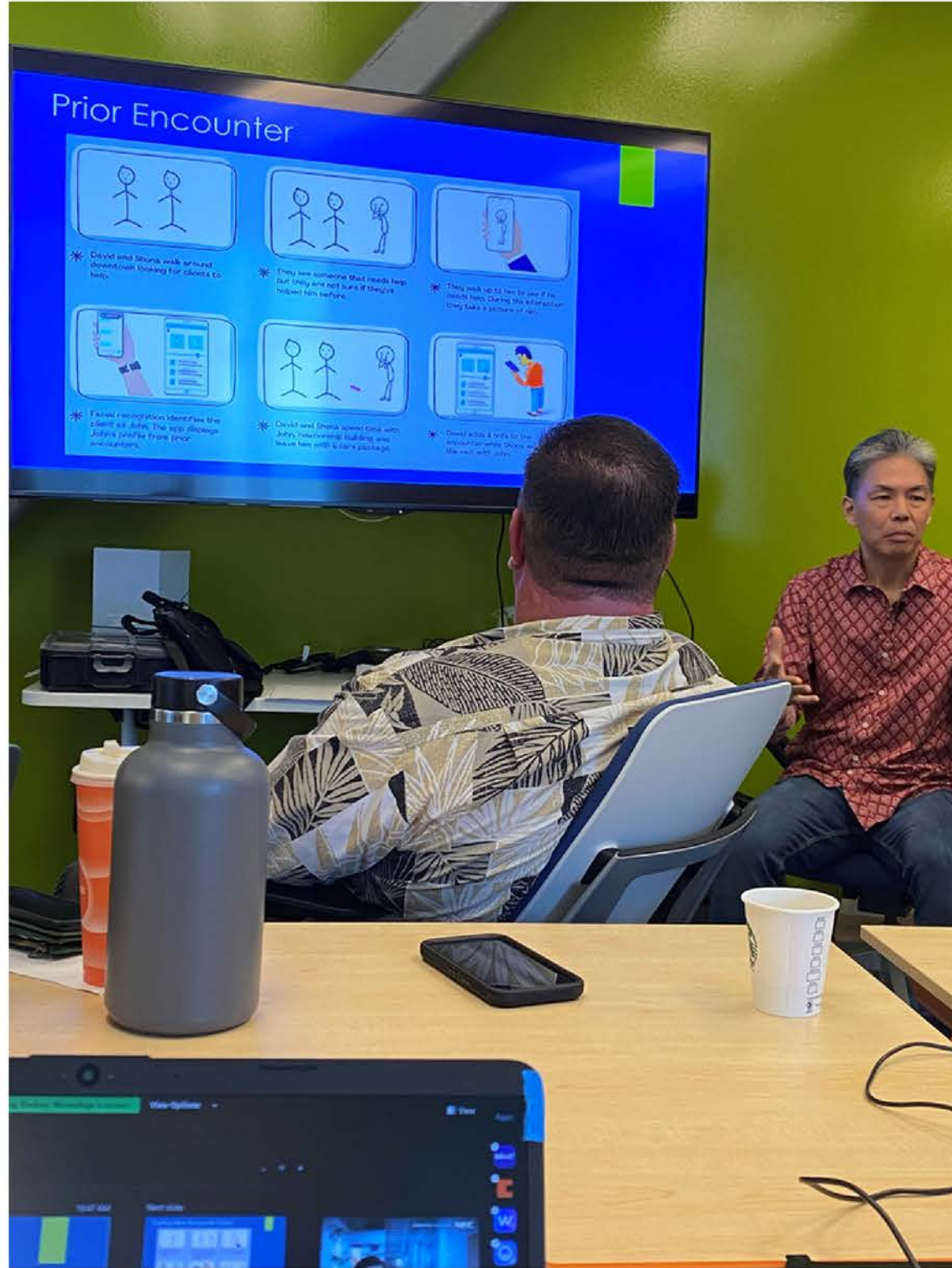
"THE ROLE OF HAWAII'S LEADERS IN DRIVING DIGITAL TRANSFORMATION" PANEL SESSION

*FEATURING: SERVCO, STATE OF HAWAII, IHS
AUG 1, 2023 AT THE HAWAII CONVENTION CENTER*



"PROTECTING PEOPLE & THE PLANET (DATA PRIVACY & SUSTAINABILITY IN IT)"

*PICTURED: RICK HOPFER, CIO, HMSA
AUG 1, 2023 AT THE HAWAII CONVENTION CENTER*



*"IHS APP IDEATION SESSION FACILITATED BY TRUE,
DATAHOUSE, NEC*

MARCH 2, 2023 AT THE ENTREPRENEUR'S SANDBOX

TRUE CREATES VALUE FOR HAWAII

Creating A Talent Pipeline For Companies

TRUE is upskilling the workforce through our use cases and events and creating the future workforce through initiatives with GameDevHQ.

