

About IDC Digital Transformation Awards (IDC DX Awards)

The IDC Digital Transformation Awards (IDC DX Awards) honors the achievements of organizations that have successfully planned and executed the digital transformation (DX) of one or multiple areas of their business through the application of digital and disruptive technologies in Turkey.

We pride ourselves on enforcing the highest level of transparency and impartiality in the evaluation process. Each nomination is reviewed and validated using a multi-tiered process and assessed by a panel of independent judges composed of industry thought leaders, veterans, and academia.

The award categories and selection criteria are aligned to reflect today's most critical business transformation areas.

2018 is the year where we will see increased participation in the journey of transformation into a Digital Native Enterprise. During this journey, organizations will be characterized by close collaborations, intense innovations, and accelerated implementation of DX initiatives, as they fast track themselves into one of the leaders in the DX economy.

This 2018, the search for the Turkey's top digital trailblazers intensifies. Could you be one of them? Find out and compete with the best of the best.

PART 1: Program Setup

The IDC DX Awards is a country-specific program where awards are presented to organizations in Turkey who have displayed excellence in planning and executing their DX tech-enabled initiatives in one of our seven award categories.

Nomination criteria:

Any end-user organization can nominate their DX initiative or be nominated by a 3rd party organization (*e.g. government bodies, associations, IT suppliers etc.*) to gain recognition in the execution of a DX initiative across one of the categories listed below. A nomination will only be considered valid when the following criteria are met:

1. The nominee must be a tech buyer company/organization. Nominations made by 3rd parties must include the relevant contact details of the nominated organization so that the assessment can be completed.
2. The organization should have a physical office presence in Turkey where the nomination is submitted.
3. The nominee's project owner acknowledges and agrees to participate in the DX Awards.
4. The nominated project should have gone live and be at execution stage, or should have been initiated **between January 2015 and December 2018**.

The organization nominated for the below categories must have a viable business model and is present in Turkey.

Award Categories:

There are eight (8) award categories in the IDC DX Awards competition.

1. Digital Trailblazer
2. Digital Transformer
3. Digital Disruptor
4. DX Leader

5. Omni-Experience Innovator
6. Talent Accelerator
7. Information Visionary
8. Operating Model Master

PART 2: Award Categories

IDC will only evaluate projects that have gone live

between Jan 2015 and May 2018

If your project is part of a larger initiative with a longer timeline, please indicate the go-live date for the nominated project.

Each nomination MUST be verified and confirmed with the end-user organization (e.g. the owner of the project) to be considered valid.

In 2018, the DX Awards will be open for nominations to one of the seven (8) categories listed here.

The categories here do (not) reflect the final number of awards that will be distributed.

Depending on the quality of nominations received, the judging committee may deem it appropriate to present more than one accolade per category, (or) withdraw an entire category altogether.

The IDC DX Awards is first and foremost an accolade for businesses' technologically – empowered innovation and transformation. Our judging criteria puts heavy emphasis on the role of technology in each nomination, and the documentation you provide should detail this clearly. The following are the seven categories for nomination:

1. Digital Transformer

This category aims to recognize organizations that have demonstrated success in projects where there is synergy between business and IT management disciplines, and that have delivered digitally-enabled products and services over a sustained period. We will award a technology program or project that has achieved discernible and measurable excellence. Organizations recognized in this category are generally “brick and mortar”/established companies, which are leveraging digital and disruptive technologies like Big Data/Analytics, Cloud, Mobility, IoT, AR/VR **to transform or make a significant change** – often design thinking-led – to one or various processes (e.g. sourcing talent, engaging/serving customers); **operating models** (e.g. creating new revenue streams) or **customer experience across one or multiple dimensions of their business** (e.g. Leadership, digital and physical experiences, data transformation, operations, and the workforce/workplace).

