

# CRN IMPACT AWARDS

## 2024 CRN Impact Awards

About the CRN Impact Awards / Contact details

### Enter the 2024 CRN Impact Awards

Welcome to the entry form for the 2024 CRN Impact Awards, which recognise celebrate Australian IT channel projects, partnerships, innovations, campaigns, initiatives and people that have created meaningful impact for end-user customers, partners, distributors and vendors.

This year, we are excited to expand the awards by inviting partners, distributors and vendors to enter the nine main award categories. We will announce three winners in each category - a Partner, Distributor & Vendor winner.

You can also vote for the Channel's Choice Awards - which will recognise a standout Partner, Distributor and Vendor.

**Before you fill in this entry form!**

We recommend you [download the 2024 Entry Kit](#) before you commence.

You can leave this online entry form partway through and return to it as long as you use the same computer. If you would like to make multiple entries, please use the same link and open again in different browser.

We highly recommend preparing your submission/s in a document saved offline to avoid losing any information stored in this entry form. Refer to this [PDF of the entry form](#) when preparing your entry offline, but you must submit your entry via this online form, not via email.

You can use this [email template](#) to solicit testimonials.

It is free to enter the CRN Impact Awards. Entries in the main categories will be

**judged by a CRN editorial panel.**

**If you have still have questions after downloading and reading the entry form (see link to PDF above), contact: [impactawards@crn.com.au](mailto:impactawards@crn.com.au)**

## **What are the award categories, eligibility criteria etc.?**

**Download the entry kit which details the award categories, rules and tips for entering.**

## **Awards timeline**

**Entries close on Wednesday 1st May at 5PM AEST.**

**Winners will be announced at a gala awards dinner at the final night of the CRN Pipeline conference on Thursday 15th August 2024 at the Sheraton Grand Mirage Grand Ballroom on the Gold Coast.**

**CRN will publish profiles of all winning entries.**

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

First name

Surname

Company name

Job title

Work Email

Phone

**\* 2. Do you want to **vote for a distributor and/or vendor** you think deserves to win a Channel's Choice Award? This award recognises businesses that exemplified the best of the Australian IT channel in 2023.**

☐ Yes

☐ No

# CRN IMPACT AWARDS

## 2024 CRN Impact Awards

### Channel's Choice Awards

#### 3. Channel's Choice - Distributor of the Year Award

Which distributor do you think deserves to win the Channel's Choice - Distributor of the Year Award? Please only use this field to name the business, not to provide reasons for choosing them.

4. Why do you think the distributor you named deserves to win the Channel's Choice - Distributor of the Year Award? Weight will be given to meaningful, specific answers. Simply saying "They provided great support" does not give the judges much to go on.

Your answer may be used anonymously in the awards presentation and coverage of the CRN Impact Awards, so please consider carefully why you think this distributor is worthy of this award. Why do you think they exemplified the best of Australian IT distribution in 2023? What did they do that was outstanding? How did this benefit your business? Please provide examples and evidence. Please keep your answer to 200 words.

#### 5. Channel's Choice - Vendor of the Year Award

Which vendor do you think deserves to win the Channel's Choice - Vendor of the Year Award? Please only use this field to name the business, not to provide reasons for choosing them.

6. Why do you think the vendor you named deserves to win the Channel's Choice - Vendor of the Year Award? Weight will be given to meaningful, specific answers. Simply saying "They provided great support" does not give the judges much to go on.

Your answer may be used anonymously in the awards presentation and coverage of the CRN Impact Awards, so please consider carefully why you think this distributor is worthy of this award. Why do you think they exemplified the best of vendors in Australia in 2023? What did they do that was outstanding? How did this benefit your business? Please provide examples and evidence. Please keep your answer to 200 words.



\* 7. Do you want to nominate your business or leader for one of the main CRN Impact Award categories?

☐ Yes

☐ No

# CRN IMPACT AWARDS

2024 CRN Impact Awards

Choose Main Award categories

\* 8. Please provide a brief summary of the project, campaign, program, initiative, service or offering you are nominating, or if you are nominating a leader for the Leadership Award, tell us their name, title and company (1-2 sentences). This is to help our team manage entries and follow up on any incomplete submissions. **You will be asked for a more detailed summary for judging purposes later in this form.**

## Twice the chance to win!

CRN recognises that not every project fits neatly into one category. So we offer 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!

**\* 9. Which category do you want to enter as your PRIMARY category?**

- ☐ **Business Transformation** (recognises Australian channel projects, campaigns, programs or initiatives that helped transform an end-user customer, partner or distributor'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.)
- ☐ **Customer Experience** (recognises Australian projects that helped end-user customers, partners or distributors better service their 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 2023, enter this category!)
- ☐ **Modernising Infrastructure** (recognises Australian projects that moved end-user customer, partner or distributor's 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 the migration of customer, partner or distributor data and applications to new infrastructure platforms. Data centre improvements also fit.)
- ☐ **Workforce Empowerment** (recognises Australian projects that made an end-user customer, partner or distributor's staff more productive. This includes projects that promote flexible working, enable mobile workforces and create the workplace of the future. This includes telecommunications and connectivity, including smartphones and tablets. Projects centred on unified comms and activity-based working also fit this category, as do contact centre builds, networking projects, and deployment of bespoke apps to staff - anything that makes a team measurably more efficient.)
- ☐ **Trusted Systems** (recognises Australian projects that improved end-use customer, partner or distributor resilience through efforts to protect their 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.)
- ☐ **Network Evolution** (recognises Australian networking projects that connected end-user customer, partner or distributor teams and organisations, sped up communications and broke down silos between teams, data and environments. This category fits telecommunications and network infrastructure projects, including moving to software-defined networking.)
- ☐ **Leadership** (celebrates exceptional channel leaders from partner, distributor and vendor businesses who have demonstrated significant, meaningful impact in their business and/or the wider IT channel or public through their leadership role. For example, they may have defined and driven values or strategies that led to measurable financial success, employee engagement, customer satisfaction or public good.)
- ☐ **Innovation** (recognises innovation in Australia by partners, distributors or vendors that addressed the challenges of their organisation or fellow channel businesses, and (if applicable) end-user customers' challenges. This entry should be based on a discrete project, program, campaign, initiative or offering. For example: a partner breaking new ground in Australia with its own IP, or a groundbreaking distribution services or marketing model, or a vendor's market education program that connects partners and customers in a new way. Applicants must have progressed beyond the R&D phase and exhibit substantial growth potential by actively scaling their products through direct or channel sales. Vendors entering this category should know that weight will be given to innovation that benefits your channel partners, not only your customers.)
- ☐ **ESG** (acknowledges Australian projects, campaigns, programs, initiatives, services, or offerings by partners, distributors or vendors that have contributed to positive environmental, social or governance outcomes - either directly or by working with the channel. This entry should be based on a discrete project, program, campaign, initiative or offering. For example: a program that improved the use of recycled materials by partners, a project that reduced energy usage by your business, initiatives that have fostered inclusiveness, better outcomes for the disadvantaged or vulnerable, and policies or initiatives resulting in ethical business outcomes.)

