TRUE is dedicated to tech-enabling organizations through collaboration and sharing of solutions.

This will create jobs and opportunities with higher wage-earning capacity through increased use of innovation and technology.

CHANGE is an Initiative of the Hawaiʻi Executive Collaborative where leaders adopted the CHANGE Framework by creating committees and initiatives within each sector to drive collaborative action.

Source: hawaiicommunityfoundation.org/change
Background: Current State

Household Income, 2018

Household Survival Budget in Hawai’i:

- **$31,056** for a single adult
- **$90,828** for a family of four

Housing Affordability

Rent has been increasing more quickly than wages have grown

Cumulative percent change since 1985

- Roughly 330% increase in Monthly Rent
- Roughly 190% increase in Monthly Wages

Source: hawaiicommunityfoundation.org/change/communityandeconomy

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COMMUNITY & ECONOMY
Hawai’i deserves a diverse and growing economy that allows people to earn incomes and build assets while also affording opportunities for a good quality of life.

HEALTH & WELLNESS
All people in Hawai’i deserve to be happy, healthy, and connected across their communities and throughout their lives.

ARTS & CULTURE
Engagement in arts and culture is deeply tied to our identities as individuals, families, and communities.

NATURAL ENVIRONMENT
Hawai’i’s natural resources deserve to be protected while its people need to be prepared to meet the economic, environmental, and social impacts of climate change.

GOVERNMENT & CIVICS
Hawai’i’s well-being emerges when its people and communities are active and engaged in civic activities and shared decision making.

EDUCATION
Hawai’i’s children and youth deserve to be educated and prepared for work, life, and citizenship as contributors to the future of Hawai’i.

Source: hawaiicommunityfoundation.org/change
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Community & Economy
In Three Parts

AFFORDABILITY
- Lower cost of living in Hawai‘i
- Increase affordable housing

DIVERSE & SUSTAINABLE STATE ECONOMY
- Advance economic development for industry diversity and expansion of business potential
- Pursue job creation and higher wage-earning capacity

INNOVATION ECONOMY
- Create more jobs with livable wages with a focus on tech start-ups
- Improve partnerships with high schools/colleges and industries to build necessary job skills in workforce

Chair: Peter Ho
Chairs: Paul Yonamine, Rob Nobriga
Chair: Rich Wacker
Pursue job creation and higher wage-earning capacity

Objective

Both the private and public sectors in the state of Hawai‘i are late adopters of information technologies.

Organizations in each sector realize the need for the effective use of data and digitalization, but due to the lack of resources and the perceived magnitude of IT investments, efforts are deterred from moving forward.

There were also many attempts in the past to launch technology start-ups in Hawai‘i. These efforts were challenging due to the lack of venture capital and talents with sufficient technology expertise.

As such, there continues to be a shortage of IT specialists and workers who are adept at leveraging information technologies. Further, those educated in IT abroad opt to remain there given the consistent demand for their skills.

There is, however, a great need for IT solutions in Hawai‘i. Back offices of most organizations, for example, are still paper and 20th century process driven. Organizations are desperate in figuring out ways to increase productivity and efficiency with a constant headcount to be competitive in the national or global arena.

Although small singularly, considering the many organizations in Hawai‘i that have similar information technology needs, there is a significant IT white space opportunity in Hawai‘i. This need can easily support thousands of new tech-enabled workers.

Augmenting worker productivity with technology will lead to higher wage-earning opportunities.
Entrepreneur’s Sandbox and Collaboration

Through a public and private collaborative effort, organizations have converged at the HTDC’s Entrepreneurial Sandbox in Kaka’ako to work side-by-side in developing technology solutions to address common low-productivity pain points.

By collaborating, limited information technology resources and investments can be shared and leveraged across sectors and industries.

Collectively, the organizations represent an attractive audience and customer for large mainland technology companies.

The focus is on developing practical and real-life solutions that yield measurable returns that makes the effort meaningful for all participants. This is not a research or planning project. It is focused on results that will make the effort sustainable.

In the process, there is an expectation for university students to become involved, enabled, and exposed to the public and private sector organizations of Hawai‘i. Through the heightened use of technology, it is also expected to have Hawaii-connected resources working abroad to repatriate back to the islands. Reverse the brain drain.
Organizations Involved

SANDBOX TENANTS

PARTICIPANTS

UNIVERSITY INVOLVEMENT
Collaboration should draw the attention, expertise, and free proof-of-concept trials from Silicon Valley companies. Already, KPMG and E&Y have offered free presentations and support on the use of RPA (robotic process automation) for back office transformation.

Various companies are already on board with this unique idea. These organizations would lend resources in a collaborative effort to address practical technology use in a multitude of use cases.

