**2020 CRN Impact Awards**

The Impact Awards celebrate supplier-led Australian IT projects and technology innovators that are making a difference for customer organisations.

You can use this Word document with a list of questions to prepare your entry, however, you must submit your entry via the online form, rather than email your responses.

Please try to keep the response in each box to 200 words or less. Aim for quality of information, not quantity of words. We recommend the use of paragraph breaks, bullet points and other formatting to ensure the entry is easy to read.

**About the entry**

1. Please provide the contact details of the person filling out this submission form.

* First name:
* Surname:
* Company name:
* Job title:
* Email:
* Phone:

2. Please provide the contact details of the person most likely to accept the award (ie, the company owner or CEO). If this is the same as above, please leave blank.

* First name:
* Surname:
* Company name:
* Job title:
* Email:
* Phone:

3. Please provide a brief summary of the project or product. This will help us manage entries and follow up on any incomplete submissions:

**Awards categories**

CRN recognises that not every project fits neatly into one category. So this year we are offering the chance to enter in a primary AND a secondary category.  
You MUST enter a primary category. Entering a secondary category is optional.  
Entries can become finalists in either the primary or secondary category - or both! - so it is very much worth considering a secondary category as you complete your entry!

4. Which category do you want to enter? CRN reserves the right to move your submission into a different category if we feel it is more appropriate.

Project categories (starts page 3)

* **Business transformation** (recognises projects that help customer organisations improve business outcomes)
* **Customer experience** (recognises projects that help client organisations better service their own end user customers in a digital, mobile world)
* **Modernising infrastructure** (recognises projects that take customer IT infrastructure to modern platforms: to support cost savings, efficiencies, growth and innovation)
* **Workforce empowerment** (recognises projects that promote flexible working and enable mobile workforces)
* **Trusted systems** (recognises projects that protect customer assets and data, build resiliency, ensure business continuity and protect transactions)
* **Working together** (this award primarily focused on how multiple providers have collaborated to deliver an outcome)
* **Networking Evolution** (recognises networking projects that connect teams and organisations; speed up communications, break down data silos and create efficiencies

Distribution category (starts page 9)

* **Distribution performance** (this award category is for distributors that have gone the extra mile for the vendor/s and channel partner/s)

Innovation categories (starts page 15)

* **Platform innovator** (aimed at Australian resellers, system integrators or MSPs that have diversified by building their own IP that adds value to a third-party software, SaaS or cloud platform)
* **Emerging innovator** (for Australian software startups or other emerging tech firms that have developed their own intellectual property and successfully commercialised it)
* **Exporting innovation** (for Australian software / tech firms that have developed their own intellectual property, successfully commercialised it and are winning export sales from international customers)
* **Unsure**

**Project categories**

The CRN Impact Awards will be judged across a number of criteria, including:

1. Delivering real outcomes for a customer organisation
2. Innovation, complexity and significance
3. Timeliness, agility and success of deployment
4. Value for money and ROI
5. Customer service and stakeholder management

The information you submit on this page may be included in the awards presentation, including speeches during the finalists announcement, the awards dinner and online and print coverage of the awards. By submitting information here, you give CRN the right to share this information with readers and judges,

On the next page, you will find dedicated fields for information that can remain confidential, including commercial details and testimonials.

**Customer organisation:**

**1. What was the project and how did it deliver real outcomes for the customer organisation?**

**2. Tell us about innovation, complexity and significance of this project**

**3. Tell us about the timeliness, agility and success of deployment. Was the project delivered on time, how did you respond to changing requirements and how did you measure the success of the project?**

**4. How did the project deliver value for money and ROI? Please include data (for instance, percentage savings) to back up any claims.**

**If you want to submit commercially confidential information that is not for publication (such as dollar values or pricing information), please do this on the next page.**

**5. How did you deliver a positive customer experience and effectively manage stakeholders, including other suppliers?**

**Please use this field for additional supporting content, such as videos, links to coverage or links to download further information.**

**Customer contact details**

We may contact the customer to validate the information in your submission

We will publish the name of the customer organisation for any CRN Impact Awards finalists and winners, so please ensure you have the necessary approvals.

* Name:
* Job title:
* Email address:
* Phone number

**Testimonials**

Use this page to submit up to three testimonials. Testimonials are highly valuable part of your submission, particularly a customer testimonial.

We would also appreciate testimonials from:

* Vendors
* Other channel partners (very important for the 'Working Together' award)
* Additional contacts within the customer

Please ensure you have the necessary approvals. You have to option to keep this information confidential (for judging purposes only), or to give CRN permission to publish this information in our Impact Awards coverage (preferred).

**Testimonial #1**

Please source and submit a testimonial. Ensure the testimonial includes the person's name, job title and organisation.