**10. Which category do you want to enter the same project in as a SECONDARY category?** (If you want to nominate work for a project category for the Leadership, Innovation or ESG Award, you must complete another entry form separately for those three awards, and visa versa)

- ☐ **Business Transformation** (recognises Australian channel projects, campaigns, programs, initiatives or services that helped transform an end-user customer, partner or distributor'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.)
- ☐ **Customer Experience** (recognises Australian projects that helped end-user customers, partners or distributors better service their 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 2023, enter this category!)
- ☐ **Modernising Infrastructure** (recognises Australian projects that moved end-user customer, partner or distributor's 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 the migration of customer, partner or distributor data and applications to new infrastructure platforms. Data centre improvements also fit.)
- ☐ **Workforce Empowerment** (recognises Australian projects that made an end-user customer, partner or distributor's staff more productive. This includes projects that promote flexible working, enable mobile workforces and create the workplace of the future. This includes telecommunications and connectivity, including smartphones and tablets. Projects centred on unified comms and activity-based working also fit this category, as do contact centre builds, networking projects, and deployment of bespoke apps to staff - anything that makes a team measurably more efficient.)
- ☐ **Trusted Systems** (recognises Australian projects that improved end-use customer, partner or distributor resilience through efforts to protect their 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.)
- ☐ **Network Evolution** (recognises Australian networking projects that connected end-user customer, partner or distributor teams and organisations, sped up communications and broke down silos between teams, data and environments. This category fits telecommunications and network infrastructure projects, including moving to software-defined networking.)
- ☐ **No thanks** - we'll only enter a primary category

CRN reserves the right to move your submission into a different category if we feel it is more appropriate.

# CRN IMPACT AWARDS

## 2024 CRN Impact Awards

### Project Awards

These award categories recognise Australian IT channel projects, campaigns, programs and initiatives that have created meaningful impact for end-user customers, partners (such as MSPs, resellers, consultants), distributors or vendors.

- **Partners**, enter to gain public recognition for projects that created tangible impact for your customers
- **Distributors**, enter to be recognised for tangible impact you helped deliver for a partner/vendor and (if applicable) the end-user organisation (with the partner/vendor's help)
- **Vendors**, enter to be recognised for tangible impact you helped deliver for a partner/distributor and (if applicable) the end-user organisation (with the partner/distributor's help)

#### What is the judging criteria?

These awards will be judged across a number of criteria, including:

- Delivering tangible outcomes for a customer organisation
- Innovation, complexity and significance
- Timeliness, agility and success of deployment
- Value for money and ROI
- 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,

Further in the entry form, you will find dedicated fields for information that can remain confidential, including commercial details and testimonials.

Please try to keep the response in each box under 200 words. 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.**

\* 11. Is the nominated organisation a:

- ☐ Partner (MSP, reseller, consultant, integrator etc.)
- ☐ Distributor
- ☐ Vendor

12. 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 the person submitting this form (the contact details you gave us at the start of this form), please leave blank.

First name	<input type="text"/>
Surname	<input type="text"/>
Company name	<input type="text"/>
Job title	<input type="text"/>
Email	<input type="text"/>
Phone	<input type="text"/>

\* 13. Name the customer organisation:

- **Partners** (MSPs, resellers, consultants), name your end-user client
- **Distributors**, name the partner and/or vendor that was your customer for this project, and end-user client (if applicable)
- **Vendors**, name the partner and/or distributor that was your customer for this project, and end-user client (if applicable)

\* 14. Please provide an overview of the project, campaign or initiative that you are nominating.

Please use this field as an overview of your submission and a chance to grab the judges' attention.

This is your 'elevator pitch' - clearly describe the entry and why it stands out from the crowd.

\* 15. Did your nominated project, campaign, program or initiative take place in the 2023 calendar year?

*To be eligible for the 2024 CRN Impact Awards, it must have taken place in the 2023 calendar year. If you are nominating a multi-year project or initiative, please make that clear in your answers and focus your nomination on the 2023 component only.*

☐ Yes

☐ No

\* 16. Tell us about the innovation, complexity and significance of this project

\* 17. How did this project, campaign, initiative or service offering deliver tangible outcomes and benefits? Save specific data and metrics about the results for the next question.

