

PART 1: Categories

IDC Türkiye will only evaluate projects that have gone *live*

between January 2021 and November 2022

If your project is part of a larger initiative with a longer timeline, please indicate the benefits that are realized within the period mentioned.

Each submission MUST be sent from a valid email address of the end-user organization (that is, the *owner* of the project)

Submissions can be applied in Turkish on the application form

For 2022, IDC TURKIYE will be open to submissions which align themselves to one of the categories listed.

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

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

Our judging criteria puts **heavy emphasis on the role of IT** in each submission, and the documentation you provide should detail this clearly.

SaaS

IaaS/PaaS

Cloud Transition

Cloud Cost Efficiency

Private Cloud

Main Benefits of Your Cloud Implementation:

- **Cost Reduction**
- **Increasing Efficiency & Agility**
- **Simplifying Operations**
- **Increasing internal & external customer experience**
- **Change Management**
- **Project Management & IT Governance (performance, resource, risk management etc.)**

PART 2: Judging

Each submission will be treated with highest confidentiality.

Winners will be selected by the Cloud and Datacenter Advisory Board

Validation

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

Submissions that do not qualify (such as being rolled out more than 18 months ago, being submitted by a party other than the 'owner' of the project, and so on) will be rejected without notice.

Assessment

Qualified submissions will be assessed and scored by the Cloud and Datacenter Advisory Board as well as IDC Türkiye analysts. Submissions should provide adequate details to address the following:

1. Angle of Innovation

- Does your project use a technology (or a group of technologies) in an unprecedented way in the industry?
- Does your project improve upon a common industry standard in IT?

2. Response to market need

- What existing gaps in consumer and/or regulatory requirements does the submission address?
- How does the solution help improve your organization's competitive positioning and overall business goals?

3. Effectiveness of implementation

- How was the business case for the submission justified and measured?
- Describe the partnership ecosystem of the project and the reasons behind its choice.
- How has the submission adhered-to/surpassed its budget and timeline expectations?

4. Market/end-user take-up

- Business benefits (projected or realized)
- Short, medium and long-term outlook

5. Business advantages

- Immediate impact on gross and/or net revenue
- Long-time impact on profitability
- How unique is the submission - is it well-differentiated from competing solutions, and can it be replicated?

6. Impact on customer/end-user

- Utilization rates and/or market adoption
- Perceived value by users
- Measurable value (key performance indicators)

Announcement

Winners will be contacted by IDC Türkiye and the award ceremony will be held in conjunction with IDC Türkiye Cloud & Datacenter Summit 2022.

Deadline of Submission: October 31, 2022

PART 3: FAQ

Q: I would like to make a submission based on an ongoing project began more than 36 months ago. Will it be disqualified?

A: No, provided your initiative was still ongoing within the permitted period. The judges will only assess project phases that are delivered after January 2022, alongside relevant KPIs – anything beforehand would serve to provide context to the evaluation, but will not contribute directly to the final score.

Q: Can I make multiple submissions?

A: Yes, organizations can make multiple submissions up to 3 projects based on what they consider to be their most innovative projects in the last 18 months.

Q: Can a single submission be eligible for multiple award categories?

A: IDC Türkiye will allow submissions to be optionally entered into ONE primary category and ONE secondary category. The submission will then be judged according to different considerations/parameters relevant for each category.

Q: Will the information be shared with external parties?

A: No other end-user company or third-party vendors can access the submission forms without the prior approval from the participating organization.

Each submission will be treated with the highest confidentiality. Any information will only be limitedly disclosed to IDC Türkiye's senior domain experts and the independent panel of judges.

Q: Who can I contact if I have questions about the submission procedure or the IDC TURKIYE program itself?

A: Please direct any relevant queries to ssaltik@idc.com

SUBMISSION FORM

Contact Information of the Project in-charge

First name:

Last name:

Organization:

Department:

Job Title:

Email*:

Direct line:

Contact Information for External Communications

(Please specify contact details of the person(s) for the external communications process if different from above)

First name:

Last name:

Organization:

Department:

Job Title:

Email*:

Direct line:

Mobile number:

Submission Details - (The form can be filled in Turkish)

All fields are mandatory, unless stated otherwise

1. Name of your project

2. PRIMARY submission category (choose 1)

The judges will prioritize on assessment criteria based on the choice below.

(Refer to Part 1: Categories, page 2-3)

☐
☐
☐

SaaS

IaaS/PaaS

Cloud Transition

☐
☐

Cloud Cost Efficiency

Private Cloud

3. SECONDARY submission category (*OPTIONAL; choose 1)

Submissions may be enrolled in one additional category. The judges will broaden their assessment criteria based on the choice below, but will not prioritize on it for scoring.

(Refer to Part 1: Categories, page 2-3)

☐
☐
☐

SaaS

IaaS/PaaS

Cloud Transition

☐
☐

Cloud Cost Efficiency

Private Cloud

4. Summary of your submission (max 200 words)

- Outline on business case
- Key features
- Overview on technology used
- Why is this submission 'innovative'?
- Impact
- Benefits - Both Technology and Business benefits if possible-

5. Detailed business case (max 150 words)

How did the project team justify the approval, funding, and deployment of this initiative to the sponsors in the organization?

(For example: broadening market presence, growth in direct revenue, diversification of value)

6. Project timeline

Kickoff date:

Conclusion date:

7. Detail the key challenges encountered, and how they were overcome. (Max.150 words)

8. What are the successes and milestones that the project has accomplished within the organization and across the industry? (150 words)

9. Please provide qualitative and quantitative measures of success

(Extra points are typically given for thoroughness of submission and how the submission is able to demonstrate customer benefits)

Total project budget:

Expected returns/benefits *(include relevant KPIs, and if possible, specific return horizon): (max.100 words)*

10. How does this project help your organization's business goal and competitive positioning?

(Also, describe any new synergies attained within IT and lines-of-business) (Max. 100 words)

11. Identify the service provider(s) which played a significant role during the design, development and/or implementation of this project.

<i>Name of vendor/ In-house IT team</i>	<i>Role</i>	<i>Percentage (%) of project load</i>

Other supporting documents:

1. Summary of the initiative (limited to 200 words)

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

2. Supporting quote from the project executive/lead or business sponsor. (max 100 Words)

3. Attach additional figures, links or documentation to help us better understand the initiative.

End of Submission Form