Generating The Demand for Technology

Through our tech enablement programs such as the Community Innovation Model, we are tech enabling organizations like the Institute for Human Services.

Our Mission Supports Your Commitment to ESG

TRUE's mission aligns with key ESG values to drive sustainability and broader long-term success for Hawaii.



**500+
ATTENDEES**

3 MAJOR EVENTS COVERING HIGHLY RELEVANT TOPICS:

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

LOCAL ORGANIZATIONS ATTENDED TRUE EVENTS INCLUDING:



**COMMUNITY/
ORGANIC REACH**

**+33%
YoY Audience
Growth**

**+2000
people
representing
1000+
companies**

2023 TRUE INITIATIVE: HOMELESS CARE COORDINATION PLATFORM (PILOT)



In collaboration with committee members NEC and DataHouse, TRUE delivered a homeless care coordination tool (app) that helps IHS case workers administer and track servicing for the homeless.

The app eliminates redundancies, and provides data and visibility across IHS. TRUE provides training, change management, improvements, and on-going maintenance and support.

10+
IHS TECH-
ENABLED IHS
STAFF &
GROWING

350+
CLIENTS
ENROLLED

700+
LOGGED
ENCOUNTERS

**DATA
VISUALIZATION
& REPORTING**

2023 TRUE INITIATIVE: HAWAII CLOUD INNOVATION SUMMIT

Attendees



302

↗ 164% YoY

Registrations



440

↗ +31% YoY

Organizations Represented



210

Public, Private, Non-Profit

Hawaii's premier conference dedicated to cloud technology, digital transformation and tech enablement.

Sponsorships

NEW IN 2023

Partners reported they have received high-quality leads and have scheduled follow-up meetings with customers



Promotion



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Fantastic to bring multiple DoD customers together on island in a forum that is relevant to everyone. I was able to connect with other DoD customers that I normally wouldn't interact with but this summit served as an excellent meeting point and enabled introductions

Lt. Col. Christina Decker,
Pacific Air Forces

2023 TRUE INITIATIVE: GAMEDEVHQ STUDENT PILOT

Sponsored Scholarship
for Local High School
Graduate, Aiden H.



CPB Foundation

**Success
Metrics**

Job Placement

AVERAGE SALARY \$70K

**Professional Unity
Developer Program**

**100% Online Curriculum,
Alternative to
Traditional 4 Yr College Degree**

**LEARN TO CODE BY
BUILDING VIDEO GAMES**

**SINCE BEGINNING THE PROGRAM IN AUGUST 2023, AIDEN'S
MEASURED OVERALL PERFORMANCE IS 91% AND WILL BE READY
FOR ANY AND ALL XR (AR, VR, MR) JOBS BY JANUARY 2024.**



2023 TRUE INITIATIVE: USE CASE EVENT

Hawaii Road Show: Google for Government and Education Cloud Day

Where will you go next on your digital journey? In this event, uncover the opportunities and challenges facing the government and explore how to break down barriers of transformation to start solving for them today.

- Goal: Inspire the State of Hawaii + Tech-enable Hawaii's organizations
- Problem: Digital transformation
- TRUE role: Partner
- Event date: February 23, 2023

Fireside Chat: Customer Success Stories (L-R)

Daniel Liu - Public Sector, State & Local Gov't, Google

Garrett Yoshimi, VP & CIO, IT, University of Hawaii

Ed Sniffen, Director, Hawaii Dept. of Transportation

Mark Choi, Enterprise Technology Officer/CIO, Dept. of Human Services, State of HI

Doug Murdock - CIO, Enterprise Technology Services, State of HI



2023 TRUE INITIATIVE: USE CASE EVENT - CALL CENTER MODERNIZATION

A complimentary Lunch and Learn session from Central Pacific Bank's team and their success implementing call center technology to improve their customer experience and achieve key business benefits. The session covered industry trends and technologies and how these apply to businesses. This event provided attendees a chance to network and create collaboration opportunities with other local organizations.

- Goal: Inspire the State of Hawaii + Tech-enable Hawaii's organizations
- Problem: Business operations
- TRUE role: Partner

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IT WAS A GREAT L/L, I LEARNED A LOT. I PLAN TO REACH OUT, I DON'T KNOW TO WHOM I SHOULD REACH OUT TO. STILL TRYING TO FIGURE THAT OUT.

**ANONYMOUS
DEPT. OF PERMIT & PLANNING**



FOR MORE INFORMATION

A tech-enabled Hawaii creates more jobs and higher-wage-earning opportunities. By accelerating the adoption of technology, local organizations succeed, Hawaii's economy becomes more diversified and sustainable, and the workforce will earn higher incomes, allowing them to build assets and a better quality of life.

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