

About the entry

ENTER THE 2021 CRN IMPACT AWARDS

Welcome to the 2021 CRN Impact Awards. This entry form will take you through the submission process. We highly recommend you [download the 2021 Entry Kit \(PDF\)](#) before you commence.

You can leave the 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.

A good idea is to write your entry in a separate word doc and ask colleagues or clients to proofread before you upload into the online form. You can download a [pdf. version of the questions here](#) to help you gather your information prior to submitting online. We also recommend you prepare your submission/s on a document saved elsewhere to avoid losing any information stored in this entry form.

You can use [this email template](#) for any testimonials.

Essential details

Deadline to submit is **Wednesday 7th July 2021**. If you have any questions, please email: impactawards@crn.com.au

*It is free to enter.

Entries will be judged by a panel of CRN editorial judges and industry experts.

The CRN Impact Awards will be held on Thursday 26th August at The Star, Gold Coast.

CRN will publish profiles of all winning projects in September 2021.

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

First name

Surname

Company name

Job title

Email

Phone

* 3. Please provide a brief summary of the project or product (1-2 sentences). This will not be published or included for judging and should not act as an overview of your project. This brief summary is for internal use to help our team manage entries and follow up on any incomplete submissions.

Awards categories

Twice the chance to win!

CRN recognises that not every project fits neatly into one category. So this year we are offering the chance to enter in a primary AND a secondary category.

You **MUST** enter a primary category. Entering a secondary category is optional.

Entries can become finalists in either the primary or secondary category - or both! - so it is very much worth considering a secondary category as you complete your entry!

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

- Business Transformation** (recognises projects that help customer organisations harness the power of data, modernise internal systems and transform the way they do business)
- Customer Experience** (recognises projects that help client organisations better service their own end user customers in a digital, mobile world)
- Modernising Infrastructure** (recognises projects that migrate customer data and applications to new infrastructure platforms, that overhaul software with more modern platforms, or that roll out modern hardware, to support cost savings, efficiencies, growth and innovation)
- Workforce Empowerment** (recognises projects that promote flexible working, enable mobile workforces and create the workplace of the future)
- Trusted Systems** (recognises projects that protect customer assets and data, build resiliency, ensure business continuity and protect transactions)
- Channel Collaboration** (This award is primarily focused on how multiple providers have collaborated to deliver an outcome)
- Network Evolution** (This award recognises networking projects that connect teams and organisations, speed up communications and break down silos between teams, data and environments.)
- Distribution Performance** (this award category is for distributors that have gone the extra mile for the vendor/s and channel partner/s)
- Platform Innovator** (aimed at Australian resellers, system integrators or MSPs that have diversified by building their own intellectual property around a third-party platform)
- Emerging Innovator** (for Australian software startups or other emerging tech firms that have developed their own intellectual property and successfully commercialised it)
- Exporting Innovation** (for Australian software / tech firms that develop their own intellectual property, successfully commercialised it and are winning export sales from international customers)
- I'm not sure (but it's a project)**
- I'm not sure (but it's IP / product)**

5. Which category do you want to enter as a **SECONDARY** category?

- Business Transformation** (recognises projects that help customer organisations harness the power of data, modernise internal systems and transform the way they do business)
- Customer Experience** (recognises projects that help client organisations better service their own end user customers in a digital, mobile world)
- Modernising Infrastructure** (recognises projects that migrate customer data and applications to new infrastructure platforms, that overhaul software with more modern platforms, or that roll out modern hardware, to support cost savings, efficiencies, growth and innovation)
- Workforce Empowerment** (recognises projects that promote flexible working, enable mobile workforces and create the workplace of the future)
- Trusted Systems** (recognises projects that protect customer assets and data, build resiliency, ensure business continuity and protect transactions)
- Channel Collaboration** (This award is primarily focused on how multiple providers have collaborated to deliver an outcome)
- Network Evolution** (This award recognises networking projects that connect teams and organisations, speed up communications and break down silos between teams, data and environments.)
- Distribution Performance** (this award category is for distributors that have gone the extra mile for the vendor/s and channel partner/s)
- Platform Innovator** (aimed at Australian resellers, system integrators or MSPs that have diversified by building their own intellectual property around a third-party platform)
- Emerging Innovator** (for Australian software startups or other emerging tech firms that have developed their own intellectual property and successfully commercialised it)
- Exporting Innovation** (for Australian software / tech firms that develop their own intellectual property, successfully commercialised it and are winning export sales from international customers)
- I'm not sure (but it's a project)**
- I'm not sure (but it's IP / product)**
- No thanks** - we'll only enter a primary category

You are welcome to select 'I'm not sure' and CRN will choose the most appropriate category. CRN reserves the right to move your submission into a different category if we feel it is more appropriate.

