



CRN IMPACT AWARDS

Celebrating Australian IT projects
that made a difference for customers

6 APRIL 2017 | SYDNEY

Entry Kit



Overview

The 2017 CRN Impact Awards celebrate Australian IT projects that have made a difference for customer organisations.

Entrants will submit IT projects for judging across a host of categories.

Three finalists per category will be revealed on Wednesday 22 March at the CRN Pipeline conference Melbourne, and the winners revealed at a gala awards dinner on Thursday 6 April at CRN Pipeline Sydney.

The CRN Impact Awards create an opportunity to recognise the IT vendors whose technology underpins each project. Vendors will be recognised with an accolade at the awards.

We recommend vendors urge their partners enter (or enter on their partners' behalf).

Entries are open at www.crn.com.au/impactawards



Timeline

- › Awards submissions close at midnight on Sunday 29 January.
- › On the first page of the online entry form, you can provide contact information and a very brief overview of the project/solution. **We recommend you fill in this information as soon as possible so our team can contact you with any important updates.**
- › Entries will be judged by a panel of CRN editorial judges and industry experts
- › Finalists will be revealed at the CRN Pipeline conference in Melbourne on Wednesday 22 March
- › Winners will be revealed at an awards ceremony at the CRN Pipeline conference in Sydney on Thursday 6 April. (All finalists will be expected to travel to Sydney to collect their award at the ceremony)



Rules

- › To be eligible for the 2017 CRN Impact Awards, the project must have taken place in the 2016 calendar year
- › Projects must be led by a channel partner/s or local solution provider/s. Vendor-only (direct) deals will not be considered
- › For multi-year projects, a significant, measurable phase of the project should have completed in the 2016 calendar year
- › For ongoing services contracts, the contract should have been live for the majority of the 2016 calendar year and still be retained at the time of entry
- › Only live, commercial projects are eligible for the CRN Impact Awards. If a project was a proof-of-concept, this must be clearly explained in the submission
- › We must have approval to publish the name of the customer organisation
- › The CRN Impact Awards are only open to Australian IT projects. For projects with an international footprint, the project must have been negotiated or commenced in Australia
- › CRN reserves the right to decide eligibility

Judging

- › The CRN Impact Awards will be judged by a CRN editorial panel and industry experts, who will consider how well the project achieved the customer's desired outcome
- › We will consider whether the project achieved its desired outcomes in terms of scope, timeframe and cost
- › The judges will look favourably on innovative uses of technology, customer service, strength of partnerships and return on investment
- › Winners will be revealed at an awards ceremony at the CRN Pipeline conference in Sydney on Thursday 6 April. (All finalists will be expected to travel to Sydney to collect their award at the ceremony)



Categories

DIGITAL TRANSFORMATION



This award recognises projects that help customer organisations modernise internal systems and harness the power of data. Projects eligible for this award would centre around analytics or custom application development. Projects could include migrating software to public/private/hybrid cloud or upgrading internal business systems for customer organisations.

CUSTOMER EXPERIENCE



This award recognises projects that help client organisations better service their own end user customers in a digital, mobile world. This category could include technology in retail, hospitality or customer service environments: driving sales and marketing outcomes and supporting customer transactions or interactions. This could include websites, mobile applications or wireless.

MODERNISING INFRASTRUCTURE 2 x AWARD TIERS



This award recognises projects that take customer IT infrastructure to modern platforms: to support cost savings, efficiencies, growth and innovation. There are two tiers in this award: Mid-range covers projects under \$500,000; Enterprise covers projects over \$500,000. This category would include upgrading compute, storage, core networking or converged systems, end user devices or printing. Data centre improvements would also fit.

WORKFORCE EMPOWERMENT



This award recognises projects that promote flexible working and enable mobile workforces. This category would include telecommunications and connectivity, including smartphones and tablets. Projects centring on unified comms and activity-based working would fit this category, as would contact centre and wi-fi projects.



Categories CONTINUED

TRUSTED SYSTEMS



This award recognises projects that protect customer assets and data, build resiliency, ensure business continuity and protect transactions. This category would include security, backup, disaster recovery and business continuity projects. It could also cover security advisory services, as well as building redundancy into systems.

OPTIMISING INVESTMENTS 2 x AWARD TIERS



This award recognises projects that save customers money on their IT spend or transition budgets to more flexible models. There are two tiers: Mid-range covers projects under \$20,000 per month / \$240,000 per annum; Enterprise covers projects over \$20,000 per month / \$240,000 per annum. This category particularly focuses on helping customers transition to operating expenditure (opex) and consumption models, migrating internal systems to private or public cloud, as well as managed services and outsourcing contracts.