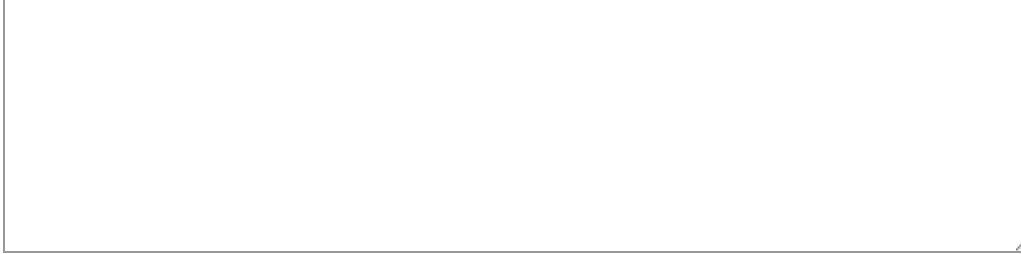
- **Partners** - tell us about the benefits you delivered for customers
- **Distributors** - tell us about the benefits you helped deliver for a partner/vendor and (if applicable) the end-user organisation (with the partner/vendor's help)
- **Vendors** - tell us about the benefits you helped deliver for a partner/distributor and (if applicable) the end-user organisation (with the partner/distributor's help)

*We have supplied a field further in the entry form for additional supporting content, such as links to more information.*

*If you want to submit commercially confidential information that is not for publication (such as dollar values or pricing information), there is a dedicated space for this further in the entry form.*

\* 18. Add credibility to your claims about the outcomes and benefits by providing independent evidence, such as verifiable metrics, sales or profit figures, percentage savings, ROI or other metrics, documents from customers, partners, distributors, vendors etc.

*If you want to submit commercially confidential information that is not for publication (such as dollar values or pricing information), there is a dedicated space for this further in the entry form.*

A large rectangular text box with a thin black border, intended for providing independent evidence. It has a small diagonal line icon in the bottom right corner.

\* 19. 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), there is a dedicated space for this further in the entry form.*

A rectangular text box with a thin black border, intended for ensuring cost-efficiency, ROI and a commercially successful outcome. It has a small diagonal line icon in the bottom right corner.

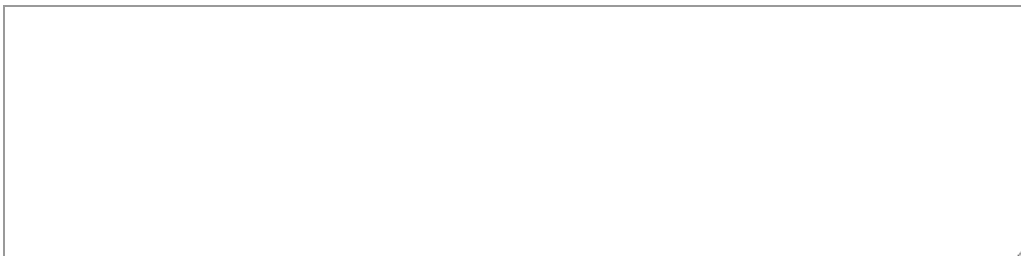
\* 20. How did you go the extra mile and add value?

A rectangular text box with a thin black border, intended for going the extra mile and adding value. It has a small diagonal line icon in the bottom right corner.

\* 21. How did you deliver a positive customer experience and effectively manage stakeholders, including end-user clients, partners, distributors and vendors?

We highly recommend you recognise any other partners, distributors, vendors or sub-contractors who worked on this project, and share credit where appropriate.

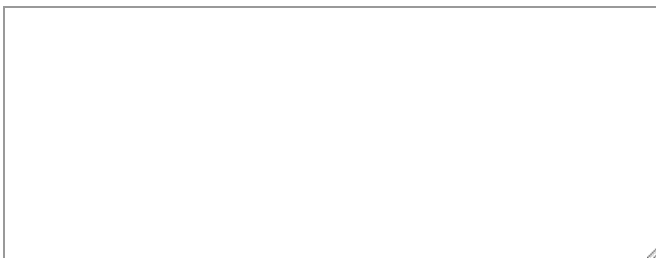
We like to see IT providers that are able to work effectively together. If this project involved a number of partners working in tandem, let us know.

A large rectangular text box with a thin black border, intended for delivering a positive customer experience and effectively managing stakeholders. It has a small diagonal line icon in the bottom right corner.

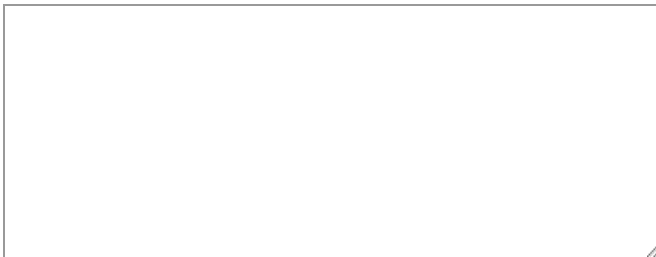
\* 22. Tell us about the timeliness, agility and success of the project. Was the project delivered on time, how did you respond to changing requirements and how did you measure the success of the project?



\* 23. Please list any and all partners (such as MSPs, resellers, consultants), distributors and vendors that underpinned this project.



24. Please use this field for additional supporting content, such as videos, links to articles about the project or links to download further information.



\* 25. Please provide the customer's contact details:

- **Partners** - please provide contact details of the end-user organisation
- **Distributors** - please provide contact details of the partner or vendor
- **Vendors** - please provide contact details of the partner or distributor

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

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

Name

Job title

Email address

Phone number

# CRN IMPACT AWARDS

## 2024 CRN Impact Awards

### Project Awards - Testimonials

**Use this page to submit up to three testimonials. Testimonials are highly valuable part of your submission, particularly an end-user customer testimonial (if you're a partner) and/or testimonials from your partner/distributor/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).**

#### **\* 26. 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. Please put "N/A" in the field and select "No" if you do not intend to submit a testimonial.

If you require time to source this testimonial, you can use [this email template for the testimonial](#) and lodge this before the deadline.

\* 27. Do we have permission to publish this testimonial, in part or in whole, in any coverage of the CRN Impact Awards?

- ☐ Yes
- ☐ No

\* 28. **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. Please put "N/A" in the field and select "No" if you do not intend to submit a testimonial.

If you require time to source this testimonial, you can use [this email template for the testimonial](#) and lodge this before the deadline.

\* 29. Do we have permission to publish this testimonial, in part or in whole, in any coverage of the CRN Impact Awards?

- ☐ Yes
- ☐ No

\* 30. **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. Please put "N/A" in the field and select "No" if you do not intend to submit a testimonial.

