



IDC Digital Transformation Awards 2017

Awards Criteria and Nomination Form

For more information please visit our website <http://idcdxawards.com/>.
Please submit your nomination form to idcdxawards@idc.com.

About IDC Digital Transformation Awards (IDC DX Awards)

The IDC Digital Transformation Awards (IDC DXa) honor the achievements of those organizations that have successfully planned and executed the digital transformation (DX) of one or multiple areas of their business through the use of digital and disruptive technologies within Asia/Pacific.

We pride ourselves on enforcing the highest level of transparency and impartiality in the evaluation process. Each nomination is reviewed and validated using a multi-tiered process that includes IDC's leading MaturityScape methodology, and then assessed by IDC analysts and a panel of independent judges composed of industry thought-leaders, veterans, and academia.

The award categories and selection criteria are aligned to reflect today's most critical business transformation areas. IDC believes digital transformation will attain macroeconomic scale and impact starting this 2017 and calls this phenomena "The Dawn of the DX Economy".

As the digital battlefield intensifies this 2017, IDC Asia/Pacific believes the time is right to recognize the digital trailblazers in the region. Are you one of them? Find out and compete with the best of the best.

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PART 1: Program Setup

IDC DX Awards is a regional program where country level awards are presented to those organizations across Asia Pacific excluding Japan (APeJ) who have displayed excellence in planning and execution of their DX tech-enabled initiatives in one of our seven award categories.

Nomination criteria:

Any end-user organization can nominate their DX initiative or be nominated by a 3rd party organization (e.g. government bodies, associations, IT suppliers etc.) to gain recognition in the execution of a DX initiative across one of the categories listed below. A nomination will only be considered valid when the following criteria are met:

1. The nominee must be a tech buyer company/organization. Nominations made by 3rd parties must include the relevant contact details of the nominated organization so that the assessment can be completed.
2. The organization can only apply for one category.
3. The organization should have a physical office presence in the country where the nomination is submitted.
4. The nominee's project owner acknowledges and agrees to participate in the DX Awards.
5. The nominated project should have gone live and be at execution stage, or should have been initiated between January 2014 and February 2017.
6. The organization nominated for the below categories must have over 500 employees globally except for nominations to the DX Disruptor Award category, which only requires at least 10 paying/commercial customers.

Award categories:

A total of 7 award categories have been identified across Asia/Pacific. However, each country will include a selected list of categories based on their local market dynamics and landscape (see "country awards" table below for details).

1. Digital Disruptor
2. Digital Transformer

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3. DX Leader – L3D Mastery
4. DX Leader - Omni-experience Innovation
5. DX Leader – Talent Acceleration
6. DX Leader – Information Visionary
7. DX Leader - Operational Transformation

Country awards

	Category						
	Digital Disruptor	Digital Transformer	DX Leader – L3D Mastery	DX Leader – Omni-Experience Innovation	DX Leader – Talent Acceleration	DX Leader – Information Visionary	DX Leader – Operational Transformation
Australia	Y	Y	Y	Y	Y		
	Nomination Deadline:		26 th May 2017				
	Country Contact:		Annemarie Kikos				
China	Y	Y	Y	Y	Y	Y	Y
	Nomination Deadline:		28 th July 2017				
	Country Contact:		Lianfeng Wu/Daniel Sun				
Hong Kong	Y	Y	Y	Y	Y	Y	Y
	Nomination Deadline:		3 rd July 2017				
	Country Contact:		Kar Leong Tew				
India	Y	Y	Y	Y	Y	Y	Y
	Nomination Deadline:		23 rd June 2017				
	Country Contact:		Shalil Gupta/Arjun Vishwanathan/Sonam Sangwan				
Indonesia	Y	Y	Y	Y	Y	Y	Y
	Nomination Deadline:		18 rd August 2017				
	Country Contact:		Mevira Munindra				
Malaysia	Y	Y	Y				

