



## Citizen Identity Initiative



### Say Aloha to a New Way to Sign In

*Digital Experience:  
Enterprise Solutions*

Launch: April 2025

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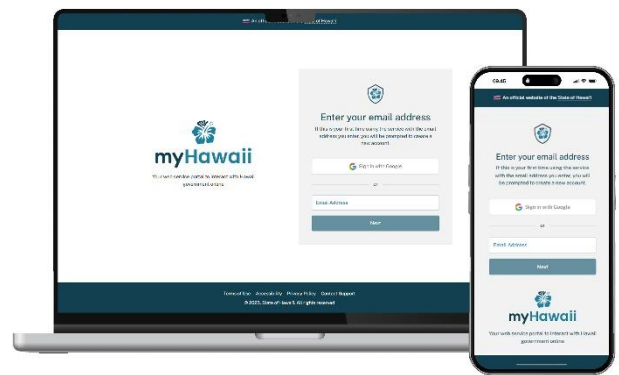


## Executive Summary



The Office of Enterprise Technology Services (ETS), a division of the Department of Accounting and General Services (DAGS), at the State of Hawai'i is modernizing the way residents access digital government services with the official launch of myHawaii, a secure, user-friendly citizen identity platform that enables a single login for a growing number of online government services.

As digital services expand, citizens expect intuitive and secure experiences, and it all begins with identity. MyHawaii eliminates the need for multiple accounts and passwords, replacing them with a unified login and enhanced security features like multifactor authentication (MFA), real-time fraud detection, and industry-standard encryption. Future enhancements will include identity verification for higher levels of trust, helping reduce fraud and unauthorized access.



Beyond improving user experience, myHawaii boosts operational efficiency by consolidating identity management across state agencies and counties. It reflects Hawai'i's commitment to modern, citizen-centered government by delivering a secure, scalable, and future-ready digital identity platform.

MyHawaii is more than a login experience. It's the first phase in the evolution of a personalized, citizen-centric government portal. The long-term vision is to provide a unified digital gateway for all residents to customize and manage their interactions with government services in Hawai'i.

## Idea

### Building a Secure and Unified Digital Experience with myHawaii

The myHawaii digital identity platform was created to address fragmented access to online government services in Hawai'i. Previously, citizens had to manage multiple accounts across different online services, leading to confusion and barriers to digital engagement. MyHawaii solves this by offering a centralized, secure single sign-on (SSO) experience that simplifies access for users.

Built on a modern identity platform, myHawaii replaces the legacy eHawaii.gov sign-in with a secure, user-friendly, and consistent login experience. Citizens gain self-service account management and SSO across services, while agencies now have access to a ready-to-use identity platform without needing to build and maintain their own identity systems.



## A Necessary Shift for a Modern Digital Government

MyHawaii addresses a critical and universal business challenge: securely and seamlessly managing citizen access to digital government. It lays the groundwork for a unified, frictionless digital experience that fosters stronger engagement between residents and their government. As digital transformation accelerates, citizens expect secure, seamless, and consistent online experiences.

## Innovation Rooted in Culture and Technology



MyHawaii stands out by combining advanced customer identity and access management (CIAM) with a thoughtfully designed user experience that reflects Hawai'i's unique cultural identity. The myHawaii team took a deliberate approach to cohesive branding, aiming to present a unified, secure, and user-friendly

experience. Iconic design elements such as the hibiscus within a protective shield represent the state's identity behind a secured service, while the lei imagery on the informational website symbolizes the connection and unity of Hawai'i's government programs through a cohesive platform. MyHawaii is not just a utility, it's a trusted and recognizable extension of the state's digital presence.

