



For Immediate Release

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Hawaiian Telcom University 2016 - “The Future of Digital” Capture the Flag Hack-a-Thon Spurs Education and Competition

HONOLULU (Thursday, April 14, 2016) -- More than 750 local business professionals signed up for [Hawaiian Telcom](#) (NASDAQ: HCOM) University 2016, Hawai‘i’s premier technology event, held today at the Hawai‘i Convention Center.

For the past seven years Hawaiian Telcom has hosted this educational event to help local businesses keep up with the accelerating pace of technological change. The theme “*The Future of Digital*” reflected the transformational impact of digital technology, which enables businesses to gather data quickly to better understand their target consumers and refine their products and services accordingly.

“As Hawai‘i’s Technology Leader, we believe it’s important to provide a forum for our customers to learn about current trends and leading technological innovations,” said Paul Krueger, Hawaiian Telcom Vice President – Business Sales and Product Marketing. “Digital technology is the future and we’re pleased to help Hawai‘i’s business community in understanding how to adapt so they can seize opportunities and thrive in the global digital world.”

Local and national technology experts from industry leaders including Accenture, Cisco, Dell, Microsoft and others shared insights on how digital transformation is driving change in business plans and strategies, and reinventing productivity and processes.

“It’s essential for IT professionals to become technology enablers who understand what their business counterparts are trying to achieve so they can work together to create solutions that move their companies forward,” said David Totten, National Solution Director for Microsoft in his presentation *Adopting a Digital First Mindset*. “It’s no longer about who holds the keys to the data center because with the cloud, data center boundaries are becoming limitless.”

“Customer experience is now a brand differentiator,” added Totten, noting that Microsoft’s research indicates that 85% of customers are willing to pay more for a better customer experience and 65% of customers have left a brand due to a negative experience. “To thrive in this digital environment, companies need to make customer experience a priority.”

Nearly 50 IT professionals and students jumped at the opportunity to test their white hat hacking skills and win the first place prize of \$1,000 by participating in the Capture the Flag Hack-a-Thon challenge created by Hawaiian Telcom’s Managed Network Security team.



In addition, nearly 20 event sponsors showcased the latest, leading-edge services and connected devices at the event's Technology Expo where Hawaiian Telcom unveiled its *Cloud Services Marketplace*, a new e-commerce site.

For more information, please visit: hawaiiantel.com/htu. Click to view: [2016 Hawaiian Telcom University photos](#).

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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.