2. Digital Disruptor

This category aims to recognize organizations that are aggressively disruptive in the use of new digital technologies and business models. They utilize ecosystem awareness for constant business innovation and are fast-moving targets for competition. Generally, these organizations are new market entrants or innovative incumbents which are leveraging digital and disruptive technologies like Big Data/Analytics, Cloud, Mobility, IoT, AR/VR to transform products/services, industries, or value propositions. We will award organizations that have achieved excellence and discernible results across areas like (but not limited to):

- **Extending products/services category through digital enablement.** (e.g. Nest thermostats and smoke alarms and Disney MagicBands). Digital enablement makes the products more valuable to customers and can generate data that can be used to create new products and services.
- **Replacing products/services with digital or digitally enabled products.** (e.g. Netflix and Apple have significantly altered the landscape for video and music consumption.)
- **Shifting value propositions.** (Rolls-Royce's move from selling jet engines to billing customers per hour of usage shifts the value proposition from owning an asset that can power a plane to value based on the actual hours the engine is used; or Airbnb, competing with the hotel industry)
- **Creating new customer experiences.** Often blends physical and digital (Sephora is focused on digitally enhanced customer experiences to drive sales the use of AR/VR).

3. DX Leader

This category aims to recognize the leadership executive or executives within the organization that have played a determining role in setting the vision and responsible for the execution of the DX initiative. The executive would have the authority in making key decisions such as project focus, vendor selection, budget approvals, the KPIs at which the project is measured against, etc. This executive would be the role model within their organization on how they manage the continuous transition from old to new tech, experimental to operational in the context of digital transformation, empowering their employees, and have enabled innovations which have been integrated into the existing organization.

While the following areas are part of a continuum, ***the executive can demonstrate excellence in one or various of the following:***

- **Digital vision** — The executive is a critical driver of their digital vision and strategy
- **Innovation** — The executive is key in fostering IT-enabled innovation
- **Integration** — The executive is the owner of the agile processes that transition new platforms to become stable business services that are the key to DX success

- **Incorporation** — The executive has successfully delivered reliable and secure solutions into the established suite of IT-based products and services

4. Omni-Experience Innovator

This category aims to award the technology program or project which has enabled discernible and measurable excellence in the organization's ability to create a customer centric model focused on attracting and growing customer loyalty and advocacy. Organizations in this category move from **reach** (awareness) to **relevancy** (preference) to **reciprocity** (having a two-way exchange) in their relationships, particularly with customers. Typically, these organizations are generally focused on driving enhanced, consistent, and innovative experiences using a multitude of physical and digital integrated channels across the business ecosystem of customers, partners, employees, and/or other stakeholders. These organizations are often:

- Creating unique differentiating experiences across the ecosystem (not only customers)
- Delivering seamless and engaging omni-channel customer experiences
- Making processes, products, and assets highly instrumented and contextually aware

5. Talent Accelerator

This category aims to award the technology program or project which has enabled discernible and measurable excellence in the organization's **ability to achieve business objectives by effective sourcing, deployment, and integration of internal** (full-time and part-time employees) **and external** (contract, freelance, partner) **resources**. These organizations often adopt strategies that leverage digital interactions and collaboration, connections, relationships, and tools, including machine intelligence. They focus on optimizing the productivity and flexibility of the internal and external employees, and drive business outcomes by creating a modular, agile structure. A key KPI is the Best place to work index. There are 4 major areas where organizations can excel:

- Manage talent
- Source talent
- Optimize work
- Facilitate a digital transformation mindset

6. Information Visionary

This category aims to award the technology program or project which has enabled discernible and measurable excellence in the organization's ability to treat data and information as critical assets. Leaders in this category **invest in a range of technology and people to distill insight into monetary value, mastering syntax, semantics and socialization**. These organizations focus on extracting and developing the value and utility of information relative to customers, markets, transactions, services, products, physical assets, and business experiences. They often invest in

the establishment of organizational competencies focused on leveraging data for improved decision making, collaboration, competitive advantage, and ultimately, data monetization. Their leading KPI is the percentage of revenue generated from information-based products, experiences, and services. There are 4 major areas where these companies thrive:

- Data Discovery
- Value Development
- Value Realization
- Information Architecture

7. Operating Model Master

This category aims to award the technology program or project which has enabled discernible and measurable excellence in the organization's ***ability to make business operations more responsive and effective by leveraging digitally connected products/services, assets, people, and trading partners.*** These organizations are generally focused on developing new products and services by integrating the business' external digital connections to its markets and suppliers with the internal digital processes and projects that are directly impacted by customer requirements and ecosystem opportunities. The leading KPI here is critical process cycle time as automated and agile processes are the must-haves to lead in the DX economy. There are 5 major areas where organizations can excel:

- The ability to digitally connect products and services to enable higher levels of customer satisfaction and information-based revenue opportunities.
- The ability to connect corporate assets to improve effectiveness.
- The ability to digitally connect processes, both intracompany and intercompany, to create a more responsive operating capability and improve productivity.
- The ability to connect operational decision making to strategies and tactical plans.
- The ability to shift responsibility for technology governance to operational leadership.