The Sandbox is an information technology super user center, where representatives from Hawai‘i’s public and private sector converge on common pain points and, together, pilot cloud-based applications to develop real-life solutions.

The TRUE Initiative, a partnership with HTDC, the State of Hawai‘i, local universities/colleges, Hawai‘i Tourism Authority, and participating private companies will:

- Drive the adoption and use of advanced technology to benefit and grow Hawai‘i businesses;
- Combine private and public sector requirements into efficient and economic opportunities for Hawaii;
- Benefit and support local university curriculums, exposing students to credited, paid internships, and real-world experience;
- Increase Hawai‘i’s technology literacy across industry sectors;
- Establish the State of Hawai‘i as a national and international model for public and private sector collaboration.
TRUE Initiative Use Cases

**AI for Call Centers**
- Reduce customer service costs
- Improve other customer service channels
- Decrease customer wait times

**Customer 360**
- Increase customer engagement during the pandemic
- Leverage data to make better business decisions
- Know your customer better

**Cloud-based Solutions For Field Service Management**
- Easily track employee activities and equipment
- Reduce costs and boost efficiency
- Access customer data, manage orders, and plan routes

**Infrastructure: Repository Of Foundational Solutions**
- Business continuity and easy disaster recovery
- Cost savings for IT, infrastructure, and hardware
- Increase efficiency

**Data Mining to Identify Target Japanese Customers**
- State can refine marketing efforts in Japan
- Hawai‘i businesses can target these visitors as customers

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TRUE Initiative Use Cases

**Robotics Process Automation (RPA)**
- Automate and speed up repetitive tasks
- Increase data accuracy and efficiencies
- Reduce operational risks
- Increase analytics and insights

**AI for HR Recruitment**
- Reduce time to hire
- Increase productivity for recruiters
- Deliver enhanced candidate experience that is seamless, simple, and intuitive

**Blockchain for Vehicle Title Management**
- No risk of losing documents necessary to prove ownership
- Clear record of ownership
- Prevention of title theft

**Adoption of Electronic Forms & Records**
- Potential to streamline and digitize processes
- Allow people to avoid mailing to submit forms
- Allow state leadership access to data to make informed decisions

**Cloud-based Solutions for Travel Approval**
- Reduce steps in cumbersome multi-level approval processes
- Save time with pre-filled traveler details
- Automate approvals for more efficient workflow
TRUE Initiative Use Cases

**AI for Call Centers**
- Reduce customer service costs
- Improve other customer service channels
- Decrease customer wait times

**Customer 360**
- Increase customer engagement during the pandemic
- Leverage data to make better business decisions
- Know your customer better

**Cloud-based Solutions for Customer Service**
- Migrate from Legacy system to cloud solution
- Automate and streamline processes
- Manage data and leverage as an asset

**Robotics Process Automation (RPA)**
- Automate and speed up repetitive tasks
- Increase data accuracy and efficiencies
- Reduce operational risks
- Increase analytics and insights

**Data Mining to Identify Target Japanese Customers**
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**Adoption of Electronic Forms & Records**
- Potential to streamline and digitize processes
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Accelerate Digital Transformation

Inform

Provide Resources

- Use Cases
  - Robotics Process Automation | Artificial Intelligence | Digitization
- Frameworks
  - Innovation | Change Management | Leadership

Empower

Collaboration

- Solve larger Impact Challenges through Collaboration
- Community Innovation Mentorship Program (CIMP)

Collaborate

Community

- Tech Ecosystem
- Roundtables
- Slack
Location: 643 Ilalo St, Kaka’ako

Size: 13,500

Features: event space, coworking and collaboration space, meeting rooms, and small offices

Operated by: Hawaii Technology Development Corporation and BoxJelly

35+ coworkers, 11 companies

Public/Private partnership for Innovation and Technology

Collaboration space: used by companies, students, and the State to tackle use cases and showcase innovations

Source: sandboxhawaii.org
Get Involved

LEAD A USE CASE

PARTicipate in a USE CASE

SPREAD THE WORD
Appendix

- What is TRUE and Why is it needed
- Past Events
- Case Study
- Program: Community Innovation Mentorship Program (CIMP)
TRUE (Technology Readiness User Evaluation)

TRUE is a nonprofit dedicated to helping Hawaii organizations accelerate their adoption of technology. Through a cohesive partnership between its committee and community-focused partners, TRUE creates a pathway for organizations to leverage technology to increase productivity, improve efficiencies, and provide business insights.

TRUE collaborates and shares solutions (also known as “use cases”) by hosting free roundtable discussions, hands-on workshops, and other events. Additionally, TRUE drives community-focused projects, creates a tech ecosystem of sharing, and facilitates action to support its mission.