If you require time to source this testimonial, you can use [this email template for the testimonial](#) and lodge this before the deadline.

\* 31. Do we have permission to publish this testimonial, in part or in whole, in any coverage of the CRN Impact Awards?

☐ Yes

☐ No

# CRN IMPACT AWARDS

## 2024 CRN Impact Awards

### Project Awards - Commercial Information

\* 32. Please share commercial details about this project, program, campaign or initiative. This is an optional part of your submission, however, it will be viewed favourably in the judging process. Please put "N/A" in the field and select "No" if you do not intend to submit any commercial information here.

What revenue did your company or your end-user customer, or partner, distributor or vendor generate from the project? Is this monthly, annual, multi-year or one-off revenue? What was their budget and how did the cost compare?

Distributors and vendors, how did you support the commercial ambitions of your 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.



\* 33. Do we have permission to share this commercial information with the judges, for judging purposes only?

☐ Yes

☐ No



\* 34. Do we have permission to publish this commercial information in any coverage of the CRN Impact Awards? Please put "N/A" in the field above and select "No" here if you do not intend to submit any commercial information here.

☐ Yes

☐ No

**Please click 'Next' below then the 'Done' button on the following page to complete your entry. Please note that once you click 'Next' you will not be able to return to edit your responses. Contact [impactawards@crn.com.au](mailto:impactawards@crn.com.au) with any questions.**

**Winners will be announced at a gala awards dinner at the final night of the CRN Pipeline conference on Thursday 15th August 2024 at the Sheraton Grand Mirage Grand Ballroom on the Gold Coast.**

# CRN IMPACT AWARDS

## 2024 CRN Impact Awards

### Leadership Award

**This award honours exceptional channel leaders from partner, distributor and vendor businesses who have demonstrated significant, meaningful impact in their business and/or the wider IT channel or public through their leadership role. For example, they may have defined and driven values or strategies that led to measurable financial success, employee engagement, customer satisfaction or public good.**

**The Leadership Award will be judged on the following criteria:**

- **Contributing to business success**
- **Successfully navigating their organisation through challenges and change**
- **Demonstrating strategic vision**
- **Forging new ground and innovating**
- **Fostering a positive work culture and motivating their team to excel**
- **Championing environmental or social responsibility, or ethical practises**
- **Impacting the wider channel and/or public through leadership and engagement**

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**Further in the entry form, you will find dedicated fields for information that can remain confidential, including commercial details and testimonials.**

**Please try to keep the response in each box under 200 words. 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.**

\* 35. Please provide the contact details of the **leader you are nominating** for this award (ie, the company owner, CEO, or team leader).

**If you are nominating someone else, you must receive their permission before nominating them!**

First name

Surname

Company name

Job title

Email

Phone

\* 36. Have you received permission from this leader for you to nominate them for this award?

☐ Yes

☐ No

\* 37. Which type of organisation does the nominated leader work for:

☐ Partner (MSP, reseller, consultant, integrator etc.)

☐ Distributor

☐ Vendor

\* 38. Please provide an overview of the leader, their role, leadership achievements in 2023 and impact they had on the business and customers/partners/distributors/vendors.

Please use this field as an overview of your submission and a chance to grab the judges' attention.

This is your 'elevator pitch' - clearly describe the leader and why they stand out from the crowd.

\* 39. Were they in this leadership role in the 2023 calendar year?

*To be eligible for the 2024 CRN Impact Awards, they must have been in this leadership role for a significant portion of the 2023 calendar year. If they were in this leadership role for only part of calendar 2023, please make that clear in your answers.*

☐ Yes

☐ No

\* 40. How did their leadership contribute to business success? Give specific, meaningful examples. Avoid leadership buzzwords and cliches. Save specific data and metrics about the results for the next question.

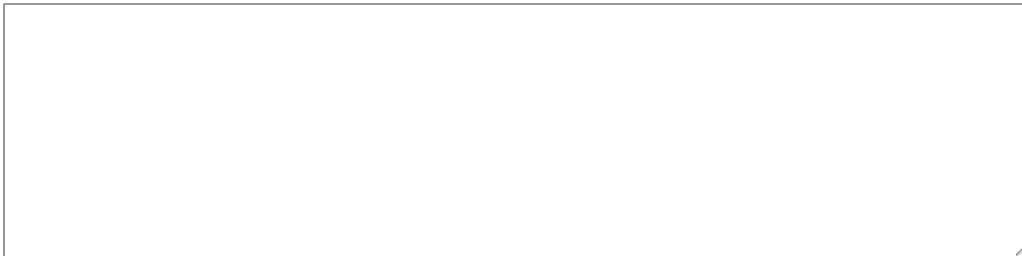
*We have supplied a field further in the entry form for additional supporting content, such as links to more information.*

*If you want to submit commercially confidential information that is not for publication (such as dollar values or pricing information), there is a dedicated space for this further in the entry form.*

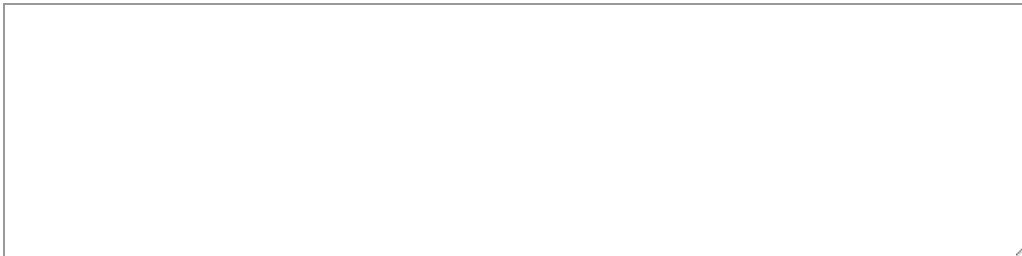
A large, empty rectangular box with a thin black border, intended for submitting confidential information. A small diagonal line icon is visible in the bottom right corner of the box.

