CRN IMPACT AWARDS

Celebrating channel-led projects
that made a difference for customers,
partners and vendors

Thursday 24th August 2023

Sheraton Grand Mirage Gold Coast, Grand Ballroom
Pre-dinner drinks commence at 6.30pm

Entry Kit

Overview

The 2023 CRN Impact Awards celebrate the partners and distributors behind Australian IT projects and innovations that have made a difference for customers/partners/vendors.

Entrants can submit projects for judging across a host of categories. Additionally, partners and vendors can vote for the IT distributor they think exemplified the best of IT distribution in Australia in 2022.

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

Send enquiries (but not your entry!) to **impactawards@crn.com.au**

You must **submit your entry** by filling in the online form at
https://www.surveymonkey.com/r/C8VJGBN

Timeline

❯ Awards submissions close at 5pm on 25th May 2023

❯ Finalists for each category will be revealed in July at **www.crn.com.au**.

❯ Winners will be revealed on Thursday 24th August 2023 at Sheraton Grand Mirage, Gold Coast

❯ The online entry form asks for your 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.

Judging

❯ The awards will be judged by a CRN editorial panel.

❯ **Please refer to the online entry form for full judging criteria for each category.** Among the judges' considerations are whether the project or innovation 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 2023 CRN Impact Awards, the nominated project or innovation must have taken place in the 2022 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 2022 calendar year..

❯ For ongoing services contracts, the contract should have been live for the majority of the 2022 year.

❯ 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 (for partner award categories) or vendor/partner (for distribution award categories) 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: Platform Innovator and Emerging Innovator categories

❯ These two 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 'Emerging Innovator' category, the entrant must be a company less than three years old.

Additional rules: Distributions Categories

❯ These categories are open to any distributor active in Australia, and the nominated project must focus on the Australian market.

Partner Award categories:

BUSINESS TRANSFORMATION

This award recognises Australian projects, campaigns, programs, initiatives, services or offerings by resellers, system integrators, consultants or MSPs that helped cliente transform a customer's operations, delivering more efficient operations and/or profit growth. Projects eligible for this award harness the power of data, modernise internal systems and transform the way they do business. This could include modernisation or migration projects, creation or adoption of new applications, realising value from data, or finding new ways to delight end-customers.

WORKFORCE EMPOWERMENT

This award recognises Australian projects by resellers, system integrators, consultants or MSPs that make their customers' staff more productive. This includes project that promote flexible working, enable mobile workforces and create the workplace of the future. This includes telecommunications and connectivity, including smartphones and tablets. Projects centered on unified comms and activity-based working also fit this category, as do contact centre builds, networking projects, deployment of bespoke apps to staff – anything that makes a team measurably more efficient.

MODERNISING INFRASTRUCTURE

This award recognises Australian projects by resellers, system integrators, consultants or MSPs that move customer IT infrastructure to modern platforms: to support cost savings, efficiencies, growth and innovation. This category includes upgrading compute, storage, core networking or converged systems, end-user devices or printing. It also covers migration of customer data and applications to new infrastructure platforms. Data centre improvements also fit.

TRUSTED SYSTEMS

This award recognises Australian projects by resellers, system integrators, consultants or MSPs, that improve customer resilience through efforts to protect customer assets and data, protect transactions, 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.

Partner Award categories:

NETWORK EVOLUTION

This award recognises Australian networking projects by resellers, system integrators, consultants or MSPs, 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.

CUSTOMER EXPERIENCE

This award recognises Australian projects by resellers, system integrators, consultants or MSPs that helped 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 2022, enter this category!

EMERGING INNOVATOR

This award is for Australian software startups or other emerging technology 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.

PLATFORM INNOVATOR

Aimed at Australian solution providers such as resellers, system integrators and MSPs that have diversified by building their own intellectual property around a third-party platform. Entrants will need to demonstrate history as a reseller or service provider and that their solution adds value to a vendor ecosystem. API integrations will be considered, as will using cloud marketplaces to bring IP to market.

Distributor Award categories:

CHANNEL'S CHOICE - DISTRIBUTOR OF THE YEAR

Partners and vendors vote for the IT distributor they think exemplifies the best of IT distribution in Australia in 2022.

LARGE DISTRIBUTOR OF THE YEAR

(open to distributors with more than 300 employees).
Recognises distributors' Australian projects, campaigns, programs, initiatives or offerings which have delivered real outcomes for vendors and/or partners.

MEDIUM DISTRIBUTOR OF THE YEAR

(open to distributors with between 100-300 employees).
Recognises distributors' Australian projects, campaigns, programs, initiatives or offerings which have delivered real outcomes for vendors and/or partners.

SMALL DISTRIBUTOR OF THE YEAR

(open to distributors with less than 100 employees).
Recognises distributors' Australian projects, campaigns, programs, initiatives or offerings which have delivered real outcomes for vendors and/or partners.

Distributor Award categories:

DISTRIBUTION INNOVATION AWARD

Recognises distributors' innovative Australian projects, campaigns, programs, initiatives, services or offerings that addressed vendor or partner challenges. For example: breaking new ground in Australia with a new distribution services or marketing model, or with an innovative cloud distribution platform.

DISTRIBUTION FOR SUSTAINABILITY AWARD

Recognises distributors' Australian projects, campaigns, programs, initiatives, services or offerings that contributed to positive environmental sustainability outcomes. For example: a partner program that improved the use of recycled materials by partners, a project that reduced energy usage by your business, or a volunteer program that enabled your employees to achieve positive environmental outcomes.

DISTRIBUTION FOR SOCIAL GOOD AWARD

Recognises distributors' Australian projects, campaigns, programs, initiatives, services or offerings that contributed to positive social outcomes, such as inclusiveness or better outcomes for the disadvantaged or vulnerable. For example: a partner program that has improved community not-for-profit organisations' access to technology, or a volunteer program that has enabled your employees to achieve positive social outcomes.

Tips for your entry

❯ **Do:** Start asking for testimonials *now*. Getting approved testimonials from customers, partners and vendors 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, partners 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, partner and vendor organisations need to be across this (such as the communications/PR team).

❯ **Do:** Plan in advance. Write your entry in a separate word doc and ask colleagues or clients to proofread before you upload into the online form.

❯ **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, partner or vendor 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/partner/vendor 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/partner/vendor *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 /partner/vendor 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/partner/vendor 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 on the CRN website.

❯ Winners will be revealed on Thursday 24th August 2023 at the Sheraton Grand Mirage, Gold Coast

❯ 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.

❯ Option to purchase tickets to the awards and the conference (Pipeline)

Contacts

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