While this is an optional part of your submission, it will be viewed favourably in the judging process. Submissions that fail to include appropriate testimonials may be marked down.

Do we have permission to publish this testimonial, in part or in whole, in any coverage of the CRN Impact Awards?

* Yes
* No

**Testimonial #2**

Please source and submit a testimonial. Ensure the testimonial includes the person's name, job title and organisation. While this is an optional part of your submission, it will be viewed favourably in the judging process. Submissions that fail to include appropriate testimonials may be marked down.

Do we have permission to publish this testimonial, in part or in whole, in any coverage of the CRN Impact Awards?

* Yes
* No

**Testimonial #3**

Please source and submit a testimonial. Ensure the testimonial includes the person's name, job title and organisation. While this is an optional part of your submission, it will be viewed favourably in the judging process. Submissions that fail to include appropriate testimonials may be marked down.

Do we have permission to publish this testimonial, in part or in whole, in any coverage of the CRN Impact Awards?

* Yes
* No

**Commercial information**

Please share commercial details about this project. This is an optional part of your submission, however, it will be viewed favourably in the judging process.

What revenue did your company generate? Is this monthly, annual, multi-year or one-off revenue? What was the client's budget and how did the cost compare?

By sharing detailed commercial information, you will allow us to better judge the project. This information will remain totally confidential unless you opt-in to share it with judges and/or to allow us to publish this information.

Do we have permission to share this information with the judges, for judging purposes only?

* Yes
* No

Do we have permission to publish this information in any coverage of the CRN Impact Awards?

* Yes
* No

Please click the 'DONE' button below to complete your entry. Please note that once you click you will not be able to return to edit your responses. Contact CRN if you have any questions.

Finalists will be announced at www.crn.com.au in April. Winners will be announced on Thursday 21st May at the CRN Pipeline conference in Sydney. Please save the dates in your diary. Finalists will be informed approximately six weeks before the awards and will be expected to travel to Sydney for the awards ceremony.

**Distribution Performance category**

The 'Distribution Performance' category recognises a specific project, campaign, initiative or service offering. This could be a discrete campaign or initiative you have run to support one of your vendors, or perhaps a new service you have brought to market. This category will be judged across a number of criteria, including:

1. Delivering real outcomes for a vendor/s and partner/s
2. Innovation, differentiation and significance
3. Going the extra mile and adding value
4. Cost-efficiency and ROI
5. Customer service and stakeholder management

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**Please provide an overview on the project, campaign, initiative or service you are submitting**

**1. How did this deliver real outcomes for vendor and/or channel partners?**

**2. Tell us about any innovation, complexity and significance**

**3. How did you go the extra mile and add value?**

**4. How did you ensure cost-efficiency, ROI and a commercially successful outcome?**

If you want to submit commercially confidential information that is not for publication (such as dollar values or pricing information), please do this on the next page.

**5. How did you deliver a positive experience and effectively manage stakeholders, including the vendor in question, channel partners and other vendors in your portfolio**?

Please use this field for additional supporting content, such as videos, links to coverage or links to download further information.

**Testimonials - Distribution Performance category**

Use this page to submit up to three testimonials. Testimonials are highly valuable part of your submission, particularly a vendor testimonial.

We would also appreciate testimonials from:

* Channel partners
* End customer organisations
* Additional contacts within the vendor

Please ensure you have the necessary approvals. You have to option to keep this information confidential (for judging purposes only), or to give CRN permission to publish this information in our Impact Awards coverage (preferred).

**Testimonial #1**

Please source and submit a testimonial. Ensure the testimonial includes the person's name, job title and organisation.

While this is an optional part of your submission, it will be viewed favourably in the judging process. Submissions that fail to include appropriate testimonials may be marked down.

Do we have permission to publish this testimonial, in part or in whole, in any coverage of the CRN Impact Awards?

* Yes
* No

**Testimonial #2**

Please source and submit a testimonial. Ensure the testimonial includes the person's name, job title and organisation. While this is an optional part of your submission, it will be viewed favourably in the judging process. Submissions that fail to include appropriate testimonials may be marked down.

Do we have permission to publish this testimonial, in part or in whole, in any coverage of the CRN Impact Awards?

* Yes
* No

**Testimonial #3**

Please source and submit a testimonial. Ensure the testimonial includes the person's name, job title and organisation. While this is an optional part of your submission, it will be viewed favourably in the judging process. Submissions that fail to include appropriate testimonials may be marked down.

Do we have permission to publish this testimonial, in part or in whole, in any coverage of the CRN Impact Awards?

* Yes
* No

**Commercial information - distribution**

Please share commercial details to support this entry. This is an optional part of your submission, however, it will be viewed favourably in the judging process.

What revenue did your company generate? Did you achieve financial targets? How did you support the commercial ambitions of your vendor and channel partners?

By sharing detailed commercial information, you will allow us to better judge the project. This information will remain totally confidential unless you opt-in to share it with judges and/or to allow us to publish this information.

37. Do we have permission to share this information with the judges, for judging purposes only?

* Yes
* No

38. Do we have permission to publish this information in any coverage of the CRN Impact Awards?

* Yes
* No

Please click the 'DONE' button below to complete your entry. Please note that once you click you will not be able to return to edit your responses. Contact CRN if you have any questions.

Finalists will be announced at www.crn.com.au in April. Winners will be announced on Thursday 23 May at the CRN Pipeline conference in Sydney, which runs on 23-24 May. Please save these dates in your diary. Finalists will be informed approximately six weeks before the awards and will be expected to travel to Sydney for the awards ceremony.

**Innovation categories**

The CRN Impact Awards will be judged across a number of criteria, including:

1. How your technology solves customer challenges
2. New ideas, innovation and market impact
3. Your go-to-market model, including sales, marketing and channels
4. Commercial achievements
5. Working with customers and partners

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On the next page, you will find dedicated fields for information that can remain confidential, including commercial details and testimonials.

**Please provide some details on the product/technology being entered**

**1. How does your technology solve customer challenges?**

**2. What new ideas, innovation and market impact does your solution bring?**

**3. Please tell us about your go-to-market model, including sales, marketing and channels.**

Please including information on direct sales, online sales, marketing, national/overseas expansion and channel sales.

**4. What are your business and commercial achievements?**

Please tell us how you funded R&D and launched the product, how you have expanded your sales, and about any customers or markets you have sold into. If you want to submit commercially confidential information that is not for publication (such as dollar values or pricing information), please do this on the next page.

**5. How did you work with stakeholders, including customers, channel partners, technology providers, investors and shareholders?**

**What year was your company established?**

**Where is your head office?**

**Please use this field for additional supporting content, such as videos, links to coverage or links to download further information.**

**Testimonials - Innovation categories**

Use this page to submit up to three testimonials. Testimonials are highly valuable part of your submission, particularly a customer testimonial (we recommend you provide a testimonial from an international customer if you want to enter the 'Exporting Innovation' category).

We would also appreciate testimonials from:

* Multiple customers
* Channel partners
* Technology providers
* Investors / shareholders
* Additional contacts within customer organisation

Please ensure you have the necessary approvals. You have to option to keep this information confidential (for judging purposes only), or to give CRN permission to publish this information in our Impact Awards coverage (preferred).

**Testimonial #1**

Please source and submit a testimonial. Ensure the testimonial includes the person's name, job title and organisation.

While this is an optional part of your submission, it will be viewed favourably in the judging process. Submissions that fail to include appropriate testimonials may be marked down.

Do we have permission to publish this testimonial, in part or in whole, in any coverage of the CRN Impact Awards?

* Yes
* No

**Testimonial #2**

Please source and submit a testimonial. Ensure the testimonial includes the person's name, job title and organisation. While this is an optional part of your submission, it will be viewed favourably in the judging process. Submissions that fail to include appropriate testimonials may be marked down.

Do we have permission to publish this testimonial, in part or in whole, in any coverage of the CRN Impact Awards?

* Yes
* No

**Testimonial #3**

Please source and submit a testimonial. Ensure the testimonial includes the person's name, job title and organisation. While this is an optional part of your submission, it will be viewed favourably in the judging process. Submissions that fail to include appropriate testimonials may be marked down.

Do we have permission to publish this testimonial, in part or in whole, in any coverage of the CRN Impact Awards?

* Yes
* No

**Commercial information**

**Please share details on your commercial achievements. This is an optional part of your submission, however, it will be viewed favourably in the judging process.**

* What is your company's annual revenue and how has this changed over time?
* How is your technology priced?
* How has the technology compare against competitor pricing?
* Can you share any commercial detail about the customer/partner examples on the previous page?

By sharing detailed commercial information, you will allow us to better judge the project. This information will remain totally confidential unless you opt-in to share it with judges and/or to allow us to publish this information.

**Do we have permission to share this information with the judges, for judging purposes only?**

* Yes
* No

**Do we have permission to publish this information in any coverage of the CRN Impact Awards?**

* Yes
* No

**What is your ABN?**

Please click the 'DONE' button below to complete your entry. Please note that once you click you will not be able to return to edit your responses. Contact [CRN](mailto:impactawards@crn.com.au?subject=2020%20CRN%20IMPACT%20Awards%20inquiry) if you have any questions. Winners will be announced on Thursday 21st May at the CRN Pipeline conference in Sydney. Please save that date in your diary. Finalists will be announced approximately six weeks before that date. Finalists are expected to travel to Sydney for the awards ceremony.