



Accelerate your adoption of technology with TRUE.

TRUE creates a pathway for businesses to connect and become more diversified and sustainable.

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Our use cases showcase how you can leverage technology to tech-enable your organization.

AI for Call Center (Central Pacific Bank). Using Amazon Connect, CPB automated help desk operations to improve wait times, distribute calls to a dispersed workforce, and gain intelligence to divert resources to areas of need.

** SimplicityHR and ProService spoke to CPB and are implementing it.*

Entrepreneur's Sandbox is also adopting the solution.

Customer Care, Migrating from Legacy systems in the State: Using Salesforce, State agencies planned and executed multi-year digital transformation strategies to modernize operations and take advantage of cloud solutions, providing improved services to their customers - the people of Hawaii.

** DBEDT's HGIA (Hawaii Green Infrastructure Authority) adopted Salesforce*

Customer 360 (Servco): Servco created Servco Labs to bring innovation to the organization and its many departments. Using Amperity, Tableau, Salesforce Commerce, and Marketing Cloud, Servco improved the customer's experience, increased engagement during COVID, and gained intelligence that drives business decisions.

** First Hawaiian Bank is implementing Amperity as a result of learning about it from Servco.*

COVID Workplace Solutions (DataHouse): Seeing a need, DataHouse developed and implemented LumiSight at the University, DOE, and organizations at a national level, to keep employees and students safe. LumiSight allows individuals to provide a daily self-attestation of their health status prior to work, with an administrative tool for organizations to monitor and manage any issues. <https://www.lumisight.com/>

* UH and *Entrepreneur's Sandbox* uses the solution.

AlohaSafe Workplace, developed by Upspring, Digital Marketing firm of aio, offers a similar solution and has been adopted by * *Central Pacific Bank*.

Secure Remote Workforce (Pacxa): Using Microsoft 365, Teams, Yammer, Virtual Desktop, many organizations are focusing not only on how to allow teams to work remotely, but to do so in a hybrid and secure way. Pyramid Insurance and Island Holdings share their journey.

Japanese Data Mining (Maji Connection): Data shows that the Japanese Consumer Behavior has changed drastically during the Pandemic. Seeing how it has changed allows us to meet the demand, and data continues to provide insight and opportunities.

CIMP 2.0 Kickoff – Mentored by DataHouse and Belt Collins, UH Engineering students will take on a DOE project to create a Storm Water Utility this Spring semester. This will support the Fresh Water Initiative.

Safe Travels (ETS, State of Hawaii, eWorld): Nearly 1.5 million travelers to Hawaii have used the Safe Travels Digital Platform since the pre-travel testing program began in October. Hear from the experts who collaborated on this effort that integrated a multi-layered approach using innovative solutions that assisted to jumpstart the State's economy. See how collaboration between the State's lead technology agency and private partners led to the innovation of the Safe Travels solution, using Google Cloud, Service Now.

The Power of RPA and What It Can Do For Your Business – Organizations are turning to Robotics Process Automation (RPA) to automate tedious, repetitive tasks and rules-based processes. Time saved through RPA can enable businesses to devote more time to serving customers or other higher-value work. DataHouse and PharmaCare share their RPA journey, common RPA use cases, lessons learned, and ROI.

Data Series

[**Tableau Success Stories**](#) (Pacific Point): Insight from data has made an impactful difference in Hawaii's response to COVID. Using Tableau, data, visualizations, and data integration with other systems increases decision-making value. Pacific Disaster Center and Hawaii Data Collaborative share how they've created a data culture.

[**Become a Data-Driven Business**](#) (Koa Process): James Saulez, President of KOA Process, moderates a discussion with Anthony Nelson (President) and Timon Fuchser (Director of BI and Performance) as they detail the why's and HOW's of becoming a data-driven business by sharing Premier Restoration's data journey and results. Using Power BI, Premier Restoration democratized data and uses insights to make business decisions.

[**Tableau Workshop**](#) (Tableau, Pacific Point): Get basic hands-on exposure to Tableau Desktop and its visualization-building and dashboard features. It is appropriate for those who are new to Tableau or anybody wanting to understand what Tableau can do to help them in their jobs. As with all of Tableau's free workshops, it's not formal training, but it is a great way to get exposure to the breadth and power of Tableau.