



# CRN IMPACT AWARDS

Celebrating Australian IT projects  
that made a difference for customers

**23 MAY 2019 | SYDNEY**

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Entry Kit

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## Overview

The 2019 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.

Finalists for each category will be revealed in March/April at [www.crn.com.au](http://www.crn.com.au) and winners revealed at a gala awards dinner at CRN Pipeline Sydney on 23/24 May.

The CRN Impact Awards create an opportunity to recognise the IT vendors whose technology underpins each project. Relevant vendors will get name-recognition during the awards and in articles published about the finalists and winners.

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

Send enquiries to [impactawards@crn.com.au](mailto:impactawards@crn.com.au)

Entries are open at [www.crn.com.au/impactawards/about](http://www.crn.com.au/impactawards/about)



## Timeline

- › Awards submissions close at 5.00pm on Friday 1 March.
- › 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 we contact you with updates.**
- › Winners will be revealed at an awards ceremony at the CRN Pipeline conference in Sydney on Thursday 23 May. All finalists will be expected to travel to Sydney to collect their award at the ceremony. Finalists will be informed approximately five weeks before the awards to allow time to plan travel and accommodation.

## Judging

- › The awards will be judged by a CRN editorial panel and industry experts.
- › Judges 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.



## Rules

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- › To be eligible for the 2019 CRN Impact Awards, a project must have taken place in the 2018 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 2018 calendar year.
- › For ongoing services contracts, the contract should have been live for the majority of the 2018 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 entry form includes a dedicated section for confidential information (such as commercial details and testimonials). Entrants can opt-in to share confidential information with judges and/or in articles we publish about the awards.
- › The CRN Impact Awards are only open to Australian IT projects.
- › CRN reserves the right to decide eligibility

### **Additional rules: Innovation categories**

- › The innovation categories are open to Australian companies that have developed their own intellectual property.
- › To be eligible for the 'Evolving Innovator' category, the entrant must be able to show it has diversified or spun out of an established reseller, MSP or IT service provider business.
- › To be eligible to enter the 'Exporting Innovation' category, the entrant must provide evidence of international sales, including testimonial/s from overseas customers.

### **Additional rules: Distribution category**

- › This category is open to any distributor active in Australia, both Australian and international distributor, as long as the project, campaign, initiative or service being submitted was focused on the Australian market.



## Categories PAGE 1/3

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### DIGITAL TRANSFORMATION



This award recognises projects that help customer organisations harness the power of data, modernise internal systems and transform the way they do business. 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.

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### 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.

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### MODERNISING INFRASTRUCTURE



This award recognises projects that migrate customer data and applications to new infrastructure and software platforms, or that roll out modern hardware, to support cost savings, efficiencies, growth and innovation. This category would include upgrading compute, storage, core networking or converged systems, end user devices or printing. Data centre improvements would also fit. We may decide to award two winners (one for smaller projects; one for larger projects).

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### WORKFORCE EMPOWERMENT



This award recognises projects that promote flexible working, enable mobile workforces and create the workplace of the future. 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 PAGE 2/3

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### 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 and consultancy services.

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### WORKING TOGETHER



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.

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### DISTRIBUTION PERFORMANCE



This award category is for distributors that have gone the extra mile for vendor/s and channel partner/s. This entry should be based a discrete campaign or initiative run to support a vendor, or launching a new service. For example: supporting a vendor to launch a new product into market; helping a vendor or reseller/s achieve a specific sales result; managing a marketing campaign/strategy; delivering pre-sales, enablement or training around a vendor’s technology; or launching a new go-to-market offering.

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### NETWORK EVOLUTION



This award recognises networking projects that connect teams and organisations, speed up communications and break down silos between teams, data and environments. This category fits telecommunications and network infrastructure projects, including moving to software-defined networking.



## Categories PAGE 3/3

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### EVOLVING INNOVATOR



This category is aimed at Australian solution providers (such as resellers, system integrators, MSPs) that have diversified by building their own intellectual property around a third-party platform. Entrants will need to show they have a history as a reseller or service provider and that their solution is built around a third-party ecosystem, such as a hyperscale cloud provider marketplace or with API integration to a major vendor product/platform. Other software startups can enter either 'Emerging Innovation' or 'Exporting Innovation'.

