

## CIO 100 Awards 2019 FAQ

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### Why apply?

A CIO 100 Award is an acknowledged mark of enterprise excellence in business technology, enhancing your organization's reputation as a leading innovator. It generates positive PR and provides tangible, companywide recognition of the IT organization's hard work and accomplishments.

The CIO 100 award is given to *companies* rather than individuals, so it is an honor everyone on your IT staff can take pride in receiving. Executives from the winning companies will be recognized among their peers and colleagues at the CIO 100 Symposium & Awards ceremony, to be held at The Broadmoor resort in Colorado Springs, Colo., Aug. 19-21, 2019. Winning organizations will have access to a Press Release Guide from CIO, including sample copy and quotes from CIO's editors. The awards also generate coverage on CIO.com ([www.cio.com](http://www.cio.com)), which lists the winning companies and judges.

### What the CIO 100 Awards recognize

The 32nd annual CIO 100 Awards program celebrates 100 organizations (and the people within them) that are using IT in innovative ways to deliver business value, whether by creating competitive advantage, optimizing business processes, enabling growth, engaging more deeply with customers, clients and suppliers or by digitally transforming the business.

For example, did your IT organization:

- Take a risk by deploying an emerging technology or leveraging tried-and-true IT products or practices in new ways?
- Dramatically improve a business process, help expand into new markets or foster greater collaboration with internal or external stakeholders?
- Find ways to engage more effectively with new or existing customers, expand business opportunities, create cost efficiencies or increase revenue or profits?

To be selected, applicants must show our external panel of judges not only that they have executed their project well but also that they have done so in uncommon or innovative ways – perhaps by pioneering a new technology, applying a familiar technology to a new purpose, setting the bar higher for competitors, etc. Most importantly, the winning applications demonstrate specific, measurable business value, not just IT benefits.

### **What makes a winning nomination?**

Applications that focus on the business goals and results of the project and provide detailed answers to all questions have the best chance of winning. Applicants must provide data and examples supporting their claims of innovation and must show exactly how the business value was measured and delivered. The most successful applications are those written by the CIO or another business-savvy IT executive, with input from both business stakeholders and technical staff.

Winning applications should also include narrative examples or anecdotes that illustrate the results of your project, such as descriptions of how employees work differently, how customers are responding to the innovation, or a broader impact the project has had in your market or industry.

For more specific examples of CIO 100 honorees, please visit our online database of [2018 winning projects](#), which includes the company, industry, business function and goals along with a brief summary of project accomplishments.

### **Can technology vendors apply for this award?**

Yes, but please be aware that this is **\*not\*** an award for IT vendors' products. If the outcome of your submitted IT project (i.e., the business benefit) is to produce a technology product or service sold directly to CIOs or other IT buyers, it will be disqualified from consideration. However, if your innovative project produces an **\*internally\*** beneficial technology or service (ie, one not designed to be sold to customers), you are welcome to apply for a CIO 100 Award.

For example, Adobe earned a 2018 CIO 100 award for its transformation work in moving from a perpetual licensing business into a cloud-based subscription model. In another example, IBM developed an enterprise blockchain platform for its Global Financing unit -- providing clarity from invoice to cash across the worldwide network and saving more than 75% in time spent settling transaction disputes.

If you are an IT vendor who would like to nominate a customer or partner for a CIO 100 Award, we strongly advise you to enlist the CIO or IT project leader within the organization you wish to nominate to submit the application.

### **Who can apply?**

Technology leaders, directors and executives, other qualified team members, as well as internal or external PR and marketing representatives may submit applications for a CIO 100 award. Also, technology vendors may submit on behalf of their own internal IT project teams or their customers' projects or initiatives. However, technology vendors should **\*not\*** nominate any product or service they sell to external IT customers or clients.

## When technology vendors apply on behalf of customer:

- You must name the customer organization and provide contacts at that organization in all the appropriate fields.
- You must have permission from the customer organization and engage the CIO and/or top project leaders at that organization in crafting your entry. Make sure the entry is written from the customer's point of view.
- You must sign off on having notified the customer of your entry prior to submitting it.
- Only the customer will be named on the award if your entry wins.