PART 3: Judging

Each nomination will be treated with highest confidentiality.

Winners will be selected by IDC analysts and a panel of independent judges composed of industry thought leaders, veterans, and academia.

Validation

IDC will consolidate and validate the information in the nomination form. We will then contact the participating organization to ensure completeness of information before proceeding to the next step.

Nominations that do not qualify (project was rolled out before Jan 2015, project is still in planning phase, lack of acknowledgement from nominee, insufficient information for assessment, etc.) will be rejected without notice.

Assessment

The process and criteria used to assess all nominations will be consistent across all participating countries and the regional final. A two-phased approach will be used in the assessment process.

1. Nominations for country awards will first be assessed by both country analysts with support from the regional team.
2. The country analysts and regional team will convene to review the nomination and the country/industry landscape.

Winners from all the country events will be automatically placed in the regional final. The regional panel of judges will comprise of IDC Worldwide analysts, industry thought leaders, and academia. They will judge based on the nomination form, and judges' scoring from the country event.

In the event of any dispute regarding the Rules, conduct, results, and all other matters relating to IDC DX Awards, the decision of the judge(s) shall be final and no correspondence or discussion shall be entered into.

PART 4: Nomination Form

Things you need to know

- All nominations will be assessed based on information entered within **Award Categories** and **Additional Details** section.
- Each section within **Award Categories** represents a DX Awards category and is assessed independently.
- If information is not provided for a dimension, the project will **NOT** be considered for the associated award category
- IDC will determine if a nomination qualifies for **Digital Trialblazer**, **Digital Transformer** and **Digital Disruptor** categories based on the all information provided across the five award categories.
- **All nomination forms must be submitted to the IDC DX Awards Project Manager Deniz Belli at dbelli@idc.com on or before 25 January 2019.**

Organization Information

I. Name of your organization to be used in official communications

Please attach your organization's official logo with your submission. IDC will adhere to your organization's guidelines and share with you how your logo will look on IDC DX Awards collaterals.

II. Point of Contact

First Name:

Last Name:

Department:

Job Title:

Email*:

Contact Number:

Submission Details

1. Project Name *(to be used in official communications)*

2. Project roll out date

(Use the earliest date at which the DX project was rolled out in the country of nomination. If the project is part of a larger initiative, use the date specific to the DX project nominated.)

3. Summary of the DX initiative *(200 words only)*

(This will be used in IDC DX Awards Press Release should your DX initiative be awarded. Please include the overview, why it is innovative, and one major KPI that can be shared publicly.)

Award Categories

a. DX Leader

Use the following questions as a guide when filling up this form:

- *Name the DX executive, his/her current role, and if applicable, who he/she reports to.*
- *What was the role of this DX executive(s) in the DX of your organization/or this project.*
- *Did he/she help transform the organization culture, organizational structures, penetrate new markets, create new business models?*
- *Did he/she create a digital "vision" or strategy that helped in forging new business ecosystems, or in using new digital technologies, or disruptive business models? Please identify and provide supporting data.*
- *What were some of the key decisions and actions taken?*
- *What was the level of authority (decision, budget, etc.) they possessed?*
- *Why does he/she deserve a nomination for Leadership in the DX space?*

b. Omni-Experience Innovator

Use the following questions as a guide when filling up this form:

- What were the challenges faced by the organization (i.e. What was the organization trying to solve, or address)?*
- What were the key technologies used for this project?*
- What were the business areas transformed or that changed significantly impacting customer/partner/employee experience or advocacy rates?*
- What were the benefits and improvements gained? Please identify and provide supporting data.*
- How has this (project) impacted or driven improvements to customer/partner/employee/supplier engagement and advocacy rates? Please provide any measurements/metrics if available.*
- Why was this project transformative – were there any major changes to how engagement is done with any of the ecosystem constituents (e.g. engaging with customers/partners/suppliers/employees)?*
- List the stakeholders (both internal and external) that are the users in this project.*
- Why does this project deserve a nomination for Omni-experience innovation?*

c. Information Visionary

Use the following questions as a guide when filling up this form:

- What were the challenges faced by the organization (i.e. What was the organization trying to solve, or address)?*
- What were the key technologies used for this project? (e.g. Big Data/analytics, AI/Cognitive, machine learning, etc.)*
- What were the business areas transformed or that changed significantly as a result of capitalizing/leveraging data?*
- Where there any other data-related activities impacted/transformed (e.g. Data acquisition, data sharing, data integration, data value creation, etc.)*
- What were the benefits and improvements gained? Please identify and provide supporting data. (Please provide any measurements/metrics if available.)*
- What were some of the actions taken based on the insights/analytics obtained?*
- Why was this project transformative – were there any major changes in how data was used/leveraged for improved decision making/ or creating information-based products or services/ monetizing data?*
- Why does this project deserve a nomination for Information Transformation?*

d. Operating Model Master

Use the following questions as a guide when filling up this form:

- What were the challenges faced by the organization (i.e. what was the organization trying to solve, address, do, etc.)? (e.g. intelligent/automated intervention, self-healing processes, creation of digitally-infused products and/or services)*
- What were the key technologies used for this project? (e.g. IoT, Big Data/analytics, AI/Cognitive, Robotics, etc.)*
- What exactly was transformed/changed significantly as a result of leveraging these technologies?*
- What were the benefits and improvements gained? Please identify and provide supporting data. (Please provide any measurements/metrics if available.)*
- List key processes transformed by these DX initiatives.*
- Why was this project transformative – were there any major changes in processes, business models/ operations that made the organization more adaptable, agile, or/and competitive?*
- Why does this project deserve a nomination for Operating Model Transformation?*

e. Talent Accelerator

Use the following questions as a guide when filling up this form:

- *What were the challenges faced by the organization (i.e. what was the organization trying to solve, address, do, etc.)? (e.g. Create a digital mindset, encourage a fail/learn fast mentality in the organization, improve productivity, drive employee advocacy, rebalance the workforce for digital skills, etc.)*
- *What were the key technologies used for this project? (e.g. collaboration, talent management, productivity, robotics, IoT, Big Data/analytics, AI/Cognitive, etc.)*
- *What exactly was transformed/changed significantly as a result of leveraging these technologies?*
- *What were the benefits and improvements gained? Please identify and provide supporting data (Please provide any measurements/metrics if available).*
- *List key processes transformed by these DX initiatives.*
- *List the programs/initiatives to attract, retain, and motivate employees.*
- *What is the level of participation achieved to date?*
- *Why was this project transformative – were there any major changes in how the organizations sources, manages, or optimizes talent?*
- *Why does this project deserve a nomination for Talent Acceleration?*

Additional Details

(Please include other information you deem necessary for us to better assess the project for its nomination, including benefits and improvements achieved through this DX project/initiative.)

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PART 7: FAQ

[Q: I have supporting documents for my nominations. How do I send those across?](#)

A: You can send it to our official **email: dbelli@idc.com**

[Q: How does IDC determine the category for my nomination?](#)

A: Each section under **Award Categories** represents the information we use to perform assessment for each award category. Based on the details you provide, we will use it as a preliminary assessment to determine if we will perform a more detailed assessment for the corresponding category. Naturally if a section is left empty, your nomination would not be considered for that category.

[Q: Am I a Digital Transformer or Digital Disruptor?](#)

A: Digital Transformer refers to organizations that are establishments which have started before the digital technology (e.g. mobile, cloud) and have successfully transformed themselves in digital initiatives.

A: Digital Disruptors are organizations that have started as with a digital focus and have either disrupted or created a new market through its business model.

[Q: How can I nominate for Digital Transformer/Disruptor?](#)

A: A nomination would automatically be entered Digital Transformer/Disruptor if you have demonstrated excellence and mastery across the various categories based on information provided

For more information please visit our website <http://www.idc-cema.com/turkeyawards2018>

Please submit your nomination form to dbelli@idc.com