By accelerating the adoption of technology, local organizations succeed, Hawaii’s economy becomes more diversified and sustainable, and Hawaii becomes a place where all residents can thrive.

Learn more at [https://www.hec.org true](https://www.hec.org/true), follow us on LinkedIn or subscribe to our newsletter (https://bit.ly/TRUE-opt-in).

* TRUE is an initiative of the Hawaii Executive Collaborative and works closely with the Entrepreneur’s Sandbox, HTDC and THG to achieve our mission.*
What is TRUE
Technology Readiness User Evaluation
Goal: Create jobs with higher wage earning capacity

Non-Profit
Initiative of the Hawaii Executive Collaborative

Collaborative
Public/Private/ Education collaboration with like-minded orgs HTDC, THG, UH, State

Share Solutions
Share solutions to common business problems. Replicate practical solutions that yield measurable returns

Entrepreneur's Sandbox
Test & Learn center for people to see and try. Space for collaboration.

CHANGE Framework
Tech-enable our workforce so they can enhance their standard of living: address the ALICE population.
Why is TRUE needed in Hawaii?

TRUE is critical to our community

1. ALICE Population
   33% of Hawaii Households

2. Hawaii orgs are late adopters of technology
   Due to the lack of resources and the perceived magnitude of IT investments, efforts are deterred from moving forward.

3. Tech enabled jobs earn 53% more
   Augmenting worker productivity with technology will lead to higher wage-earning opportunities

4. Shortage of IT professionals
   Workforce development is critical

5. Limited tech resources
   By collaborating, limited IT resources and investments can be shared and leveraged across sectors and industries.
State Lead Solutions

TRUE Innovation: The People and Bots Behind Safe Travels
Tuesday, March 23, 10:00 AM - 11:00 AM HST

Private Lead Solutions

25+ Events to date
Customer Service Solutions: AI for Call Center

THE PROBLEM:
Call Center and Helpdesk faced escalating challenges with increased call volume, dispersed workforce and lack of metrics to drive improvements.

Instead of hiring more people or band-aiding with iterative improvements, Central Pacific Bank invested in AI and cloud solutions in a strategic infrastructure and solutions transformation.

After an evaluation, the organization selected Amazon Connect.

THE SOLUTION
Leveraging Cloud and AI Solutions

"AI for Call Center" leverages the innovative benefits of artificial intelligence, robotics process automation and machine learning to drive faster, more consistent service, while delivering higher customer satisfaction. Artificial intelligence provides possibilities for enhancing products and services, automating routine tasks, and improving decision-making. Data captured during the process also provides valuable insights.

THE RESULTS:
Customer Benefits
- 33% decrease in wait times
  improved routing and distributed call handling
- 153% increase in customer satisfaction
  quicker resolution time
- Increase usability and problem resolution of self-service knowledge base
  Amazon Connect Self-service

Agent and Company Benefits
- 70% decrease in calls that need to go to a person
- 166% increase in agent satisfaction Amazon Connects
  remote agent capability for virtual office
- Leveraged sentiment analytics data to identify coaching opportunities
- Data and Intelligence from the app allowed CPB to redirect resources to process improvements
Professionals mentoring students to solve a real-world problem, giving our future practical work experience.
Spring 2020 POC

- Funded hardware, transportation and incidentals for solution
- Administered program by matching consultant with school
- Animal Quarantine
- Modernization project
- Availed SME and facility access

- College of Engineering
- Junior students
- Received 2 credits
- ~6 hours a week

- Project and Client management
- Mentor students to a solution
- Provide tools and methodologies
Spring 2021
CIMP 2.0

- Funding of solution
- Administered program

- College of Engineering
- Junior students
- Capstone and Class Credit
- Waipahu High School Engineering Academy

- Storm Water Utility
- Fresh Water Initiative

- Project and Client management
- Mentor students to a solution
- Provide tools and methodologies
CIMP Model
opportunities for people and organization to be part of the solution

Solve problems with larger impact and reach
• Salesforce for Non-Profits
• Sustainability or Green Initiative (aloha+)
• Ag and Farmers

Resources
- Universities
- M&S
- Community College
- School Clubs
- AWS
- KS

Administration/Sponsor
TRUE
THG
HTDC
ETS

Social Challenge
- CHANGE
- Framework
- HACC
- HFMA
- Use Cases
- Ag and Farmers
- Non-profit

Mentors
- TRUE
- CIO Council
- Alumni
- M&S
- Faculty
- AWS
- SCORE

- Upskill
- Workforce development
- Reverse brain drain

- Community Service
- Be part of the solution

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