

## DIGITAL EDGE AWARDS QUESTIONNAIRE

Nominated company/organization \_\_\_\_\_

Project Name \_\_\_\_\_

Person at nominated organization who has authorized this application (name, title, contact information; if self, so indicate): \_\_\_\_\_

### Project Sponsors/Leaders

Please share who sponsored or led the project on the technology side and on the business side. This person may be the same only under the following circumstances: a) the technology lead is also the business lead because the project is specifically related to the IT function; or b) the business lead is also the technology lead because he/she has the technology resources directly on their team. Note: Both sponsors/project leaders must work for the company you are nominating.

Technology sponsor/leader's full name \_\_\_\_\_

Technology sponsor/leader's title \_\_\_\_\_

Technology sponsor/leader's email \_\_\_\_\_

Technology sponsor/leader's phone number \_\_\_\_\_

Technology sponsor/leader's location – City \_\_\_\_\_

Technology sponsor/leader's location – State \_\_\_\_\_

Technology sponsor/leader's location – Country \_\_\_\_\_

Business sponsor/leader's full name \_\_\_\_\_

Business sponsor/leader's title \_\_\_\_\_

Business sponsor/leader's email \_\_\_\_\_

Business sponsor/leader's phone number \_\_\_\_\_

Business sponsor/leader's location – City \_\_\_\_\_

Business sponsor/leader's location – State \_\_\_\_\_

Business sponsor/leader's location – Country \_\_\_\_\_

### What is the principal business activity of the nominated company?

Non-Tech: Advertising/Marketing/PR/Media (Publishing, Broadcast, Online)

Non-Tech: Aerospace/Defense Contractor

Non-Tech: Agriculture/Forestry/Fisheries



Non-Tech: Business Services/Consultant  
Non-Tech: Construction/Architecture/Engineering  
Non-Tech: Education  
Non-Tech: Finance/Banking/Accounting  
Non-Tech: Government - Federal (including Military)  
Non-Tech: Government - State/Local  
Non-Tech: Healthcare/Medical/Pharmaceutical/Bio-Tech  
Non-Tech: Insurance/Real Estate/Legal  
Non-Tech: Manufacturing & Process Industries  
Non-Tech: Mining/Oil/Gas  
Non-Tech: Retailer/Wholesaler/Distributor (non-computer)  
Non-Tech: Transportation/Utilities (Energy, Water, etc.)  
Non-Tech: Travel/Hospitality/Entertainment/Recreation  
Non-Tech: Venture Capital/Private Equity/M&A  
Non-Tech: Venture Service Provider (Inv. Banker/Legal/Accounting/Etc.)  
Tech: Communication Carriers (ISP, Telecomm, Data Comm, Cable)  
Tech: Computer/Network Consultant  
Tech: E-Commerce/Internet  
Tech: Manufacturing - Hardware/Software  
Tech: Retailer/Distributor/Wholesaler (computer-related)  
Tech: Service Provider (MSP, BSP, ASP, ESP, Web Hosting)  
Tech: VAR/VAD/OEM  
Other (Please specify):

**When was this project begun and completed? Please note: Nominated projects must have been in production for not longer than 24 months to qualify.**

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**Project type:**

Business capability  
Business efficiency  
Customer experience  
Data driven business model

Employee productivity  
Overall digital business

**Primary technology involved (select one)**

- AI/Machine Learning/Cognitive Computing
- Automation
- Cloud/Multi-cloud-based Technology or Services
- Communications/Collaboration/Social
- Data Analytics/Data-as-a-Service
- Internet of Things (IoT)
- Mobile/Smart Devices
- Quantum Computing
- Security for Digital Enterprise
- Virtual Reality/Augmented Reality/Augmented Intelligence
- Something else (Please specify):

**Please describe the initiative you are nominating, including what the organization was trying to achieve and what the project entailed. For example: To increase customer loyalty and sales, we enabled online ordering through our mobile app, including geofencing. This allowed us to prepare the food order when the customer was a mile away, so it would still be hot when they picked it up. We wanted to increase the number of visits and the order size of customers by 10% and exceeded that to reach 30% in some stores. (You would provide more details as desired, up to 500 words.)**

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**Please describe how the initiative is meeting its goals, using appropriate metrics. (250 words max.)**

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**Please summarize how the project has given or is giving the nominated enterprise a "digital edge" in its industry or marketplace. (250 words max.)**

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**What was the biggest lesson learned about leading innovation or transformation? (250 words max.)**

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**Please name the top 3 vendors that provided the primary components for the initiative. Then describe, at a high level, how the selected technology affected what you were able to do. (250 words max.)**

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**Please summarize your project in 50 words or less. If your project is selected, this may be used in award promotion and conference materials (subject to editing).**

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**Has this initiative previously won awards?**

Yes

No

If yes, Please share the name of the awards program and year here:

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**Approximately how many employees does the nominated company/organization have?**

100,000 or more

50,000 – 99,999

20,000 – 49,999

10,000 – 19,999

5,000 – 9,999

1,000 – 4,999

500 – 999

100 – 499

Less than 100



**When was the nominated company founded?**

- In the 1800s
- 1900 – 1959
- 1960 – 1989
- 1990 – 2004
- 2005 – 2009
- 2010 – Present
- N/A – government agency

**In what stage of digital maturity would you consider your organization to be?**

- Completely digital
- Somewhat digital
- Not digital at all

**Are there any statements in your nomination that cannot be made public? If so, please describe them here:**

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By submitting this nomination, I acknowledge that the information it contains is accurate and that the appropriate parties at the nominated organization are aware of this nomination and its contents.

Yes