\* 41. Add credibility to your claims about business success the leader created by providing independent evidence, such as verifiable metrics, sales or profit figures, percentage savings, ROI or other metrics, documents from customers, partners, distributors, vendors etc.

*If you want to submit commercially confidential information that is not for publication (such as dollar values or pricing information), there is a dedicated space for this further in the entry form.*

A large, empty rectangular box with a thin black border, intended for submitting confidential information. A small diagonal line icon is visible in the bottom right corner of the box.

\* 42. Did they successfully navigate their organisation through challenges and change? Give specific, meaningful examples. Avoid leadership buzzwords and cliches.

A large, empty rectangular box with a thin black border, intended for submitting confidential information. A small diagonal line icon is visible in the bottom right corner of the box.

\* 43. Did they demonstrate strategic vision? Give specific, meaningful examples, don't simply tell us that they are visionaries. Avoid leadership buzzwords and cliches.

A large, empty rectangular text box with a thin black border and a small triangle in the bottom right corner, intended for the user to provide specific examples of strategic vision.

\* 44. Did they forge new ground and innovate? Give specific, meaningful examples.

A large, empty rectangular text box with a thin black border and a small triangle in the bottom right corner, intended for the user to provide specific examples of innovation.

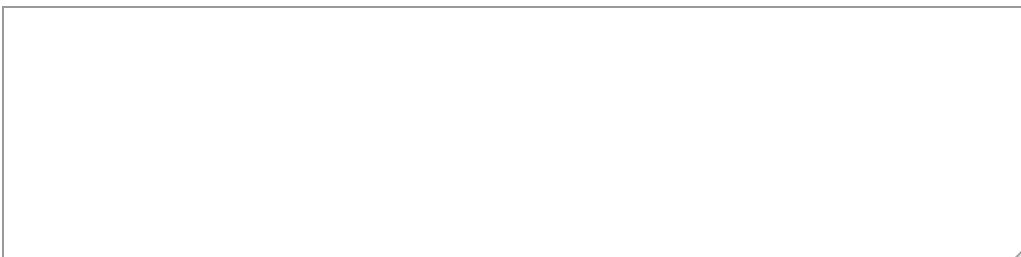
\* 45. Did they foster a positive work culture and motivate their team to excel and how? Give specific, meaningful examples. Avoid buzzwords and cliches.

A large, empty rectangular text box with a thin black border and a small triangle in the bottom right corner, intended for the user to provide specific examples of work culture.

\* 46. Did they champion environmental or social responsibility or other ethical practises within their business or the wider IT channel? Tell us how and what impact that had. Give specific, meaningful examples.

A large, empty rectangular text box with a thin black border and a small triangle in the bottom right corner, intended for the user to provide specific examples of ethical practices.

\* 47. Did they impact the wider channel and/or public through leadership and engagement? Tell us how and what impact that had. Give specific, meaningful examples.

A large, empty rectangular text box with a thin black border and a small triangle in the bottom right corner, intended for the user to provide specific examples of leadership and engagement.

\* 48. Thinking about your professional history in leadership roles, what are some of the most important leadership lessons you've learned along the way? Please include some context, such as how you learned these lessons and where, and how they've helped you personally or the businesses you worked at.



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



# CRN IMPACT AWARDS

## 2024 CRN Impact Awards

### Leadership Award - Testimonials

**Use this page to submit up to three testimonials. Testimonials are highly valuable part of your submission, including testimonials from an executive, director or other employee, an end-user customer testimonial and/or testimonials from your partner/distributor/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)**

#### **\* 50. 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. Please put "N/A" in the field and select "No" if you do not intend to submit a testimonial.

If you require time to source this testimonial, you can use [this email template for the testimonial](#) and lodge this before the deadline.

\* 51. Do we have permission to publish this testimonial, in part or in whole, in any coverage of the CRN Impact Awards?

☐ Yes

☐ No

\* 52. **Testimonial #2**

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

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\* 53. Do we have permission to publish this testimonial, in part or in whole, in any coverage of the CRN Impact Awards?

☐ Yes

☐ No



**\* 54. 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. Please put "N/A" in the field and select "No" if you do not intend to submit a testimonial.

If you require time to source this testimonial, you can use [this email template for the testimonial](#) and lodge this before the deadline.



**\* 55. Do we have permission to publish this testimonial, in part or in whole, in any coverage of the CRN Impact Awards?**

☐ Yes

☐ No

# CRN IMPACT AWARDS

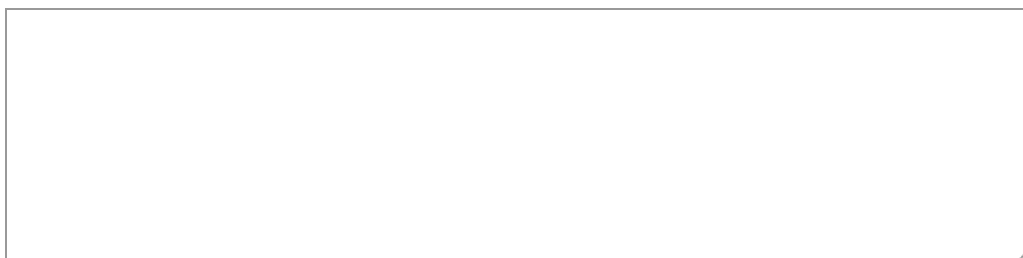
## 2024 CRN Impact Awards

### Leadership Award - Commercial information

\* 56. 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. Please put "N/A" in the field and select "No" if you do not intend to submit any commercial information here.

For example, what revenue or profit did your company generate under your leadership? Did you achieve financial targets? How did your leadership support the commercial ambitions of your vendor and channel partners?

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



\* 57. Do we have permission to share this commercial information with the judges, for judging purposes only?

☐ Yes

☐ No

\* 58. Do we have permission to publish this commercial information in any coverage of the CRN Impact Awards? Please put "N/A" in the field and select "No" if you do not intend to submit any commercial information here.