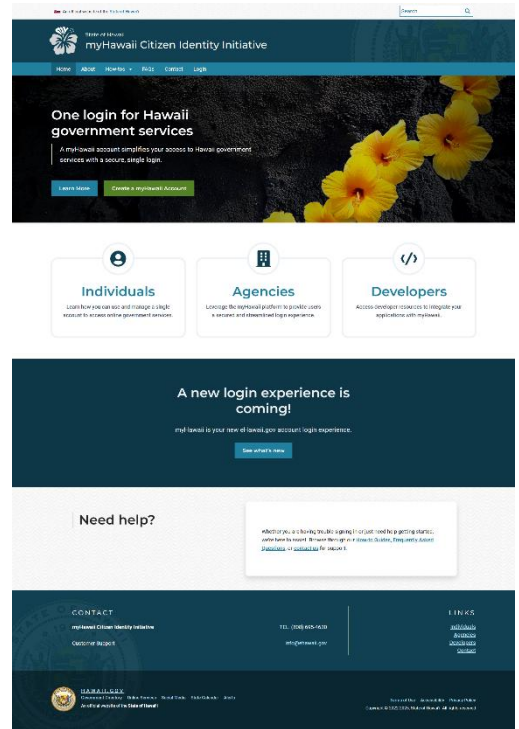


Figure 1: The myHawaii informational website can be found at <https://my.hawaii.gov/>

## A Model for Modern Government Access

MyHawaii addresses a challenge that every state faces: how to provide secure, efficient, and inclusive access to digital government services. The project aligns directly with multiple NASCIO State CIO Top Ten Priorities, including Digital Government/Digital Services, Identity and Access Management, and Cybersecurity. As states continue to modernize, a centralized citizen identity system is no longer optional, rather it is foundational. MyHawaii's scalable architecture, integrated security, and citizen-first design offer a replicable model for any state seeking to unify its digital access strategy.

## Implementation

### Aligning Identity with Strategic IT Priorities

The myHawaii digital identity platform exemplifies an enterprise-level initiative that establishes critical shared infrastructure across the State of Hawai'i's digital government ecosystem. By positioning citizen identity as an enterprise shared service, ETS delivers a strategic shift toward cross-agency collaboration, centralized service delivery, and infrastructure modernization.



The project directly aligns with the **State of Hawai'i Information Technology Strategic Plan**, advancing key strategies such as **optimizing process efficiency** and **enhancing cybersecurity protection**. It supports goals to enable and optimize digital services for constituents and to protect critical infrastructure and data through robust identity management.

In parallel, myHawaii supports the **ETS IT Strategic and Operational Plan** under “Plan and Govern” by contributing to the development of enterprise strategies and governance frameworks. It fulfills the “Build” priority by implementing and optimizing digital services, and it meets “Operate” priorities for cybersecurity and securely managing constituent accounts.

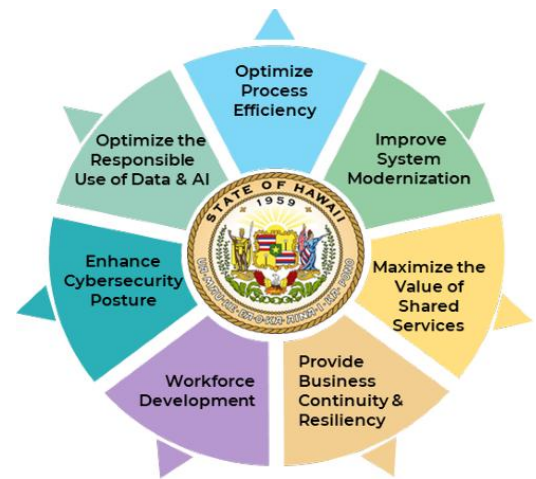


Figure 2: [State of Hawai'i Information Technology Strategic Plan Diagram](#)

## Project Management Approach

The myHawaii project was guided by a hybrid agile project management approach that blended the structure of traditional planning with the flexibility of agile development. To support rapid development and continuous improvement, the team adopted an iterative design and development process. Agile sprints enabled incremental testing and refinement of core identity features. Regular user testing cycles and stakeholder feedback informed design updates, while formal change control and release management ensured the stability and security of each deployment.

## Measuring Success

The success of the myHawaii project is measured through both operational performance and citizen experience. Key metrics include the number of integrated services, user adoption rates, login success vs. failure ratios, MFA opt-ins, and support volumes. Continuous review of active users, new sign-ups, password resets, and authentication trends helps monitor system health and identify improvement areas in real time. For citizens, success means a secure, seamless experience reflected in login success, reduced password resets, increased self-service, and growing use of MFA methods like passkeys. For agencies, success is defined by streamlined service delivery, faster integrations, and reduced identity management costs, highlighting myHawaii's value as an enterprise shared service.

## Core Teams and Key Contributors

The success of myHawaii was led by ETS as part of DAGS. The core project team included cross-functional ETS staff specializing in enterprise identity, cybersecurity, IT governance, enterprise architecture, and portal services. The State CISO, CIO, and Comptroller provided vital leadership, securing funding and aligning the project with statewide IT strategy. ETS partnered with Ping Identity (a leading, enterprise-grade identity platform vendor) for technical platform expertise and Tyler Hawaii (who manages the State Internet Portal) for application integration and customer support. Engagement with agency leaders and application owners along with feedback loops, pilot migrations, and usability testing, ensured broad input and alignment.



## Promoting Awareness and Adoption

Stakeholder buy-in and adoption of myHawaii were driven by a strategic, multi-channel communications effort. ETS leadership secured legislative funding in 2022 by tying the project to urgent cybersecurity needs following pandemic-related fraud and positioning it as a critical step in modernizing state IT. Key stakeholders such as agency directors, IT coordinators, and application owners were engaged early through CIO memos, targeted notices, and regular integration updates. User testing and feedback loops helped refine the experience and build confidence. To drive public awareness and adoption, the team launched coordinated press releases, social media, and portal messaging alongside a public-facing website.

## From Concept to Launch

The myHawaii project was executed through a multi-phase, multi-year effort grounded in strategic planning, stakeholder alignment, and agile delivery. The project drew on funding, internal ETS expertise, and external partners, with time being the most significant investment. After two years, ETS delivered a scalable, secure, and citizen-centric identity platform.

JUL 2022	Legislative funding was established; ETS formalized the initiative, established an identity operations team, and began vendor evaluations and advisory consultations
JAN 2023	Proof of concept with Tyler Hawaii on Azure B2C integration
MAY 2023	Completed initial POC; proven capability with Azure B2C
JUN 2023	Executed contract with Tyler Hawaii to integrate 96 portals over the next 2 years
LATE 2023	Platform limitations with Azure B2C identified; began market reevaluation*
APR 2024	Selected ForgeRock after comparative analysis
MAY 2024	Executed amended contract with Tyler Hawaii to integrate the new ForgeRock platform
MAR 2025	Executed customer support contract with Tyler Hawaii
APR 2025	Official launch of myHawaii statewide

\* By late 2023, the project team identified limitations with the initial platform and pivoted. Extensive market research, including interviews with other states, consultations with research and advisory groups, and numerous vendor evaluations guided the platform re-selection process. A comparative analysis led to the decision to adopt ForgeRock in April 2024, for its stronger user experience, lower long-term operational costs, and better scalability and customization.



## Resources and Technical Architecture

The successful launch of myHawaii relied on a mix of internal and external resources. ETS and DAGS provided executive sponsorship, governance, and project management, while Tyler Hawaii led the development and integration of the 96 applications. The ETS operations team developed and configured the identity platform (PingOne Advanced Identity Cloud).

MyHawaii is cloud-based, standards-driven (leveraging SAML, OIDC, and WebAuthn), and integrated with a broad range of applications. It supports future enhancements like device-based login, digital identity verification, and contextual authentication. Rather than focusing solely on the technical delivery, the architecture matters because it enables a unified, accessible, and secure login experience that can grow as services expand, making it a strategic investment in long-term digital government infrastructure.

## Impact

### The myHawaii Difference

Before the launch of myHawaii, there did not exist an inclusive statewide standard for a CIAM platform. Citizens were often required to create and remember multiple usernames and passwords for different services, each with varying degrees of security and usability. Agencies independently managed their authentication systems, leading to redundant costs, inefficiencies, and inconsistent user experiences.

