HKBN Receives Amazon Web Services' HK Managed Service Award
Cloud technology enhances scalability and flexibility

(Hong Kong – 11 May 2022) HKBN Enterprise Solutions ("HKBN") is awarded **Amazon Web Services' ("AWS") Managed Service Provider Partner of the Year**. With the largest number of AWS certifications in Hong Kong, HKBN is actively embracing innovative technologies to support its enterprise customers in their digital transformation journeys via cloud technology.

During COVID's fifth wave of outbreak in Hong Kong, with increased demand for anti-pandemic supplies and food items driving huge traffic in a short time period. HKBN' s team of experts responded with customised solutions for HOME+ via AWS cloud technology to scale up **HOME+ platform's capacity by five times in just an hour**, enabling it to support the sudden surge in demand, without additional staff – saving nearly 30% in time and human resource costs. (Click here to read more about HOME+'s case study.)

"We saw an exponential growth in the consumption of digital services across industries: from retail, eCommerce, to F&B delivery, virtual banking, insurance and more. With Cloud and our high-bandwidth, high-availability Fibre-to-the-Cloud Direct Connect, we can enable you to multiply your infrastructure capacity on-demand to support your mission-critical applications – like we did for HOME+ and our many other customers," **Samuel Hui, Co-Owner and Chief Transformation Officer of HKBN** said. "The AWS Managed Services Partner of the Year award is a testament to the high technical and service capability – so you can Go BIG with AWS x HKBN."

Chris So, Head of Sales and Partner, AWS Hong Kong said: "At AWS, we see our partners as an extension of our own team. We are delighted to work with HKBN and serve the clients with a 'customer-centric' mindset. This year marks the 10th anniversary of AWS in Hong Kong, we look forward to working further with HKBN, to continue to help customers accelerate innovation and contribute to digital transformation for Hong Kong."

Looking ahead, HKBN will leverage AWS cloud technology's AI and machine learning for a deeper analysis of its big data. The platform will launch a smarter product experience in July, allowing better personalised online shopping.

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