**Ventana Research**

**2017 Digital Leadership Awards**

**Overview and Submission Form**

**Overview**

The annual **2017** **Ventana Research Digital Leadership Awards** recognize organizations and those individuals with supporting technology vendors that utilize technology to advance business and IT. The Digital Leadership Awards showcase the leadership and use of business applications and technology that contribute significantly to improved efficiency, productivity and the performance of an organization.

We invite all organizations and technology vendors to nominate and be considered for the annual Ventana Research Digital Leadership Awards for 2017. The awards are judged by the analysts at Ventana Research, an industry-renowned research team with hundreds of years of experience in business and technology. The team will evaluate each submission to the criteria provided.

**Award Categories**

Overall Digital Leadership Award

The Overall Digital Leadership Award recognizes the leadership among those submitted for consideration that most successfully will maximize the value of all the organization’s assets – its people, processes, information and technology. All finalists in the individual award categories will be considered for this prestigious award.

Analytics – This award is for the organization and technology vendor that best exemplifies leadership in any use or application of analytics across business and/or IT.

Big Data – This award is for organization and technology vendor that best exemplifies leadership in big data and related technologies for supporting data and information management related needs.

Customer Experience – This award is for organization and technology vendor that best exemplifies leadership in applications and technologies that support the engagement with customers for any purpose.

Digital Technology – This award for organization and technology vendor that best exemplifies leadership in the technologies that support any or all of the following areas: Big Data, Business Analytics, Business Collaboration, Cloud Computing, Internet of Things, Machine Learning, Mobile Technology, Social Media or Wearable Computing.

Human Capital Management – This award is for organization and technology vendor that best exemplifies leadership in the applications and technologies that support human capital management.

Marketing – This award is for organization and technology vendor that best exemplifies leadership in the applications and technologies that support marketing.

Office of Finance – This award Is for organization and technology vendor that best exemplifies leadership in the applications and technologies that support the office of finance.

Operations & Supply Chain – This award is for organization and technology vendor that best exemplifies leadership in the technologies that support the operations or service / supply chain.

Sales – This award is for organization and technology vendor that best exemplifies leadership in the application or technologies that support the sales organization.

**Recognition**

The award winners will be notified in the week of August 28th, 2017. Award recipients will receive the prestigious award recognition at their annual conference or through the mail. The awards will be announced through a press announcement and promotion on [www.ventanaresearch.com](http://www.ventanaresearch.com).

**Submissions**

To participate in the Ventana Research Digital Leadership Awards, e-mail or submit the nomination form below by the close of business on Friday September 15th, 2017 to [awards@ventanaresearch.com](mailto:awards@ventanaresearch.com). Completed nomination forms will be accepted only via email or online.

Organization may submit their own nominations directly. We accept nominations from the Ventana Research analyst and research team and organization, technology vendor public relations firms that have explicit approval from the organizations to submit on its behalf; all such submissions must include the nominated organization’s contact information to enable Ventana Research to confirm submission approval and review. The quality and depth of the submission – its clarity, completeness and specificity – will affect its overall score, so please provide as much information presented as clearly as possible. For more information about the Digital Leadership Awards and those that were the 2016 recipients, please visit [www.ventanaresearch.com/leadershipinnovationawards](http://www.ventanaresearch.com/leadershipawards).

**Deadline**

**Completed nomination forms are due back to Ventana Research no later than September 15, 2017.**

**2017 Awards Schedule:**

Awards Schedule Announced Friday, June 30th, 2017

Award Submissions Accepted June 30th, 2017 – September 15th, 2017

Submissions Review and Judging September 18th – October 6th, 2017

Finalists Verified & Notified Week October 9th, 2017 – October 20th, 2017

Winners Selected Week of October 23rd

Winners Notified Week of October 30th

Winners Announced Week of November 6th

**Questions should be directed to:**

Client Services | 541-940-1010 | [awards@ventanaresearch.com](mailto:awards@ventanaresearch.com)

**We would like to promote your success; and we appreciate your time and effort in participating in this process. Submitting a nomination constitutes permission to mention the company and leadership in connection with these awards in promotion, marketing and research materials.**

**Ventana Research**

**2017 Digital Leadership Awards**  
**Nomination Form**

To participate in the Ventana Research Leadership Awards, e-mail or submit the nomination form below by September 15th to [awards@ventanaresearch.com](mailto:awards@ventanaresearch.com). Organizations may submit their own nominations directly. We accept nominations from the Ventana Research analyst and research team and from organizations, technology vendors and public relations firms that have explicit approval from an organization to submit on its behalf and include the nominated organization’s contact information to enable Ventana Research to confirm submission. The nominated organizations name and contact information is required for submission and constitutes permission to use name and description of leadership in press and marketing materials and at our sole discretion.

The quality and depth of the submission – its clarity, completeness and specificity – will strongly affect its overall score, so please provide as much information as possible presented as clearly and precisely as possible. For more information about the 2017 Leadership Awards and 2016 award recipients, please visit [www.ventanaresearch.com/awards](http://www.ventanaresearch.com/awards).

**Section 1 – Information about Nominee**

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Name:

Title:

Company Name:

Industry:

Contact Information:

Phone Numbers (best way to be reached):

E-mail Address:

Business Mailing Address:

**Section 2 –Awards and Judging Criteria**

Please select the award(s) for which you are applying.

**Overall Digital Leadership Award**

Selected from across all submissions.

Analytics  
  Big Data

Customer Experience  
  Digital Technology

Human Capital Management

Marketing

Office of Finance

Operations and Supply Chain

Sales

The following sections allow you to provide the judges with information on the basis of which to judge your submission. It is in your best interest to be as thorough as possible in describing its history, goals and accomplishments. ADDITIONAL MATERIALS CAN BE SUBMITTED.

What were your stated goals of the project or use of technology?

Please describe your project?

How did technology change how people operate their role and responsibility?

How did technology change how processes operate across business or IT?

How did technology change how information is generated or utilized?

How did technology change how technology is used in business or IT?

Which technology vendor and products were used in this project?

How would you rate your customer experience and relationship with the technology vendor?

What improvements would you like to see from the technology vendor products that you are using?

What of the following digital technology innovation was most important to your leadership and improvement?

Big Data

Business Analytics

Business Collaboration

Cloud Computing

Internet of Things

Machine Learning

Mobile Technology

Social Media

Wearable Computing

Please indicate using the check boxes below the technology product- and vendor-related aspects that were found to be the most important to your leadership in the organization.

Usability of Product

Manageability of Product

Reliability of Product

Capabilities of Product

Adaptability of Product

Validation of Vendor to Meet Needs

TCO and ROI in using Vendor products

Please explain how you are changing the selected check boxes of aspects of the leadership.

Please detail the impacts and benefits of the digital leadership using technology to the organization.

Which areas of the organization benefitted the most from the leadership using the technology?

What did this project and use of technology accomplish? How did you measure the value of the improvement?

Please provide us with any other information you think will help us to evaluate your submission.

**Section 3 – Information about Nominator**

Name:

Title:

Company Name:

Reason for Nomination:

Contact Information:

Phone Numbers:

E-mail Address:

Business Mailing Address:

City:

State:

Country: