CRN IMPACT AWARDS

Celebrating Australian IT channel projects that made a difference for customers, partners, distributors or vendors.

Thursday 15th August 2024

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

Entry Kit

Overview

The 2024 CRN Impact Awards celebrate Australian IT channel projects, partnerships, innovations, campaigns, initiatives and people that have made meaningful impact for end-user customers, partners, distributors or vendors in the previous calendar year.

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

Entrants can submit projects.

Additionally, the channel votes for the Channel's Choice awards, which recognise the partner, distributor and vendor that exemplify the best of the channel in Australia in 2023.

We recommend vendors urge partners and distributors to 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/CNT8V6D**

Timeline

❯ Awards submissions close at 5pm on 1 May 2024

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

❯ Winners will be revealed on Thursday 15th August 2024 at the gala awards dinner at the CRN Pipeline conference at the Sheraton Grand Mirage, Gold Coast

Judging

❯ The awards (except for the Channel's Choice categories) 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 delivered meaningful outcomes for a customer, partner, distributor or vendor, and whether it was significant.

Rules

❯ To be eligible for the 2024 CRN Impact Awards, the nominated project or innovation must have taken place in the 2023 calendar year.

❯ Nominated projects must be led by or feature meaningful involvement by channel partner/s or local solution provider/s. For example, **distributors and vendors can nominate impact they've helped achieve for end-user organisations, if they achieved it by working with channel partners such as MSPs or consultants.**

❯ 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 2023 calendar year..

❯ For ongoing services contracts, the contract should have been live for the majority of the 2023 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.

❯ Before entering the awards, you must have approval for CRN to publish the name of the end-user customer, vendor, distributor or partner you delivered the project for or worked with on the project. You must have their permission from a leader to nominate them for the Leadership Award.

❯ 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:

❯ Nominating Distributors: Any distributor active in Australia is eligible, and the nominated project must focus on the Australian market

❯ Nominating Vendors: And vendor active in Australia is eligible, and the nominated project must focus on the Australian market

Main award categories:

Note, Partners, Distributors & Vendors can enter the following categories. We will announce three winners in each category – a Partner, Distributor & Vendor winner.

BUSINESS TRANSFORMATION

This award recognises Australian channel projects, campaigns, programs, initiatives, services or offerings 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.

WORKFORCE EMPOWERMENT

This award recognises Australian projects, campaigns, programs, initiatives, services or offerings 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.

MODERNISING INFRASTRUCTURE

This award recognises Australian projects, campaigns, programs, initiatives, services or offerings 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.

Main award categories (cont):
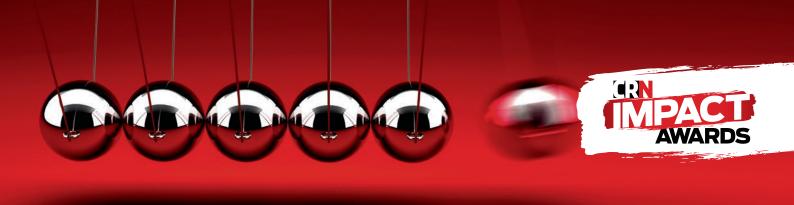
TRUSTED SYSTEMS

This award 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

This award 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.

CUSTOMER EXPERIENCE

This award 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!

Main award categories (cont):

INNOVATION AWARD

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 the channel.

ESG AWARD

Rrecognises Australian projects, campaigns, programs, initiatives, services, or offerings by partners, distributors or vendors that have contributed to positive environmental, social or governance outcomes. This award recognises efforts such as programs that improve the use of recycled materials or enhance community access to technology, projects reducing energy usage, initiatives that have fostered inclusiveness, better outcomes for the disadvantaged or vulnerable, and policies or initiatives resulting in ethical business outcomes.

LEADERSHIP AWARD

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. For example, they may have defined and driven values or strategies that led to measurable financial success, employee engagement, customer satisfaction or public good.

Channel's Choice Awards

(No nominations accepted. Winners chosen by popular vote)

CHANNEL'S CHOICE - PARTNER OF THE YEAR

The CRN Alliance, a CRN Australia partner group, will vote for the CRN Impact Awards partner finalist, such as an MSP, reseller, integrator or consultancy, that exemplified the best of Australian channel partners in 2023. For example, they may have led the way in terms of financial success, evolving their business model, achieving significant customer impact, innovation, market expansion, collaboration or contribution to the health of the Australian IT channel.

CHANNEL'S CHOICE - DISTRIBUTOR OF THE YEAR

Vote for the IT distributor you think exemplified the best of IT distribution in Australia in 2023. For example, they may have led the way in terms of helping partners achieve financial success, helping partners evolve their businesses, helping partners achieve significant customer impact, helping partners innovate, helping partners expand their market, or collaborated or contributed to the health of the Australian IT channel.

CHANNEL'S CHOICE - VENDOR OF THE YEAR

Vote for the IT vendor you think exemplified the best of IT vendors in Australia in 2023. For example, they may have led the way in terms of helping partners or distributors achieve financial success, evolve their businesses, achieve significant customer impact, innovate, expand their market or collaborate, or for their contribution to the health of the Australian IT channel.

Tips for your entry

❯ **Do:** Start asking for testimonials *now*. Getting approved testimonials from customers, partners, distributors 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, distributors 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, distributor 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, distributors, 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, distributors 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/distributor/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/distributor/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/distributor/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/distributor/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 announcing finalists, which will be shared with thousands of readers of our website and email newsletter (you can use these articles as media clippings).

❯ CRN will publish profiles of all winning projects on the CRN website.

❯ Winners will be revealed on Thursday 15th August 2024 at the gala awards dinner at the CRN Pipeline conference 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

CRN IMPACT AWARDS TEAM

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