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	Nomination Deadline:		30 th June 2017				
	Country Contact:		Pranabesh Nath/Simran Singh				
Philippines	Y	Y	Y	Y	Y	Y	Y
	Nomination Deadline:		4 th August 2017				
	Country Contact:		Jubert Alberto				
Singapore	Y	Y	Y	Y	Y	Y	Y
	Nomination Deadline:		17 th July 2017				
	Country Contact:		Kar Leong Tew				
South Korea	Y	Y	Y	Y	Y	Y	Y
	Nomination Deadline:		31 st March 2017				
	Country Contact:		Soon Yul Chang				
Taiwan	Y	Y	Y	Y	Y	Y	Y
	Nomination Deadline:		24 th March 2017				
	Country Contact:		Price Lu				
Thailand	Y	Y	Y	Y		Y	
	Nomination Deadline:		4 th August 2017				
	Country Contact:		Tuang Cheevatavirut				

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Winners of the country awards will be automatically included in the regional finals where a regional winner will be selected among all country winners for each category.

Regional Final

Singapore will host the regional awards gala night on 23rd Nov 2017. All country winners will be named to participate, attend and share from fellow DX Awards winners and regional thought leaders from the industry. Regional winners for each of the 7 categories will be selected from the country winners.

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PART 2: Award Categories

IDC will only evaluate projects that have gone *live*

between Jan 2014 and Feb 2017

If your project is part of a larger initiative with a longer timeline, please indicate the go-live date for the nominated project

Each nomination MUST be verified and confirmed with the end-user organization (e.g. the *owner* of the project) to be considered valid.

In 2017, the DX Awards will be open to nominations to one of the 7 categories listed here.

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

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

The IDC DXa are first and foremost an accolade for technological-empowered innovation and transformation of a business. Our judging criteria puts **heavy emphasis on the role of Technology** in each nomination, and the documentation you provide should detail this clearly. The following are the seven categories for nomination:

1. Digital Transformer

This category aims to recognize organizations that have demonstrated success in projects where there is synergy between business and IT management disciplines, and that have delivered digitally-enabled products and services over a sustained period. We will award a technology program or project that achieved discernible and measureable excellence. Organizations recognized in this category are generally “bricks and mortar”/established companies, which are leveraging digital and disruptive technologies like Big Data/Analytics, Cloud, Mobility, IoT, AR/VR **to transform or make a significant change** – often design thinking-led – to one or various processes (e.g. sourcing talent,

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engaging/serving customers); **operating models** (e.g. creating new revenue streams) or **customer experience across one or multiple dimensions of their business** (e.g. Leadership, digital and physical experiences, data transformation, operations and the workforce/workplace).

2. Digital Disruptor

This category aims to recognize organizations that are aggressively disruptive in the use of new digital technologies and business models. They utilize ecosystem awareness for constant business innovation and are fast-moving targets for competition. Generally, these organizations are new market entrants or innovative incumbents which are leveraging digital and disruptive technologies like Big Data/Analytics, Cloud, Mobility, IoT, AR/VR to transform products/services, industries, or value propositions. We will award organizations that have achieved excellence and discernible results across areas like (but not limited to):

- **Extending products/services category through digital enablement.** (e.g. Nest thermostats and smoke alarms and Disney MagicBands). Digital enablement makes the products more valuable to customers and can generate data that can be used to create new products and services.
- **Replacing products/services with digital or digitally enabled products.** (e.g. Netflix and Apple have significantly altered the landscape for video and music consumption.)
- **Creating new digital products** (e.g. GE is building a business on its Predix digital platform, which optimizes the industrial equipment it sells).
- **Shifting value propositions** (Rolls-Royce's move from selling jet engines to billing customers per hour of usage shifts the value proposition from owning an asset that can power a plane to value based on the actual hours that the engine is used; or Airbnb, competing with the hotel industry)
- **Creating new customer experiences** – often through the blend of physical and digital (Sephora is focused on digitally enhanced customer experiences to drive sales through the use of AR/VR).
- **Realigning or disintermediating supply/distribution chains** (e.g. Travel sites replacing travel agents, or Uber creating its digital hailing and logistic apps and then hiring drivers and buying cars)

