

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.

2020 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 2020, 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 ten 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 2018 and September 2020**.

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

Award Categories:

There are ten (10) award categories in the IDC DX Awards competition.

1. Digital Trailblazer
2. Digital Transformer
3. Digital Disrupter
4. DX Leader
5. Omni-Experience Innovator
6. Talent Accelerator
7. Information Visionary
8. Operating Model Master
9. DX CEO
10. DX Gamechanger

PART 2: Award Categories

IDC will only evaluate projects that have gone live
between Jan 2018 and September 2020

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 2020, the DX Awards will be open for nominations to one of the ten (10) 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 ten categories for nomination:

1. Digital Trailblazer

This award category acknowledges the outstanding achievement among the regional winners across all categories for their excellence in the execution of their nominated project, experiences, data transformation, operations, and the workforce/workplace. This category is not open for nomination, and all regional winners would automatically qualify for this category.

2. 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).

3. 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).

4. 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

5. 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

6. 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

7. 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

8. 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.

9. DX CEO

This category recognizes the CEO who has developed a strategy to create a digitally transformed enterprise. This CEO's vision follows an agenda aligned with the emerging digital economy, responding to new customer requirements, capabilities, critical infrastructure, and industry ecosystems. This CEO is an excellent storyteller, and he or she is successful in delivering this message to the rest of the organization. He or she continuously stresses the need for a digital enterprise as part of overall brand and strategy in response to the region's fast-growing digital economy. His vision includes working with partners within the ecosystem to develop new products, services, and experiences, built by a digitally capable workforce in a data-driven organization. The winner of this category must be the CEO of the entire business/group and not just a division or department or hold a Managing Director position for Turkey.

The DX CEO

- Defines the organization's value, role, and partners in the digital economy
- Ensures critical infrastructure is in place to successfully deliver reliable digital services and experiences and create pervasive experiences
- Focuses on creating empathy with customers at scale and engenders trust with customers, pivoting operations from throughput and efficiency to market-driven
- Grows the enterprise into an intelligent organization by creating a dynamic work model to deliver innovative services and experiences at scale

10. DX Gamechanger

This category recognizes organizations which have made breakthroughs in digital transformation to allow their business to compete in the emerging digital economy. These organizations have leapfrogged other enterprises, which have already started their DX journeys, and are fast-growing competitors. The winner of this category has successfully developed an overarching strategy that has allowed them to be a leader in their respective markets, keeping in mind the emergence of the new digital economy with new customer requirements, capabilities, critical infrastructure, and industry ecosystems.

The DX Gamechanger

Has developed an overarching digital transformation strategy, which has allowed the organization to surpass the competition, particularly those with already established DX projects

Has recognized the emergence of new digital economies (sharing economy, passenger economy, open banking economy, etc.), leveraging partnerships within their ecosystems to respond to market changes and new customer requirements and develop new capabilities within the organization

Has a clear vision of its value and position in the new digital economies, its role, and the partnerships it must establish to sustain its digital products, services, and experiences.

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 2018, 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 Trailblazer, Digital Transformer** and **Digital Disruptor** categories based on the all information provided across the seven award categories.
- **Deadline for nominations is November 20, 2020.**

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

All questions must be answered in the category of nomination. For a nominated project to qualify for the Digital Transformer or Digital Disruptor category, information must be provided in at least three of the five categories: DX Leader, Information Visionary, Omni-experience Innovator, Operating Model Master, or Talent Accelerator.

DX Leader

1. Digital Transformation Strategy. (500 words only)

- Please provide a summary of your organization's overall DX strategy.
- Why is this DX strategy making a difference in your organization? How have you been able to differentiate yourself from competition in your industry/market with this strategy?

2. DX Leader and Role. (500 words only)

- Name the DX executive, his/her current role. What is the level of authority (decision budget, etc.) they possess?
 - Name the project/initiative of this DX Leader. How does he/she support the organization's overall DX strategy through this project/initiative?
 - Please provide a quote from the nominated DX Leader on digital transformation and the organization's strategy and initiatives.

3. DX Culture and Strategy. (500 words only)

- What were some of the key decisions and actions taken by this DX leader?
- How did this DX leader help transform the organization culture and organizational structures, penetrate new markets, and create new business models?
- What is his/her digital "vision" or strategy to help in forging new business ecosystems or in using new digital technologies or disruptive business models? Please identify and provide supporting data.

- 4. Areas Transformed.** Provide quantitative measures on the areas positively impacted by this DX project (e.g. US\$ 300,000 in savings, 20% revenue growth, etc.) Please include a brief explanation of up to **50 words only**. Put N/A if not applicable.

- Cost Reduction/Savings

- Revenue Generated

- Productivity

- Business Process Agility/Transformation

- Customer Loyalty/Advocacy/NPS

- Talent Acquisition/Retention

- Others (please specify)

5. Additional Information. (300 words only)

- Why does he/she deserve a nomination for Leadership in the DX space?
- Please include recognition/awards from external organizations and relevant press releases/media coverage.

6. Supporting Documents. Please include other documents which can further support your nomination.

Information Visionary

1. Digital Transformation Strategy. (500 words only)

- Please provide a summary of your organization's overall DX strategy.
- Describe your Data-Driven Transformation strategy and why it is making a difference in your organization. How have you been able to differentiate yourself from competition in your industry/market with this strategy?
- Describe your overarching approach/model to implementing Data-Driven Transformation. What KPIs are in place to support this strategy?

2. Key Challenges and Technology Solutions. (500 words only)

- What were the challenges faced by the organization and how does this project support the company's overall DX strategy?
- What were the key technologies used for this project? (e.g. Big Data/Analytics, AI/Cognitive, Machine Learning, etc.)

3. Benefits and Improvements. (500 words only)

- What were the business areas transformed or changed significantly as a result of capitalizing/leveraging data? What were some of the actions taken based on the insights/analytics obtained?
- How was data used for improved decision making, creation of information-based products/services, or other data monetization activities?

4. Areas Transformed. Provide quantitative measures on the areas positively impacted by this DX project (e.g. US\$ 300,000 in savings, 20% revenue growth, etc.) Please include a brief explanation of up to **50 words only**. Put N/A if not applicable.

- Cost Reduction/Savings

- Revenue Generated

- Productivity

- Business Process Agility/Transformation

- Customer Loyalty/Advocacy/NPS

- Talent Acquisition/Retention

- Others (please specify)

5. Additional Information. (300 words only)

- Why was this project transformative and why does it deserve a nomination in this category?
- Please include recognition/awards from external organizations and relevant press releases/media coverage.

6. Supporting Documents. Please include other documents which can further support your nomination.

Omni-experience Innovator

1. Digital Transformation Strategy. (500 words only)

- Please provide a summary of your organization's overall DX strategy.
- Describe your Customer-Centric Transformation strategy and why it is making a difference in your organization. How have you been able to differentiate yourself from competition in your industry/market with this strategy?
- Describe your overarching approach/model to implementing Customer-Centric Transformation. What KPIs are in place to support this strategy?

2. Key Challenges and Technology Solutions. (500 words only)

- What were the challenges faced by the organization and how does this project support the company's overall DX strategy?
- What were the key technologies used for this project?
- List the stakeholders (both internal and external) that are the users in this project.

3. Benefits and Improvements. (500 words only)

- What were the business areas transformed or changed significantly because of this project, impacting customer/partner/employee experience or advocacy rates?
- How has your engagement with internal and external stakeholders (e.g. customers/partners/suppliers/employees) in your ecosystem changed or improved? Please provide measurements/metrics in engagement and advocacy rates.

4. Areas Transformed. Provide quantitative measures on the areas positively impacted by this DX project (e.g. US\$ 300,000 in savings, 20% revenue growth, etc.) Please include a brief explanation of up to **50 words only**. Put N/A if not applicable.

- Cost Reduction/Savings

- Revenue Generated

- Productivity

- Business Process Agility/Transformation

- Customer Loyalty/Advocacy/NPS

- Talent Acquisition/Retention

- Others (please specify)

5. Additional Information. (300 words only)

- Why was this project transformative and why does it deserve a nomination in this category?
 - Please include recognition/awards from external organizations and relevant press releases/media coverage.

6. Supporting Documents. Please include other documents which can further support your nomination.

Operating Model Master

1. Digital Transformation Strategy. (500 words only)

- Please provide a summary of your organization's overall DX strategy.
- Describe your Operations Transformation strategy and why it is making a difference in your organization. How have you been able to differentiate yourself from competition in your industry/market with this strategy?
- Describe your overarching approach/model to implementing Operations Transformation. What KPIs are in place to support this strategy?

2. Key Challenges and Technology Solutions. (500 words only)

- What were the challenges faced by the organization and how does this project support the company's overall DX strategy? (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.)
- List the key processes transformed by this DX project.

3. Benefits and Improvements. (500 words only)

- What were the business areas transformed or changed as a result of this project, which changed processes and business models/operations?
- How has this project made the organization more adaptable, agile, and/or competitive?

4. Areas Transformed. Provide quantitative measures on the areas positively impacted by this DX project (e.g. US\$ 300,000 in savings, 20% revenue growth, etc.) Please include a brief explanation of up to **50 words only**. Put N/A if not applicable.

- Cost Reduction/Savings

- Revenue Generated

- Productivity

- Business Process Agility/Transformation

- Customer Loyalty/Advocacy/NPS

- Talent Acquisition/Retention

- Others (please specify)

5. Additional Information. (300 words only)

- Why was this project transformative and why does it deserve a nomination in this category?
- Please include recognition/awards from external organizations and relevant press releases/media coverage.

6. Supporting Documents. Please include other documents which can further support your nomination.

Talent Accelerator

1. Digital Transformation Strategy. (500 words only)

- Please provide a summary of your organization's overall DX strategy.
- Describe your Future of Work Transformation strategy and why it is making a difference in your organization. How have you been able to differentiate yourself from competition in your industry/market with this strategy?
- Describe your overarching approach/model to implementing your Future of Work Transformation strategy. What KPIs are in place to support this strategy?

2. Key Challenges and Technology Solutions. (500 words only)

- What were the challenges faced by the organization? (e.g. Create a digital mindset, encourage a fail fast, learn fast mentality in the organization, improve productivity, drive employee advocacy, rebalance the workforce for digital skills, automation and human/machine collaboration, etc.)
- What were the key technologies used for this project? (e.g. collaboration, talent management, productivity, robotics, IoT, Big Data/Analytics, AI/machine learning, etc.)
- List key processes transformed by this DX project.

3. Benefits and Improvements. (500 words only)

- What were the business areas transformed and changed as a result of this project, impacting how the organizations sources, manages, or optimizes talent?
- List the programs/initiatives to attract, retain, and motivate employees. What is the level of participation achieved to date?

4. Areas Transformed. Provide quantitative measures on the areas positively impacted by this DX project (e.g. US\$ 300,000 in savings, 20% revenue growth, etc.) Please include a brief explanation of up to **50 words only**. Put N/A if not applicable.

- Cost Reduction/Savings

- Revenue Generated

- Productivity

- Business Process Agility/Transformation

- Customer Loyalty/Advocacy/NPS

- Talent Acquisition/Retention

- Others (please specify)

5. Additional Information. (300 words only)

- Why was this project transformative and why does it deserve a nomination in this category?
 - Please include recognition/awards from external organizations and relevant press releases/media coverage.

6. Supporting Documents. Please include other documents which can further support your nomination.

DX CEO

This category recognizes the CEO who has developed a strategy to create a digitally transformed enterprise. This CEO's vision follows an agenda aligned with the emerging digital economy, responding to new customer requirements, capabilities, critical infrastructure, and industry ecosystems. This CEO is an excellent storyteller, and he or she is successful in delivering this message to the rest of the organization. He or she continuously stresses the need for a digital enterprise as part of overall brand and strategy in response to the region's fast-growing digital economy. His or her vision includes working with partners within the ecosystem to develop new products, services, and experiences, built by a digitally capable workforce in a data-driven organization. The winner of this category must be the CEO of the entire business/group, and not just a division or department. He or she may also hold a General Manager / Managing Director position.

The DX CEO:

- Defines the organization's value, role, and partners in the digital economy
- Ensures critical infrastructure is in place to successfully deliver reliable digital services and experiences and create pervasive experiences
- Focuses on creating empathy with customers at scale and engenders trust with customers, pivoting operations from throughput and efficiency to market-driven
- Grows the enterprise into an intelligent organization by creating a dynamic work model to deliver innovative services and experiences at scale

1. Digital Transformation Strategy. (500 words only)

- Please provide a summary of your organization's overall DX strategy.
- Why is this DX strategy making a difference in your organization? How have you been able to differentiate yourself from competition in your industry/market with this strategy?
- Please provide a quote from the nominated DX CEO on the organization's DX strategy.

2. CEO Agenda. (500 words only)

- How is the CEO driving the innovation of digital products/services and connected experiences to deepen the organization's relationships with customers, and gain their loyalty and trust?
- How is the CEO driving an agile, resilient, and intelligent organization, which can quickly respond to changing market conditions and customer needs by leveraging data in a secure manner?
- How is the CEO driving the creation of a dynamic work model, fostering results-driven productivity and collaboration with the use of digital technologies?

3. CEO Vision and Strategy. (500 words only)

- What is the CEO's vision to digitally transform the organization amid the growing digital economy?
- What are the key partnerships the CEO has forged/plans to establish for the business to remain at the center of the digital economy, and sustain the organization's value proposition?
- How has the CEO ensured that the entire organization is aligned with the overall DX strategy? What are the concrete steps taken to confirm buy-in of all stakeholders?

4. Areas Transformed. Provide quantitative measures on the areas positively impacted by this DX project (e.g. US\$ 300,000 in savings, 20% revenue growth, etc.) Please include a brief explanation of up to **50 words only**. Put N/A if not applicable.

- Cost Reduction/Savings

- Revenue Generated

- Productivity

- Business Process Agility/Transformation

- Customer Loyalty/Advocacy/NPS

- Talent Acquisition/Retention

- Others (please specify)

5. Additional Information. (300 words only)

- Why does this CEO deserve a nomination for DX space?
- Please include recognition/awards from external organizations and relevant press releases/media coverage.

6. Supporting Documents. Please include other documents which can further support your nomination.

DX Gamechanger

This category recognizes organizations which have made breakthroughs in digital transformation to allow their business to compete in the emerging digital economy. These organizations have leapfrogged other enterprises, which have already started their DX journeys, and are fast-growing competitors. The winner of this category has successfully developed an overarching strategy that has allowed them to be a leader in their respective markets, keeping in mind the emergence of the new digital economy with new customer requirements, capabilities, critical infrastructure, and industry ecosystems.

The DX Gamechanger:

- Has developed an overarching digital transformation strategy, which has allowed the organization to surpass the competition, particularly those with already established DX projects
- Has recognized the emergence of new digital economies (sharing economy, passenger economy, open banking economy, etc.), leveraging partnerships within their ecosystems to respond to market changes and new customer requirements and develop new capabilities within the organization
- Has a clear vision of its value and position in the new digital economies, its role, and the partnerships it must establish to sustain its digital products, services, and experiences.

1. Digital Transformation Strategy. (500 words only)

- Please provide a summary of your organization's overall DX strategy.
- Why did the organization choose to drive its digital transformation recently/now? How did this strategy enable the organization to move forward and ahead of its competition?
- Please provide a quote from a senior executive on the new digital transformation focus for the organization.

2. Key Challenges and Technology Solutions. (500 words only)

- What were the overall business drivers which led to the creation of your DX strategy?
- Which areas of your business demanded the most change for you to be able to respond to the changes in your market?
- Which technologies were leveraged to support your overall DX strategy and build the foundation for your current and planned DX initiatives?

3. Benefits and Improvements. (500 words only)

- How has your DX strategy helped you in overcoming threats from competition and addressing changes within your market and your customers?
- What are the key partnerships the organization has forged/plans to establish for the business to sustain the benefits gained from DX? How does the organization plan to continue participating in the digital economy, and sustain the organization's value proposition?

4. Areas Transformed. Provide quantitative measures on the areas positively impacted by this DX project (e.g. US\$ 300,000 in savings, 20% revenue growth, etc.) Please include a brief explanation up to **50 words only**. Put N/A if not applicable.

- Cost Reduction/Savings

- Revenue Generated

- Productivity

- Business Process Agility/Transformation

- Customer Loyalty/Advocacy/NPS

- Talent Acquisition/Retention

- Others (please specify)

5. Additional Information. (300 words only)

- Why was this strategy/initiative transformative and why does the organization deserve a nomination in this category?
- Please include recognition/awards from external organizations and relevant press releases/media coverage.

6. Supporting Documents. Please include other documents which can further support your nomination.

PART 7: FAQ

[Q: When is the deadline for nominations?](#)

The deadline for nominations is October 30, 2020.

[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: I'm a tech vendor. Can I nominate my projects?](#)

A: Vendors can nominate on behalf on their clients. IDC will recognize your client/end user as the nominated organization. You must also provide confirmation from your client that they wish to participate in the DX Awards program.

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

A: For a nominated project to qualify for the Digital Transformer or Digital Disruptor category, information must be provided in at least three of the five categories representative of digital transformation: DX Leader, Information Visionary, Omni-experience Innovator, Operating Model Master, and Talent Accelerator. For example, a nominated project may be considered for the Digital Transformer award if an organization provides information in the DX Leader, Information Visionary, and Talent Accelerator categories.

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

A: Digital Transformer refers to organizations which were established before digital technologies (e.g. mobile, cloud) and have successfully transformed themselves through the implementation of digital initiatives over a sustained period.

Digital Disruptor refer to organizations that have started with a digital focus and have either disrupted or created a new market through its business model (start-ups).

[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

[Q: What's the difference between DX Leader and DX CEO?](#)

A: DX CEO is our new category open to CEOs only. This category focuses on the overall CEO agenda, strategy, and vision, with respect to digital transformation and the role of the organization in the region's

digital economy. The CEO must lead the entire organization or group, and not just one division or department. He or she may also bear the position of General Manager.

The DX Leader category is open to all leaders in the organization excluding the CEO. This category focuses on how the DX Leader executes DX initiatives to support the organization's overall DX strategy.

[Q: What's the difference between Digital Transformer and DX Gamechanger?](#)

A: DX Gamechanger is our new category which recognizes organizations which have leapfrogged its competitors with a recently established DX strategy. This category focuses on the overall DX strategy of the organization but has not yet sustained digital transformation over a period of time.

A Digital Transformer has sustained digital transformation within the organization over a period of time. This category focuses more on a nominated project/initiative which shows mastery of digital transformation in at least three of the five DX categories: DX Leader, Information Visionary, Omni-experience Innovator, Operating Model Master, and Talent Accelerator.

For more information please visit our website <https://www.idc.com/event/dx2020>