☐ Yes

☐ No

**Please click 'Next' below then the 'Done' button on the following page to complete your entry. Please note that once you click 'Next' you will not be able to return to edit your responses. Contact [impactawards@crn.com.au](mailto:impactawards@crn.com.au) with any questions.**

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# CRN IMPACT AWARDS

## 2024 CRN Impact Awards

### Innovation Award

The Innovation Award category recognises innovation in Australia by partners, distributors or vendors that addressed the challenges of their organisation or fellow channel businesses, and (if applicable) end-user customers' challenges. This entry should be based on a discrete project, program, campaign, initiative or offering. For example: a partner breaking new ground in Australia with its own IP, or a groundbreaking distribution services or marketing model, or a vendor's market education program that connects partners and customers in a new way. Applicants must have progressed beyond the R&D phase and exhibit substantial growth potential by actively scaling their products through direct or channel sales. Vendors entering this category should know that weight will be given to innovation that benefits your channel partners, not only your customers.

This award will be judged across a number of criteria, including:

- Breaking new ground with new ideas and innovation
- Demonstrating impact for a partner, distributor or vendor, and (if applicable) an end-user customer
- Your go-to-market model, including sales, marketing and channels
- Commercial achievements
- Working with distributors, vendors and partners

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,

Further in the entry form, you will find dedicated fields for information that can remain confidential, including commercial details and testimonials.

Please try to keep the response in each box under 200 words. 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.**

59. 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 the person submitting this form (the contact details you gave us at the start of this form), please leave blank.

First name	<input type="text"/>
Surname	<input type="text"/>
Company name	<input type="text"/>
Job title	<input type="text"/>
Email	<input type="text"/>
Phone	<input type="text"/>

\* 60. Is the nominated organisation a:

- ☐ Partner (MSP, reseller, consultant, integrator etc.)
- ☐ Distributor
- ☐ Vendor

\* 61. Please provide an overview of the innovative project, campaign, initiative or service offering that you are nominating.

Please use this field as an overview of your submission and a chance to grab the judges' attention.

This is your 'elevator pitch' - clearly describe the entry and why it stands out from the crowd.

\* 62. Did your nominated project, campaign, program, initiative or service offering take place in the 2023 calendar year?

*To be eligible for the 2024 CRN Impact Awards, it must have taken place in the 2023 calendar year. If you are nominating a multi-year project or initiative, please make that clear in your answers and focus your nomination on the 2023 component only.*

- ☐ Yes
- ☐ No

\* 63. How does your innovation solve challenges for your organisation or a fellow channel business, and (if applicable) an end-user customer? Vendors entering this category should know that weight will be given to innovation that benefits the channel.

\* 64. How did you break new ground with new ideas and innovation?

\* 65. Please tell us about your go-to-market model, including sales, marketing and channels.

Please include information about channel sales and other sales, marketing and growth milestones. We are particularly interested in any details on national and international expansion.

\* 66. What are your business and commercial achievements relating to this innovation?

Please tell us how you funded R&D and launched the innovation, how you have expanded your sales, and about any end-user customers, channel partners 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), there is a dedicated space for this further in the entry form.*

\* 67. Has this innovation resulted in tangible outcomes for your organisation or your channel partners, and (if applicable) end-user customers? If so, what were those outcomes? Your claims will be more credible if you are specific and provide evidence, such as verifiable sales or profit figures or other metrics, documents from customers etc.

*We have supplied a field further in the entry form for additional supporting content, such as links to more information.*

*If you want to submit commercially confidential information that is not for publication (such as dollar values or pricing information), there is a dedicated space for this further in the entry form.*

\* 68. Please list any and all vendors, channel partners, distributors and other organisations that underpinned this innovation.

We highly recommend you recognise any other partners or sub-contractors or other organisations who worked on this project, and share credit where appropriate.

Please use this box to share any detail on third-party platforms that underpin your solution, such as public cloud, as well as other ecosystem partners.

A rectangular text box with a thin black border and a small diagonal line icon in the bottom right corner, intended for sharing details on third-party platforms.

\* 69. How did you work with stakeholders, including vendors, distributors, channel partners, investors and shareholders on this innovation?

A rectangular text box with a thin black border and a small diagonal line icon in the bottom right corner, intended for describing stakeholder collaboration.

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

A rectangular text box with a thin black border and a small diagonal line icon in the bottom right corner, intended for providing additional supporting content like videos or links.

# CRN IMPACT AWARDS

## 2024 CRN Impact Awards

### Innovation Award - Testimonials

**Use this page to submit up to three testimonials. Testimonials are highly valuable part of your submission, particularly an end-user customer testimonial (if you're a partner) and/or testimonials from your partner/distributor/vendor.**

**Please include their contact details in case we need to contact them, and also 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).**

#### **\* 71. 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. Please put "N/A" in the field and select "No" if you do not intend to submit a testimonial.

If you require time to source this testimonial, you can use [this email template for the testimonial](#) and lodge this before the deadline.



\* 72. Do we have permission to publish this testimonial, in part or in whole, in any coverage of the CRN Impact Awards?

☐ Yes

☐ No

\* 73. **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. Please put "N/A" in the field and select "No" if you do not intend to submit a testimonial.

If you require time to source this testimonial, you can use [this email template for the testimonial](#) and lodge this before the deadline.

\* 74. Do we have permission to publish this testimonial, in part or in whole, in any coverage of the CRN Impact Awards?

☐ Yes

☐ No

\* 75. **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. Please put "N/A" in the field and select "No" if you do not intend to submit a testimonial.

If you require time to source this testimonial, you can use [this email template for the testimonial](#) and lodge this before the deadline.



\* 76. Do we have permission to publish this testimonial, in part or in whole, in any coverage of the CRN Impact Awards?

☐ Yes

☐ No

# CRN IMPACT AWARDS

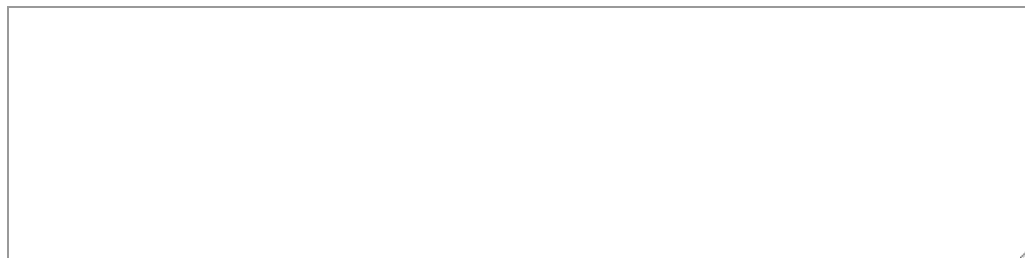
## 2024 CRN Impact Awards

### Innovation Award - Commercial information

\* 77. Please share commercial details relating to your nominated innovation. This is an optional part of your submission, however, it will be viewed favourably in the judging process. Please put "N/A" in the field and select "No" if you do not intend to submit any commercial information here.

- What annual revenue can you attribute directly to this innovation and how has this revenue changed over time?
- Can you provide pricing relating to your innovation?
- How does this pricing compare against competitor pricing?
- Can you share any commercial details about the channel partner or end-user examples on the previous page?

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



\* 78. Do we have permission to share this commercial information with the judges, for judging purposes only?

- ☐ Yes
- ☐ No

\* 79. Do we have permission to publish this commercial information in any coverage of the CRN Impact Awards? Please put "N/A" in the field and select "No" if you do not intend to submit any commercial information here.

☐ Yes

☐ No

**Please click 'Next' below then the 'Done' button on the following page to complete your entry. Please note that once you click 'Next' you will not be able to return to edit your responses. Contact [impactawards@crn.com.au](mailto:impactawards@crn.com.au) with any questions.**

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# CRN IMPACT AWARDS

## 2024 CRN Impact Awards

### ESG Award

**This award category recognises Australian projects, campaigns, programs, initiatives, services, or offerings by partners, distributors or vendors that have contributed to positive environmental, social or governance outcomes - either directly or by working with the channel. This entry should be based on a discrete project, program, campaign, initiative or offering. For example: a program that improved the use of recycled materials by partners, a project that reduced energy usage by your business, initiatives that have fostered inclusiveness, better outcomes for the disadvantaged or vulnerable, and policies or initiatives resulting in ethical business outcomes.**

**The ESG Award will be judged across a number of criteria, including:**

- Clear environmental, social or governance goals for the project**
- Innovation, differentiation and significance**
- How the project contributed to positive environmental, social or governance outcomes**
- Credible evidence of tangible environmental, social or governance outcomes from this project**
- Work with vendors, distributors or other channel partners to achieve these outcomes**

**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,**

**Further in the entry form, you will find dedicated fields for information that can remain confidential, including commercial details and testimonials.**

**Please try to keep the response in each box under 200 words. 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.**

80. 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 the person submitting this form (the contact details you gave us at the start of this form), please leave blank.

First name

Surname

Company name

Job title

Email

Phone

\* 81. Is the nominated organisation a:

- ☐ Partner (MSP, reseller, consultant, integrator etc.)
- ☐ Distributor
- ☐ Vendor

\* 82. Please provide some details on the project, program, campaign, initiative or offeringn being nominated.

Please use this field as an overview of your submission and a chance to grab the judges' attention.

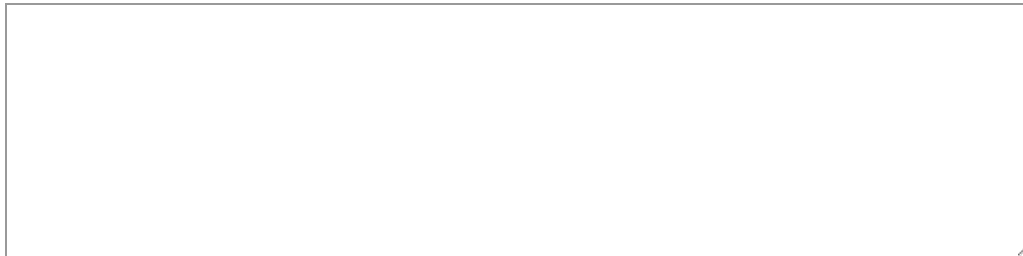
This is your 'elevator pitch' - clearly describe the entry and why it stands out from the crowd.

\* 83. Did your nominated project, program, campaign, initiative or offering take place in the 2023 calendar year?

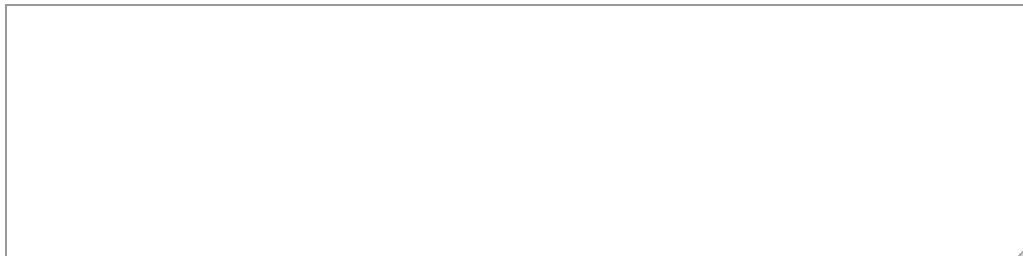
*To be eligible for the 2024 CRN Impact Awards, it must have taken place in the 2023 calendar year. If you are nominating a multi-year project or initiative, please make that clear in your other answers and focus your nomination on the 2023 component only.*

- ☐ Yes
- ☐ No

\* 84. Please tell us how this project, campaign, initiative, service or offering contributed, or aimed to contribute, to positive environmental, social or governance outcomes.



\* 85. Tell us about any innovation, differentiation and significance.