3. DX Leader – L3D Mastery

This category aims to award organizations which achieved discernible and measureable excellence in their ability to lead their organization in the dawn of the DX economy. Special focus will be given to how they manage the continuous transition from old to new technologies, and from experimental to operational in the context of digital transformation. Leading organizations in this category are abandoning, or have already abandoned, 2 dimensional thinking (e.g. 2 speed IT, bimodal approaches) which treats the management of innovation and operations as separate, unlinked, and unique practices. They undertake successful digital transformation initiatives to drive innovation, to integrate innovations into the existing organization, and to maintain a consistent quality of established IT products and services. While the following areas are part of a continuum, **organizations can demonstrate excellence in 1 or various of the following:**

- **Digital vision** — The IT group and CIO is a critical driver of the leadership mission
- **Innovation** — The IT group and CIO as a partner to the business in fostering IT-enabled innovation

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- **Integration** — The IT group and CIO as the owner of the agile processes that transition new platforms to become stable business services that are the key to DX success
- **Incorporation** — The IT group and CIO as a reliable and secure service provider for the established suite of IT-based products and services

4. DX Leader – Omni-Experience Innovation

This category aims to award the technology program or project which enabled discernible and measureable excellence in the organization’s ability to create a customer-centric model focused on attracting and growing customer loyalty and advocacy. Organizations in this category move from **reach** (awareness) to **relevancy** (preference) to **reciprocity** (having a two-way exchange) in their relationships, particularly with customers. Typically, these organizations are generally focused on driving enhanced, consistent and innovative experiences using a multitude of physical and digital integrated channels across the business ecosystem of customers, partners, employees and/or other stakeholders. These organizations are often:

- Creating unique differentiating experiences across the ecosystem (not only customers)
- Delivering seamless and engaging omni-channel customer experiences
- Making processes, products, and assets highly instrumented and contextually aware

5. DX Leader – Information Visionary

This category aims to award the technology program or project which enabled discernible and measureable excellence in the organization’s ability to treat data and information as critical assets. Leaders in this category **invest in a range of technology and people to distill insight into monetary value, mastering syntax, semantics and socialization**. These organizations focus on extracting and developing the value and utility of information relative to customers, markets, transactions, services, products, physical assets, and business experiences. They often invest in the establishment of organizational competencies focused on leveraging data for improved decision making, collaboration, competitive advantage, and ultimately, data monetization. Their leading KPI is the percentage of revenue generated from information-based products, experiences and services. There are 5 major areas where these companies thrive:

- Data Discovery
- Value Development
- Value Realization
- Knowledge and Collaboration
- Information Architecture

6. DX Leader – Operational Transformation

This category aims to award the technology program or project which enabled discernible and measureable excellence in the organization’s **ability to make business operations more responsive and effective by leveraging digitally connected products/services, assets, people, and trading partners**. These organizations are generally focused on developing new products and services by

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integrating the business' external digital connections to its markets and suppliers with the internal digital processes and projects that are directly impacted by customer requirements and ecosystem opportunities. The leading KPI here is critical process cycle time as automated and agile processes are the must-haves to lead in the DX economy. There are 5 major areas where organizations can excel:

- The ability to digitally connect products and services to enable higher levels of customer satisfaction and information-based revenue opportunities.
- The ability to connect corporate assets to improve effectiveness
- The ability to digitally connect processes, both intracompany and intercompany, to create a more responsive operating capability and improve productivity.
- The ability to connect operational decision making to strategies and tactical plans.
- The ability to shift responsibility for technology governance to operational leadership.

7. DX Leader – Talent Acceleration

This category aims to award the technology program or project which enabled discernible and measurable excellence in the organization's ***ability to achieve business objectives by effective sourcing, deployment, and integration of internal*** (full-time and part-time employees) ***and external*** (contract, freelance, partner) ***resources***. These organizations often adopt strategies that leverage digital interactions and collaboration, connections, relationships, and tools, including machine intelligence. They focus on optimizing the productivity and flexibility of the internal and external employees, and drive business outcomes by creating a modular, agile structure. A key KPI is the Best place to work index. There are 4 major areas where organizations can excel:

- Manage talent
- Source talent
- Optimize work
- Facilitate a digital transformation mindset

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PART 3: Judging

Each nomination will be treated with highest confidentiality.

Winners will be selected by IDC analysts and a panel of independent judges composed of industry thought-leaders, veterans, and academia.