MyHawaii transformed this environment by introducing a centralized, secure, and user-friendly digital identity platform. With one login, residents can now access a growing number of state and county services. Citizens now have more self-service control over their account security and data. The unified system provides a familiar experience across government services and enhances anti-fraud security capabilities. The platform promotes interoperability across systems and opens the door for broader vendor participation.

Strategically, myHawaii advances the State's IT consolidation efforts, improving core infrastructure and expanding ETS' portfolio of enterprise shared services.

### Measuring Success

The myHawaii team is actively tracking adoption through key metrics such as the total number of users, monthly new user growth, and the number of applications integrated with the service. To further measure engagement and user experience, the team monitors the percentage of users with MFA configured, those with more than one MFA method enabled, and the share of users leveraging social logins. Since the launch of myHawaii on April 6, 2025, there were:

**1,852,048**

**Total users migrated**

**28,199**

**New users**

**96**

**Apps integrated**



Customer support is critical to the success of myHawaii, ensuring users receive timely help and a positive experience as they use the service. Support inquiries are monitored through a dashboard that tracks trends in volume over time, broken down by resolution type, issue category, and contact method.

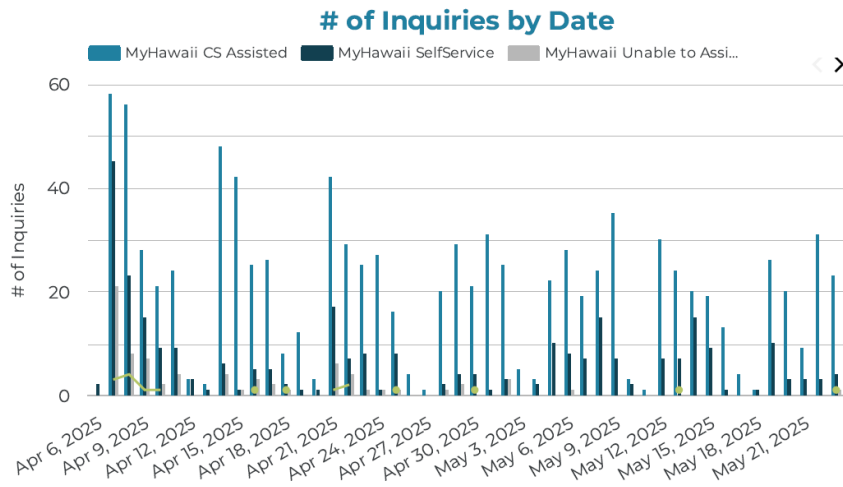


Figure 3: MyHawaii Customer Support Dashboard

The myHawaii team also monitors service performance through intuitive system dashboards that provide real-time insights into user engagement trends. These dashboards track key indicators such as successful vs. failed sign-in attempts, allowing the team to quickly identify issues, optimize the user experience, and maintain high service reliability.

## What Lies Ahead

While the launch of myHawaii was centered around the user login experience and enabling SSO, the platform sets the foundations to further develop Hawai‘i’s future citizen digital experience. MyHawaii is designed to evolve into a one-stop portal for accessing online government services, personalized to each resident and accessible through both web and mobile platforms. Looking ahead, it holds the potential to support consent-based data sharing across programs, empowering the State to deliver proactive, data-informed services and better connect individuals with the benefits for which they may be eligible.

*"MyHawaii represents our commitment to building a citizen-first digital experience," said state Chief Information Officer Christine Sakuda. "It's more than a login—it's the first step toward a personalized and secure government experience for every Hawai'i resident."*

Future priorities for the next 12–18 months include enhancing the sign-in and MFA experience, implementing risk-based authentication, expanding service integration, introducing identity verification capabilities, and improving support resources.

## The Long-Term Impact of myHawaii

MyHawaii is a smart, forward-looking investment in secure digital infrastructure that touches every resident of Hawai‘i. It delivers immediate value through improved usability and cost savings and sets the stage for a more personalized, citizen-centered digital government. In a time when trust, accessibility, and efficiency are more important than ever, myHawaii delivers on all fronts, making it a model worthy of recognition, replication, and ongoing investment.