COLLABORATIVE INNOVATION



While this award centres on a customer project, the judges will be primarily focused on how multiple providers have collaborated to deliver an outcome. This category is aimed at what are often called “partner-to-partner engagements” or “partnering with other partners”. This category could include specialist providers working together or mainstream/broad IT suppliers enlisting a niche/specialist partner.

IP, PRODUCT OR PLATFORM INNOVATION



This category is aimed at Australian companies that have built their own intellectual property around a third-party platform. It is expected to primarily suit software and cloud solutions. It will focus on application developers as well as other IT providers that have packaged up services and solutions into a repeatable model.



Benefits

- › All winners and finalists will be announced and promoted on the CRN website and email newsletter.
- › CRN will publish profiles of all winning projects in our printed magazine in March or April.
- › Winners will be revealed at a gala awards dinner in front of the IT industry and called up on stage to accept their win.
- › Winners will receive a trophy acknowledging their win.
- › CRN will design a one-page PDF case study for each winner, which can be used for your marketing. (Clients would typically pay us for this service.)
- › Coverage on all winners and finalists will be promoted on CRN's sister title, iTnews, which is read every day by thousands of major IT customers and CIOs.
- › All winners and finalists will receive a brand pack containing the awards logo to use on their website and marketing
- › We will also recognise a Highly Commended and Finalist in each category. These entrants will also receive a brand pack.

Contacts

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Entry form

(For categories except 'IP, Product or Platform Innovation' and 'Collaborative Innovation')

Q1: The challenge 250 WORDS MAXIMUM

- › What business outcome was the customer hoping to achieve?
- › What systems/technology were they running previously?
- › How did the customer go to market looking for a supplier?

Q2: The solution 500 WORDS MAXIMUM

- › What were the guiding principles of your project?
- › What technology was part of your solution? Please name any major vendors and products.
- › Did the project use cutting-edge technology?
- › What was the timeframe of the project? How complex was the project?
- › Who were the key stakeholders in the project?

Q3: The impact 500 WORDS MAXIMUM

- › What was the customer return on investment?
- › How did the project drive business returns, such as improved sales, profitability, customer wins or retention, customer satisfaction?
- › Was the project on budget and time?

Additional information

- › Customer testimonial (250 words maximum)
- › Vendor testimonial/s (250 words maximum, up to three vendors)
- › Details on revenue
- › Distributor that was most influential and supportive of project



Entry form

(For 'IP, Product or Platform Innovation')

Q1: The challenge 250 WORDS MAXIMUM

- › What business challenges do potential customers face?
- › What are the existing systems/technology that seek to resolve this challenge?
- › Have you worked with any customers, including pilot or beta customers?

Q2: The solution 500 WORDS MAXIMUM

- › What are the guiding principles of your solution?
- › Is there any third-party technology as part of the solution? Please name main vendors and product names. This would include public cloud platforms.
- › Were there any third-party contractors or partners involved in development?
- › Where did you get the funding to develop the solution? What was the R&D cost/investment?
- › Who were the key stakeholders in the project?

Q3: The go-to-market 250 WORDS MAXIMUM

- › Who are your target customers?
- › What is your marketing strategy?
- › What are your routes to market? Please name any channel partners appointed.
- › What has been the uptake of your solution in the market? Please provide customer names

Additional information

- › Customer testimonial (250 words maximum)
- › Vendor testimonial/s (250 words maximum, up to three vendors)
- › Explain the pricing model
- › Distributor that was most influential and supportive of project



Entry form

(For 'Collaborative Innovation')

Q1: The challenge 250 WORDS MAXIMUM

- › What business outcome was the customer hoping to achieve?
- › What systems/technology were they running previously?
- › How did the customer go to market looking for a supplier?

Q2: The solution 500 WORDS MAXIMUM

- › What were the guiding principles of your project?
- › What technology was part of your solution? Please name any major vendors and products.
- › Did the project use cutting-edge technology?
- › What was the timeframe of the project? How complex was the project?
- › Who were the key stakeholders in the project?

Q3: The impact 500 WORDS MAXIMUM

- › What was the customer return on investment?
- › How did the project drive business returns, such as improved sales, profitability, customer wins or retention, customer satisfaction?
- › Was the project on budget and time?

Additional information

- › Details about your partner/s
- › Customer testimonial (250 words maximum)
- › Vendor testimonial/s (250 words maximum, up to three vendors)
- › Details on revenue
- › Distributor that was most influential and supportive of project