## Is there a fee to apply?

Yes. The cost to purchase an application is \$50. If you plan to submit multiple projects, you may purchase up to 5 applications at a time.

## How the CIO 100 Awards are judged

After an initial review by CIO's editors, the applications are evaluated and scored by two external judges chosen from our panel of more than 50 judges. This panel includes former CIOs, industry experts, academics, executive recruiters and other business executives. The judging is based solely on the information submitted in this online application. Due to the high volume of applications, we are unable to review any additional materials.

To be selected for a CIO 100 Award, you must demonstrate excellence in two main areas:

- **Technology innovation:** The extent to which your organization used IT in a new way or enabled new ways of doing business, whether internally or externally.
- **Business value delivery:** The measurable impact, backed up by supporting data, that your project has had on your organization's business results.

CIO 100 judges rate each application on those two criteria measuring innovation and business value, for a possible total of 20 points. Final selections are confirmed by CIO editors. All individual scores are kept confidential and will not be released publicly, nor will they be discussed with any applicants.

## What judges look for in a winning application

- Complete, clearly written text about your project, showing:
  - Context of the project in the broader business or industry picture (i.e., is your company breaking new ground in your industry? Or demonstrably ahead of the pack?)
- Before-and-after descriptions of project impact on the business or within the IT organization.
- Candor about the challenges along the way (i.e., problems solved, company cultural changes required, etc.)
- Solid metrics showing clear business value, such as ROI, increased profitability, cost savings or efficiencies, etc. (Any specific financial results or information can be kept confidential and will not be published.)

- Personality in the writing style that engages, tells a story, shares details in a first-person voice (vs. marketing language and buzzwords.)

### **How CIO uses your information**

The information you provide in your CIO 100 application will be used by CIO for judging the awards and potentially for articles on CIO.com, in our digital magazine or other publicity relating to the CIO 100 Awards.

Application information will be used for editorial purposes only, with the exception of contact information and vendor information, which may be used to market CIO content and programs.

If you have information about your project (such as internal metrics or financial details) that you do not want published -- but which you would like the judges 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 application. Information not labeled in this way will be considered by CIO editors to be publishable.

### **Deadlines and expectations**

The deadline to submit a CIO100 Award nomination is **Monday, February 11, 2019**. Nominations must be submitted online. Honorees will be notified in early April 2019.

Winning organizations may be invited to present at the CIO 100 Symposium & Awards Ceremony, taking place August 19-21, 2019 in Colorado Springs, Colo., at the Broadmoor resort.

Additionally, winning organizations will receive up to three complimentary passes to attend the CIO 100 Symposium & Awards Ceremony (one pass for the designated winner accepting the award and two additional passes for qualified members for their team; each pass is a \$1,995 value). The awards will be presented during the gala dinner being held on Wednesday, August 21, 2019.

### **Application instructions**

First, you must [purchase a nomination here](#). Once payment is processed, the confirmation page will provide a link to the CIO 100 Nomination site along with your login information. This information will also be sent via email.

The CIO 100 Nomination site contains the following:

- Part I asks for basic information about the nominated organization.
- Part II includes questions (in multiple-choice, short-answer and essay formats) about the business value of the nominated initiative and includes multiple-choice questions plus an essay section.

You can leave the website and return as many times as necessary to complete the application by bookmarking the page in your Web browser or clicking on the link in your confirmation email. Before you leave the application, remember to click the "Save & Continue" button at the bottom of the form. Do not click the "Save & Submit" button until your application is complete.

Before completing Part II, we suggest that you discuss your responses with knowledgeable people within your organization, such as the key IT managers and business unit leaders who are major players in the project or initiative you are describing in the application.

**Contact information**

For questions regarding the CIO 100 Awards or the application, please email your questions to our events editor, Elizabeth Cutler ([EventsEditor@idg.com](mailto:EventsEditor@idg.com)).