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### EMERGING INNOVATOR



This award is for Australian software startups or other emerging tech firms that have developed their own intellectual property and successfully commercialised it. Judges will be looking for entries from companies that have passed the R&D phase and are firmly scaling their product in the market through direct sales and/or channel sales. This category is aimed at companies under three years old – more established software/tech companies would be expected to enter the 'Exporting Innovation' category. The judges will expect to see supporting information, including testimonials from customers, details on the commercial model, pricing and information on reseller programs.

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### EXPORTING INNOVATION



This award is for Australian software / tech firms that have developed their own intellectual property, successfully commercialised it and are winning export sales from international customers. Judges will be looking for entries from companies that can prove they have scaled their product outside Australia through direct sales and/or channel sales. This category is aimed at companies over three years old – younger, emerging companies that are not yet exporting heavily are welcome to enter the 'Exporting Innovation' category. The judges will expect to see supporting information, including testimonials from international customers, details on the commercial model, pricing and information on reseller programs.



## Tips for your entry

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- › **Do:** Start asking for testimonials *now*. Getting approved testimonials from customers and partners can be the most time-consuming part of your entry and this information is the most valuable to judges. Entries without testimonials will be scored down. There is an email template for testimonials available via the online entry form.
- › **Do:** Get *approvals* from customers and vendors. Some of the content in your entry can be kept confidential but much of it should be approved for publication. Ask which stakeholders in the customer or vendor organisations need to be across this (such as the communications/PR team).
- › **Do:** Plan in advance. Write your entry and ask colleagues or clients to proofread before you upload into the online form. You can use this document to prepare: <https://www.crn.com.au/ImpactAwards-Word-document>
- › **Do:** Bring in other partners as part of your entry (channel, vendors, sub-contractors). Effective partnerships hold weight with judges.
- › **Do:** Use business language and focus on outcomes. The 'why' as well as the 'what' and 'how'. Write clearly and make it easy for a non-technical audience.
- › **Do:** Ask yourself, would this pass the 'BBQ Test'?
- › **Do:** Focus on impressive technology with the 'wow' factor. While the awards are not about feeds and speeds, people are impressed by use of innovative and exciting technology. Explain why this tech is so cool.
- › **Do:** Use data and metrics to back up your claims. Tell us why the project achieved an outcome for the customer and then use data to support this. Look for numbers that indicate savings in time or money, improving customer satisfaction, growing business or hitting client KPIs.
- › **Do:** Use images or videos to back up your entry.



## Tips for your entry

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- › **Do not:** Leave your entry to the last minute or submit late. The deadline is fixed and we want a level playing field.
- › **Do not:** Enter without customer testimonials. These are highly important in the judging process and can easily mean the difference between being a finalist, a winner or missing out entirely.
- › **Do not:** Enter without customer *approvals*. Once the submission has been made, CRN reserves the right to publish any content supplied unless indicated otherwise in the entry form.
- › **Do not:** Overthink this. The entry process should take hours not days.
- › **Do not:** Focus too much on the products and technology. The judges will not be not impressed by a litany of acronyms and cannot be expected to effectively judge one vendor's product versus another.
- › **Do not:** Get bogged down in the detail. You should use your entry to focus on customer outcomes and share easy-to-read data to back up your claims.
- › **Do not:** Be vague. Get someone to sanity check your entry and point out anything they don't understand or that lacks evidence.
- › **Do not:** Use too many acronyms or industry jargon. Assume even simple acronyms may be misunderstood. Spell it out, explain *why* it is significant, or leave it out.
- › **Do not:** Forget to secure customer buy-in. Your entry will be judged by a panel of industry experts then, if you are lucky, published for all to see. This should be a positive outcome for all; the last thing anyone wants is a customer to be surprised and to push back because they were not kept in the loop.





## Benefits

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- › All winners and finalists will be announced and promoted on the CRN website and email newsletter.
- › CRN will publish stories about finalists, which will be shared with thousands of readers of our website and email newsletter (you can use these articles as testimonials/media clippings).
- › CRN will publish profiles of all winning projects in our printed magazine in June. We will share PDFs of these articles with all winners for their own use.
- › 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.
- › All winners and finalists will receive a brand pack containing the awards logo to use on their website and marketing
- › We may also recognise a Highly Commended or Commended in each category.

## Contacts

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