



For Immediate Release

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Hawaiian Telcom Introduces Desktop as a Service (DaaS)

Secure Cloud-Hosted Desktop Drives Business Efficiency, Enhances Workforce Mobility

HONOLULU (January 5, 2016) – [Hawaiian Telcom](http://www.hawaiiantel.com) has enhanced its suite of SmartBusiness technology solutions to include Desktop as a Service (DaaS), an innovative technology that enables you to work anytime, anywhere, from any device. DaaS hosts your desktop, including all of your applications and files, securely in the cloud. The cloud is Hawaiian Telcom's state-of-the-art, Class-A, SystemMetric's Data Center, Endeavor. Endeavor is among the most secure and advanced data centers in the nation.

"Technology has officially caught up with the concept of a cloud-based desktop, enabling us to deliver a cost-effective, high-performance solution that will modernize the way we work," said **Earl Ford, President of SystemMetrics, a Hawaiian Telcom company**. "With DaaS, you can switch seamlessly to any device and always have full access to all your documents and applications."

By deploying DaaS, businesses can enable a truly mobile workforce while eliminating the cost and complexity of managing multiple desktops and applications. Security is enhanced because data is secured in the cloud, not on any device, reducing concerns related to hacking, loss or theft. In addition, because this is the cloud, it eliminates the need of upfront capital expense on new computers, hardware, and automatic updates and upgrades, and is now replaced by a predictable monthly subscription fee.

"As Hawai'i's technology leader, Hawaiian Telcom helps local businesses to harness the power of the cloud," said **Paul Krueger, Vice President – Business Sales and Marketing**. "Moving from physical to cloud-hosted desktops is one of the fastest growing business trends today due to the numerous benefits that it offers from improved productivity to lower IT costs."

According to the 2014 KPMG Cloud Survey Report, 49% of businesses are using the cloud to drive cost efficiencies and 42% to enable a mobile workforce. Research expert Gartner notes that cloud adoption continues to be strong, especially in the areas of software as a service and cloud office (Gartner Hype Cycles 2015).

Hawaiian Telcom is sponsoring two DaaS demonstrations from 11 a.m. to 1 p.m. on Tuesday, Jan. 12, and Tuesday, Feb. 9 at the Plaza Club. To learn more or to sign up to attend a demonstration, please

visit: hawaiiantel.com/daas, or call SystemMetrics at (808) 791-7000 or Hawaiian Telcom's Business Sales Center at (808) 643-0944.

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About Hawaiian Telcom

Hawaiian Telcom (Nasdaq: HCOM), headquartered in Honolulu, is Hawai'i's technology leader, providing integrated communications, broadband, data center and entertainment solutions for business and residential customers. With roots in Hawai'i beginning in 1883, the Company offers a full range of services including Internet, video, voice, wireless, data network solutions and security, colocation, and managed and cloud services supported by the reach and reliability of its next generation fiber network and a 24/7 state-of-the-art network operations center. With employees statewide sharing a commitment to innovation and a passion for delivering superior service, Hawaiian Telcom provides an Always OnSM customer experience. For more information, visit www.hawaiiantel.com.