Validation

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

Nominations that do not qualify (such as rolled out before Jan 2014, project is still in planning phase, lack of acknowledgement from nominee, insufficient information for assessment, etc.) will be rejected without notice.

Assessment

The process and criteria used to assess all nominations will be consistent across all participating countries and the regional final. A three phased approach will be used in the assessment process.

1. Nominations for country awards will first be assessed by both country analysts with support from the regional team.
2. Nominations that have passed the first assessment will be required to complete IDC's DX MaturityScape relevant to the category. Other than the nomination form this is the only other point where the nominee is required to provide information.
3. The country analysts and regional team will convene to review the nomination, MaturityScape model, and the country/industry landscape.

Winners from all the country events will be automatically placed in the regional final. The regional panel of judges will comprise of IDC Worldwide analysts, industry thought-leaders, and academia. They will judge based on the nomination form, MaturityScape model, and judges scoring from the country event.

In the event of any dispute regarding the Rules, conduct, results, and all other matters relating to IDC DX Awards, the decision of the judge(s) shall be final and no correspondence or discussion shall be entered into.

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PART 4: Nomination Form

Submission Details

1. Country of nomination (choose 1 only)

<input type="checkbox"/>	Australia/ANZ	<input type="checkbox"/>	China	<input type="checkbox"/>	Hong Kong
<input type="checkbox"/>	India	<input type="checkbox"/>	Indonesia	<input type="checkbox"/>	Korea
<input type="checkbox"/>	Malaysia	<input type="checkbox"/>	Philippines	<input type="checkbox"/>	Singapore
<input type="checkbox"/>	Taiwan	<input type="checkbox"/>	Thailand		

2. Award category nomination (choose 1 only)

<input type="checkbox"/>	Digital Transformer	<input type="checkbox"/>	Digital Disruptor
<input type="checkbox"/>	DX Leader – L3D Mastery	<input type="checkbox"/>	DX Leader – Omni-Experience Innovation
<input type="checkbox"/>	DX Leader – Information Visionary	<input type="checkbox"/>	DX Leader – Operational Transformation
<input type="checkbox"/>	DX Leader – Talent Acceleration		

Contact Information of the Project in-charge

First name:

Last Name:

Organization:

Department:

Job Title:

Email*:

Direct line:

3. Name of the project

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4. Summary of the DX initiative (limited to 200 words)

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

5. Project roll out date

(Use the earliest date at which the DX project was rolled out in the country of nomination. If the project is part of a larger initiative use the date specific to the DX project nominated.)

6. Summary of the nomination

- Outline of the business case
- Timeline
- Key elements of the project
- Challenges
- Solution
- Lessons learnt
- Why is this project nominated?

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7. Additional Details

(Please include other information you deem necessary for us to better assess the project for its nomination.)

8. Select the areas positively impacted by the DX project/initiative and quantitative measures (select up to 3)

- | | |
|---|---|
| <input type="checkbox"/> Productivity | <input type="text" value="e.g. 30% increase"/> |
| <input type="checkbox"/> Business process efficiency/transformation | <input type="text" value="e.g. 5% improvement"/> |
| <input type="checkbox"/> Top line | <input type="text" value="e.g. 7% revenue growth"/> |
| <input type="checkbox"/> Bottom line | <input type="text" value="e.g. 100k USD"/> |
| <input type="checkbox"/> Customer loyalty/advocacy/NPS | <input type="text" value="e.g. 4% increase"/> |
| <input type="checkbox"/> Others (please specify) | |
| <input type="text" value="e.g. Employee engagement"/> | <input type="text" value="e.g. 80% are NPS"/> |

Details of quantifiable project success? Please use this box to provide details about the benefits, improvement achieved through this DX project/initiative

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PART 5: FAQ

Q: I want to nominate a project that is rolled out across the region. Can I make multiple nominations?

A: You can make multiple nominations provided if the following conditions are met:

1. A nomination is submitted for each country where the project is live and in execution
2. There is a physical office presence for the nominee in the country
3. Each nomination is only for a single award category
4. Each nomination is acknowledged by the country's project manager in charge
5. Each nomination will be judged against other nominations at the country level

Q: I have supporting documents for my nominations. How do I send those across?

A: You can send it to our official email: idcdxawards@idc.com

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