

FAQ

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Why nominate?

The Digital Edge Award is a recognized honor of digital innovation. The award is given to organizations/companies rather than individuals, making it an honor in which everyone on the team can take pride. Your company will be recognized in our PR and social media efforts, and your executives and managers will receive a VIP experience at the AGENDA18 Conference, to be held March 19-21, 2018 at the InterContinental Hotel in Miami, Florida.

What do the Digital Edge Awards recognize?

The 4th annual Digital Edge Awards will recognize 50 organizations (and the people within them) for digital initiatives that are transforming the way they operate, how they interact with customers and even the products they have in market. Complexity, scale, impact and innovation are all part of what makes an initiative worthy of a Digital Edge award.

For example, did your organization:

- Create or redesign a significant digital initiative, or scale your overall digital strategy?
- Find new or expanded business opportunities through data analytics?
- Leverage advancements in IoT or AI to enhance operations, enable automation, or improve the customer experience?
- Complete a full migration of systems to the cloud?
- Implement agile processes with business success?

What makes a good nomination?

Digital transformation is well under way at most companies, so your nomination needs to stand out. The more significant the undertaking, the more it involves scaling across multiple departments and the more it is changing what you deliver to customers and how you deliver it, the better. Of course, some industries and organizations are earlier on in their digital journeys – having faced cultural and other obstacles to get going – and we invite those organizations to submit, too. Just be clear about the hurdles

you've faced and the significance of your achievement in the face of those challenges. Everyone should provide context around where your initiative falls in your business' digital journey, and be able to share the measurable impact of the initiative on that strategy.

Note: The Digital Edge Award is not a product award for solutions used in the execution of a digital strategy. However, it can be awarded to a non-technology company's development of a digital product, as that embodies what digital transformation is all about. (Example: a bank, hospital or logistics company launches a digital product for its customers, and may commercialize that produce as a new digital line of business.) In addition, technology vendors may nominate customers who have implemented their product as part of a larger digital effort. In this case, it is the customer who would win the award, for that larger effort, if selected.

Who can nominate?

Technology and business leaders and innovators, qualified team members, and internal and external PR representatives may nominate a company/organization for a project or initiative.

Technology vendors and their PR representatives are invited to submit nominations to recognize customers or internal IT initiatives.

When nominating a customer:

- You must name the customer and provide contacts at that organization.
- We strongly advise that you engage the top project leaders at that organization in crafting your entry. It will be viewed more favorably in the judging process if it is written from the customer's point of view and is transparent about the challenges that the initiative was launched to solve.
- You must sign off on having notified the customer of your entry prior to submitting it, as we cannot accept corrections from them if the entry wins.
- The customer will be named on the award if your entry wins.

Can we submit more than one nomination?

Yes; organizations are free to submit nominations for as many qualifying initiatives as they would like. Each company can win only once, however, as 50 organizations will make up the 50 on the list.

Is there a fee to nominate?

Yes. The cost to nominate an initiative is \$50. If you plan to make multiple nominations, you may pay for all of them up front or as you go along (please contact Anne McCrory at anne_mccrory@idg.com if you plan on purchasing more than 5). Please note that there are no refunds.

How does the judging process work?

The Digital Edge award team invites experts, academics, CIOs and past winners to judge the program. Each entry is reviewed and scored by multiple judges and the Digital Edge team based on the following criteria:

- 1) the complexity, scale and impact of the project described in the entry;
- 2) its level of innovation;
- 3) how it compares to other entries in its industry.

All scores will be kept confidential, will not be released publicly, and will not be discussed with any individual submitters. Scoring is used to select the winners but not to rank them, as the list of 50 is not ranked.

Privacy & Confidentiality

The information you provide in your Digital Edge nomination will be used by IDG for judging the awards and for online articles or other publicity relating to the Digital Edge Awards.

If you have information about your project (such as metrics) that must be kept confidential, but which you would like us to consider as part of your application, please note this in the text box where the information appears or where asked to do so specifically in the nomination form.

Judging results are confidential and will not be shared.

Awards Timeline

Applications open: July 31 – October 13, 2017

Nominees notified: Week of November 27, 2017

Press release date: Week of December 4, 2017

Conference date: March 19-21, 2018, Miami, FL

Each winning team will receive up to four complimentary passes to attend the conference and receive their award during the AGENDA18 Awards dinner held on March 21, 2018.

Nomination instructions

Step 1: We recommend that you download a .pdf copy of the nomination questionnaire to view all questions in their entirety before starting your application online. You may find the [pdf here](#).

Step 2: Create your online profile and [submit payment here](#). You will receive a confirmation email with a link to start your entry on the nomination site.

Step 3: Complete your profile in the nomination site. Once finalized, you can start your entry online in the nomination system, where you are able to save and return to it as many times as you like before submitting it. To do this, bookmark the Awards System page or return to the email that confirmed the creation of your account and click on the link provided. Before leaving the application, remember to click the "Save" button at the bottom of the form. *Do not click the "Submit" button until your application is complete.*

Step 4: Click the "Submit" button. Once you have done so, your entry will be submitted for judging. You will not be able to revise your answers.