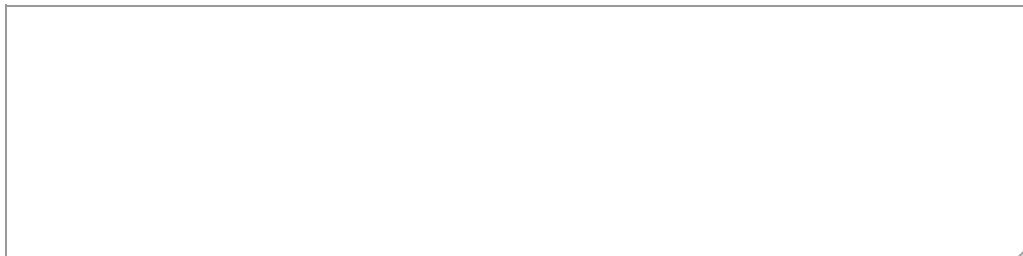
\* 86. Please clearly define your organisation's role in the project, campaign, initiative, service or offering and the value it added.



\* 87. Please provide evidence of tangible, positive environmental, social or governance outcomes from this work, if there are any. Your claims will be more credible if you are specific and provide independent evidence, such as verifiable metrics or other evidence from independent stakeholders, such as environmental stakeholders. We have supplied a field further in the entry form for additional supporting content, such as links to more information.

*If you want to submit commercially confidential information that is not for publication, there is a dedicated space for this further in the entry form.*

*We have also provided space for testimonials further in the entry form.*



\* 88. Please tell us about your go-to-market model for this project, campaign, initiative, service or offering, including sales, marketing and channels – if applicable.

\* 89. Please tell us how you funded and launched the project, campaign, initiative, service or offering, how you have expanded it, and about any partners or markets you have moved it into.

*If you want to submit commercially confidential information that is not for publication (such as dollar values or pricing information), there is a dedicated space for this further in the entry form.*

\* 90. Please list any and all vendors, channel partners, distributors and other organisations, such as environmental, social or governance organisations, that underpinned this project, campaign, initiative, service or offering.

We highly recommend you recognise any other partners or sub-contractors or other organisations who worked on this project, and share credit where appropriate.

\* 91. Please provide details of the end-customer/stakeholder, such as an environmental or social organisation, involved in this project, campaign, initiative, service or offering. We may contact them to validate the information in your submission

We will publish the name/s of the customer/stakeholder organisations involved in any finalist or winning CRN Impact Awards entry, so please ensure you have the necessary approvals.

Name

Job title

Organisation

Email address

Phone number



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



# CRN IMPACT AWARDS

## 2024 CRN Impact Awards

### ESG Award - Testimonials

**Use this page to submit up to three testimonials. Testimonials are highly valuable part of your submission, particularly from an independent stakeholder or beneficiary, such as an environmental or social organisation. We would also appreciate testimonials from channel partners, end customer organisations and additional contacts within the vendor, distributor or channel partner.**

**Please include their contact details in case we need to contact them, and also ensure you have the necessary approvals. You have the 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).**

#### **\* 93. 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. Please put "N/A" in the field and select "No" if you do not intend to submit a testimonial.

If you require time to source this testimonial, you can use [this email template for the testimonial](#) and lodge this before the deadline.

\* 94. Do we have permission to publish this testimonial, in part or in whole, in any coverage of the CRN Impact Awards?

☐ Yes

☐ No

\* 95. **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. Please put "N/A" in the field and select "No" if you do not intend to submit a testimonial.

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\* 96. Do we have permission to publish this testimonial, in part or in whole, in any coverage of the CRN Impact Awards?

☐ Yes

☐ No

**\* 97. 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. Please put "N/A" in the field and select "No" if you do not intend to submit a testimonial.

If you require time to source this testimonial, you can use [this email template for the testimonial](#) and lodge this before the deadline.



**\* 98. Do we have permission to publish this testimonial, in part or in whole, in any coverage of the CRN Impact Awards?**

☐ Yes

☐ No

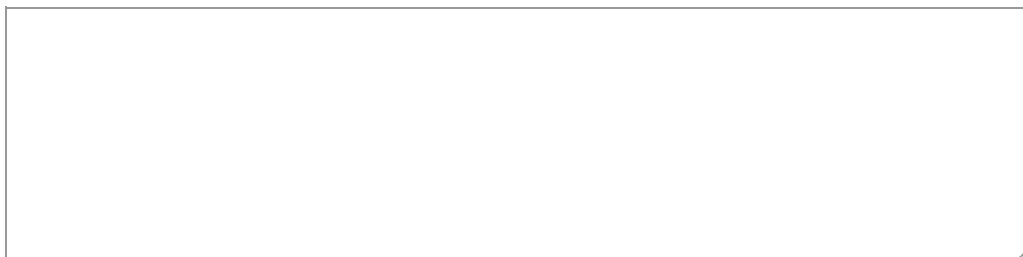
# CRN IMPACT AWARDS

## 2024 CRN Impact Awards

### ESG Award - Commercial information

\* 99. Please share any relevant commercial details relevant to this project – for example, funding or investment in the project or other financial details. This is an optional part of your submission, however, it will be viewed favourably in the judging process. Please put "N/A" in the field and select "No" if you do not intend to submit any commercial information here.

This commercial information will remain totally confidential unless you opt-in to share it with judges and/or to allow us to publish this information.



\* 100. Do we have permission to share this commercial information with the judges, for judging purposes only?

- ☐ Yes  
☐ No

\* 101. Do we have permission to publish this commercial information in any coverage of the CRN Impact Awards? Please put "N/A" in the field and select "No" if you do not intend to submit any commercial information here.

- ☐ Yes  
☐ No

\* 102. What is your ABN? We are asking for this information to double check that the company is based in Australia. Your ABN will not be published or shared.

**Please click 'Next' below then the 'Done' button on the following page to complete your entry. Please note that once you click 'Next' you will not be able to return to edit your responses. Contact [impactawards@crn.com.au](mailto:impactawards@crn.com.au) with any questions.**

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