

*For immediate release*

## **HKBN CTO Samuel Hui Won 2020 IDC DX Leader for Hong Kong**

(Hong Kong— 19 October 2020) HKBN Group (“HKBN” or the “Group”) is proud to celebrate the win of Samuel Hui, HKBN Co-Owner and Chief Transformation Officer, for the **2020 DX Leader Award for Hong Kong** in the fourth **IDC Digital Transformation Awards**. This accolade confirms HKBN’s outstanding capabilities to lead digital transformation for both HKBN as well as its enterprise customers, and to co-grow with the business community whilst adapting to the challenges arising from the new normal.

As a leading telecom and technology solutions provider, HKBN is a forerunner of digital transformation. Samuel led a strong, professional team at HKBN to modernise the Group’s way of doing business, fueling its growth with an ambitious target of doubled revenue without doubling headcount, and turning HKBN’s successful transformational experience into business solutions – Transformation as a Service (“TaaS”) – with enterprise customers. Over the past year, HKBN has seen phenomenal business-impactful successes from its Digital Transformation, ranging from a 40%+ growth in monthly active users of My HKBN mobile app, 2+ times higher engagement rates in campaigns, to 3 times faster in deploying APIs leveraging Change-Ready Architecture design, and more.

Samuel shared, “Digital transformation goes beyond technologies. Companies need the right business model, the right operating model, and ultimately the right Talent mindset for business-impactful and sustainable transformation. I’m proud that our technical expertise plus the business and operational insights gained along our own transformation journey have not only transformed our own business, but also empowered our enterprise customers to expedite their own digital transformations.”

HKBN’s holistic digital transformation project - **Next-Generation Telco: Transforming HKBN for double revenue** - stood out among the 1,200+ high quality entries across Asia Pacific. Following this initial win at the country-level, HKBN is now an IDC finalist for the regional awards to be announced on 22 October 2020. HKBN will be benchmarked against other winners in the same category for the region’s best of the best.

Click here to watch a short video on HKBN’s TaaS and Samuel’s winning edge [https://www.youtube.com/watch?v=iyZ\\_jXVUsfE&feature=youtu.be](https://www.youtube.com/watch?v=iyZ_jXVUsfE&feature=youtu.be).



**Photo caption:** Under HKBN CTO Samuel's leadership, HKBN's professional Talent team transformed its way of business and turned this successful experience into business solutions – Transformation as a Service (“TaaS”) – for enterprise customers.

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