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## 3 Hong Kong embarks on epic digital transformation journey

**Hong Kong, 30 July 2018** - 3 Hong Kong, the mobile arm of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), today announced agreements with Tech Mahindra, MATRIXX Software, Salesforce and Vlocity to enable digital transformation of its telecoms operations, all along with continued product and service innovation and business growth - all in preparation for the impending 5G era.

### Ready for commercial launch in 2020

A four-phase digital transformation project scheduled for completion in 2020 has been designed to streamline and automate business processes and optimise digital experiences. Key areas covered include digital customer relationship management, omni-channel and intelligent marketing campaigns, sophisticated product catalogue and order management, enterprise business workflow, digital commerce with convergent billing, comprehensive data analytics and enhanced security.

A new operating model, based on an advanced technical architecture, will enable rapid access to fast data to deliver digital services. This will transform the business operation and support systems necessary for 3 Hong Kong to attain higher levels of customer interaction.

### 360-degree omni-channel user experience

The project will enable a 360-degree omni-channel user experience across the desktop, mobile devices, 3Shop outlets and all other customer touch points, delivering a seamless experience and interaction. 3 Hong Kong will have the platform to build a diverse portfolio of new products and services designed to meet future needs, while offering a consistent customer experience and on-demand digital commerce via any interactive channel, and on any mobile device.

This transformational journey will enable 3 Hong Kong to respond swiftly to market demands in the provision of digital lifestyle services. The project will shorten the time-to-market process, while allowing the company to design, test and launch new products and offers within shorter time scales.

Advancements in analytics will provide 3 Hong Kong with real-time, predictive and actionable insights, allowing the company to demonstrate greater agility when responding to dynamic customer needs. The digital transformation project is expected to simplify business processes, while facilitating improved compliance and generating new business opportunities.

**HTHKH Executive Director and CEO Cliff Woo** said: "The impending 5G era is prompting telecoms operators to undergo strategic transformation of IT infrastructure and operations in order to prepare themselves in a competitive market. The digital journey we have

embarked on will equip us with the advanced tools and mindsets necessary for us to deliver digital services in a timely fashion."

He added: "Transforming into a digital telco is necessary in order to enrich the customer experience and drive subscribership and revenue growth, as customers increasingly become digital citizens in the way they tackle everyday life. And 3 Hong Kong will be well positioned to capitalise on the new digital Internet economy, as it emerges."

### **Strong line-up of digital transformation solution providers**

The project's prime implementation partner, Tech Mahindra, designs and enables the full scope of digital transformation, while MATRIXX Software, Salesforce and Vlocity are key providers of cloud software enabling innovative digital commerce and omni-channel customer relationship management.

**Jason Ong, SVP and Head of Communications, Media and Entertainment (APAC) of Tech Mahindra**, said: "We are excited to partner with 3 Hong Kong in this unique digital transformation journey with the customer at the centre. This transformation is a huge step towards digitising 3 Hong Kong customer experience to set the most critical foundation for managing 5G and other advanced new services by 3 Hong Kong. It will further strengthen our partnership, and enable us to deliver cutting-edge digital solutions to customers across the globe."

**Dave Labuda, Founder, Chief Executive Officer and Chief Technology Officer of MATRIXX Software**, said: "We have been working with "3" operating companies across Europe and are excited that 3 Hong Kong has chosen us to partner with them in their digital transformation. Our MATRIXX Digital Commerce Platform will help deliver the future of customer experience and service innovation that 3 Hong Kong aims to bring to their customers."

**Cecily Ng, Area Vice President, Asia Enterprise Sales, Salesforce**, said: "We are thrilled to be a part of this exciting chapter in 3 Hong Kong's digital transformation journey, to help envision a customer-first future for the telecommunications industry. By deploying the Salesforce Customer Success Platform, 3 Hong Kong will be able to have a single view of its customer across Sales, Service and Marketing and deliver a unique, seamless and personalised omni-channel customer experience for every customer. We are agile and ready for the customer of the future - one that's connected, demands real-time engagement and expects to be treated like a VIP."

**Dan Ford, Senior Vice President and General Manager of Communications, Media and Energy of Vlocity**, said: "Today's consumers have high expectations of their communications service providers. They expect reliable service, personalised offers, and the ability to interact seamlessly through their channels and devices of choice. Vlocity is honoured to work with such an iconic brand as 3 Hong Kong and is excited to extend our existing partnership with "3" operating companies in Europe to Hutchison Telecom in Hong Kong. Together with Salesforce, MATRIXX Software and Tech Mahindra, we look forward to bringing Digital Cloud BSS innovation to one of the world's premier service providers."

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### **About 3 Hong Kong**

3 Hong Kong is a leading mobile communications service provider and the only local operator to own blocks of spectrum across the 900 MHz, 1800 MHz, 2100 MHz, 2300 MHz and 2600 MHz bands. 3 Hong Kong offers cutting-edge data, voice and roaming services under the "3" brand via far-reaching advanced 4G LTE, 3G and 2G networks. 3 Hong Kong also works with renowned partners to offer a wealth of innovative mobile devices and value-added services, while providing high-speed Wi-Fi at "3HKWiFiService" hotspots to serve Hong Kong's major areas. 3 Hong Kong is the mobile division of Hutchison Telecommunications Hong Kong Holdings Limited (stock code: 215), a group member of CK Hutchison Holdings (stock code: 1).

For more information on 3 Hong Kong, please visit [www.three.com.hk](http://www.three.com.hk).  
For more information on HTHKH, visit [www.hthkh.com](http://www.hthkh.com).

### **About Tech Mahindra**

Tech Mahindra represents the connected world, offering innovative and customer-centric information technology services and solutions, enabling Enterprises, Associates and the Society to Rise™. We are a USD 4.8 billion company with 112,900+ professionals across 90 countries, helping over 910 global customers including Fortune 500 companies. Our innovation platforms and reusable assets connect across a number of technologies to deliver tangible business value to our stakeholders. Tech Mahindra is also amongst the Fab 50 companies in Asia as per the Forbes 2016 List.

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 240,000 people across 100 countries. Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise

### **About MATRIXX Software**

Silicon Valley based MATRIXX Software is committed to helping Telco's reinvent themselves into leaders of the digital economy. Our multi-patented MATRIXX Digital Commerce platform was built from scratch to serve as the foundation for next-generation IT architectures capable of powering rapid transformation. Through innovations in engineering, product, sales and deployment, we empower Communications Service Providers with the speed, agility and autonomy they need to give their customers modern, digital experiences.

### **About Salesforce**

Salesforce, the global CRM leader, empowers companies to connect with their customers in a whole new way. For more information about Salesforce (NYSE: CRM), visit: [www.salesforce.com](http://www.salesforce.com).

**About Vlocity:**

Vlocity, a Forbes Cloud 100 company and strategic Salesforce ISV, delivers industry-specific cloud and mobile software that embed digital, omnichannel processes for customer-centric industries. Built in partnership with Salesforce, the world's #1 CRM company, Vlocity is one of Salesforce's fastest growing partners. Vlocity Industry Cloud Apps embed industry-specific functionality, best practices and business processes for the Communications & Media, Insurance & Financial Services, Health Insurance, Energy & Utilities and Public Sector industries. Vlocity enables companies to achieve faster business agility and time to value from the cloud across digital and traditional channels. Learn more at [www.vlocity.com](http://www.vlocity.com) and follow us at [@vlocity](https://twitter.com/vlocity).

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