Projects

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

- Delivering real 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.

* 6. Customer organisation

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

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

This is your 'elevator pitch' - what was the entry and why does it stand out from the crowd?

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

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

ROI is not the same as "outcomes". You should outline the outcomes and benefits for the customer organisation in the first field (above), and use this field for specific data and metrics on the results.

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.

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

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

Customers 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. Your submission may be eligible for the "Working Together" category, which will raise your chance of winning an award.

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

* 12. Please list any and all vendors and distributors that underpinned this project.

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

* 14. Customer contact details. We may contact the customer to validate the information in your submission

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

Name

Job title

Email address

Phone number

Testimonials - Projects

Use this page to submit up to three testimonials. Testimonials are highly valuable part of your submission, particularly a customer testimonial. We would also appreciate testimonials from vendors, other channel partners (very important for the 'Working Together' award), and additional contacts within the customer organisation.

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

* 15. 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.

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

Yes

No

*** 17. 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.

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

Yes

No

*** 19. 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.

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

Yes

No

Commercial information - Projects

* 21. Please share commercial details about this project. This is an optional part of your submission, however, it will be viewed favourably in the judging process. 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 generate? Is this monthly, annual, multi-year or one-off revenue? What was the client's budget and how did the cost compare?

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

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

- Yes
 No

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

- 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 with any questions.

The CRN Impact Awards will be held on Thursday 26th August at The Star, Gold Coast.

CRN will publish profiles of all winning projects in September 2021.

Distribution Performance category

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

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

- Delivering real outcomes for a vendor/s and partner/s
- Innovation, differentiation and significance
- Going the extra mile and adding value
- Cost-efficiency 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.

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

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

This is your 'elevator pitch' - what was the entry and why does it stand out from the crowd?

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

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

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

* 28. 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.

* 29. How did you deliver a positive customer experience and effectively manage stakeholders, including vendors, channel partners and others?

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

Testimonials - Distribution Performance

Use this page to submit up to three testimonials. Testimonials are highly valuable part of your submission, particularly a vendor testimonial. We would also appreciate testimonials from channel partners, end customer organisations and additional contacts within the vendor 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 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).

* 31. 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.

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

Yes

No

*** 33. 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.

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

- Yes
- No

*** 35. 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.

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

Yes

No

Commercial information - Distribution Performance

* 37. 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.

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

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

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

- Yes
 No

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

- 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 with any questions.

The CRN Impact Awards will be held on Thursday 26th August at The Star, Gold Coast.

CRN will publish profiles of all winning projects in September 2021.

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

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

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

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

This is your 'elevator pitch' - what is the entry and why does it stand out from the crowd?

Use this box to tell us if your company started out as an IT service provider, reseller, system integrator or MSP before diversifying into intellectual property. This would make you eligible for the category 'Evolving Innovator'.

* 41. How does your technology solve customer challenges?

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

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

Please including information on direct sales, online sales, marketing, growth milestones and channel sales. We are particularly interested in any details on national and international expansion.

* 44. What are your business and commercial achievements?

Please tell us how you funded R&D and launched the product, how you have expanded your sales, and about any customers or markets you have sold into.

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

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

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.

* 46. What year was your company established?

* 47. Where is your head office?

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

Testimonials - Innovation

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

We would also appreciate testimonials from multiple customers, channel partners, technology providers, investors / shareholders and additional contacts within customer organisation.

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).

* 49. 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.

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

- Yes
- No

*** 51. 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.

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

Yes

No

*** 53. 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.

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

Yes

No

Commercial information - Innovation

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

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

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

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

- Yes
 No

* 57. Do we have permission to publish this 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

* 58. 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 with any questions.

The CRN Impact Awards will be held on Thursday 26th August at The Star, Gold Coast.

CRN will publish profiles of all winning projects in September 2021.