# CRN IMPACT AWARDS

## Celebrating channel-led projects that made a difference for customers

**SEPTEMBER 3RD 2020 | SYDNEY**

## Entry Kit

# Overview

The 2020 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 April at **www.crn.com.au.** Winners will be revealed at a gala awards dinner at CRN Pipeline Sydney on September 3rd, 2020.

The CRN Impact Awards celebrate the partners and vendors behind top projects – both receive 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**

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

# Timeline

› Awards submissions close at 5.00pm on Thursday April 30th, 2020.

› 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 can contact you with updates.**

› Winners will be revealed at an awards ceremony at the CRN Pipeline conference in Sydney on Thursday September 3rd. 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, excellent customer service, strength of partnerships and return on investment.

# Rules

❯ To be eligible for the 2020 CRN Impact Awards, a project must have taken place in the 2019 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 phase of the project - a major milestone or completion - should have taken place in the 2019 calendar year..

❯ For ongoing services contracts, the contract should have been live for the majority of the 2019 calendar year and still be active at the time of entry.

❯ Only live, commercial projects are eligible for the CRN Impact Awards. Proof-of-concept projects are welcome, but please reveal this in your submission.

❯ You **must** have approval for CRN to publish the name of the customer organisation and details of the project before entering.

❯ 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 'Platform 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, but the project entered must focus on the Australian market.

# Categories PAGE 1/3

## BUSINESS TRANSFORMATION

This award recognises projects that transform a customer's operations, delivering more efficient operations and/or profit growth. Projects eligible for this award could include modernisation or migration projects, creation or adoption of new applications, realising value from data, or finding new ways to delight end-customers. If the project you worked on delivered the outcome of a better client business, you're in the running!.

## CUSTOMER EXPERIENCE

This award recognises projects that help client organisations better service their own end user customers in a digital, mobile world. This could include websites, mobile applications, or any technology deployed in the service of customers. If you delivered a brilliant digital experience for a client's customers in 2019, enter this category!.

## MODERNISING INFRASTRUCTURE

This award recognises projects that move customer IT infrastructure to modern platforms: 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)..

## WORKFORCE EMPOWERMENT

This award recognises projects that make your customers' staff more productive. This category would include telecommunications and connectivity, including smartphones and tablets. Projects centered on unified comms and activity-based working would fit this category, as would contact centre builds, networking projects, deployment of bespoke apps to staff - anything that makes a team measurably more efficient..

# Categories

## TRUSTED SYSTEMS

This award recognises projects that improve customer resilience through efforts to protect data, enhance security, ensure business continuity or boost an organisation's ability to recover from a disaster. The category considers consultancy and advisory services as well as completed projects..

## CHANNEL COLLABORATION

This category celebrates projects on which partners collaborated with other partners at the same customer. This category could include specialist providers working together or mainstream/broad IT suppliers enlisting a niche/specialist partner. It also covers a digital agency working with a technology-focused partner, or a software development house working with another type of partner.

## 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 project, campaign or initiative run to support a vendor, or a new service launch. 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.

## 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

## PLATFORM 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 platforms such as a SaaS or clouds. . Entrants will need to demonstrate history as a reseller or service provider and that their solution adds vaiue to a vendor ecosystem. API integrations will be considered, as will using cloud marketplaces to bring IP to market.

## 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.

## EXPORTING INNOVATION

This award is for Australian technology firms that have won export sales for their own software, hardware or other intellectual property. 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. The judges will want to see supporting information, including testimonials from international customers, details on the commercial model, pricing and information on reseller programs. This category is typically aimed at older, more established companies. Younger, emerging companies that are not yet exporting are welcome to enter the 'Emerging Innovation' category. .

# Tips for your entry

❯ **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

❯ **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

❯ 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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