

Spring 2012 Innovation Awards

The Technology Services Industry Association is pleased to announce the Spring 2012 Recognized Innovator Awards are officially open for submissions.

Held in conjunction with the Technology Services World (TSW) conference in Santa Clara, CA, May 7-9, these awards honor TSIA partners for outstanding innovation in products and services and are judged by a panel of TSIA members and industry experts. The awards are presented during the closing ceremonies of the TSW conference.

The theme for TSW Santa Clara is *Defend, Optimize and Transform Your Business* and three main content threads will be represented throughout the event, to address the top concerns of executives across services disciplines:

- Defend – What successful strategies and tactics are being used to defend existing service businesses? For example, how are today’s leaders protecting the margins and revenue streams of their existing portfolio of services?
- Optimize – What actions are leaders taking to optimize existing services businesses? What are the best levers for driving continued operational efficiency? How are organizations doing more with existing resources, and what are they doing to continuously drive up service quality?
- Transform – What are companies doing to transform their services business, either to embrace the concept of Value-Added Services, or to pursue the even more forward-looking changes outlined in our new book, *Consumption Economics*? What are the shining examples of the ‘Trojan Horse’ tactics that were outlined in Thomas Lah’s 2011 Las Vegas keynote?

Clearly technology firms cannot accomplish all of these initiatives alone, and the Recognized Innovator Awards showcase the role TSIA partners play in enabling the success of today’s global service organizations. With 47% of TSIA members indicating they plan to bring in consultants for assistance with some area of their operation in the next two years, clearly companies are looking for innovative consulting and managed services, in addition to enterprise hardware and software.

To better reflect this reality, and the wide array of products and services offered by TSIA members, the Recognized Innovator Award categories for Spring 2012 are very inclusive:

- **Innovation in Products.** Services operations, including education services, professional services, support services and field services, are all looking for a competitive edge: something that allows them to make a unique claim in the market. Often, companies look to innovative technology to provide that competitive edge. The Recognized Innovator in the Products category will provide documented case studies showing how their innovative products enable service operations to better compete through means such as increased productivity, cost reductions, increased revenues, improved customer satisfaction, or improvements to other key performance or financial metrics.
- **Innovation in Services.** The economic downturn forced companies to come to terms with core versus context: what specific processes should we continue to own because we add measurable value, and which processes could be outsourced to a service provider who can accomplish the processes more efficiently for less cost? The Recognized Innovator in the Services category will provide documented case studies showing how their innovative services are helping customers meet and exceed business goals for service operations by allowing partners to manage specific areas of the business.
- **Innovation in Consulting.** As documented in JB Wood's *Complexity Avalanche*, complexity isn't rising just for our customers, but for service operations as well. New technology must be identified and implemented. