

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.

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-based Technology or Services
Collaboration/Social
Data Analytics

Internet of Things (IoT)
Mobile/Smart Devices
Virtual Reality/Augmented Reality
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.)

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

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

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

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.)

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).

Has this initiative previously won awards?

Yes

No

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

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:

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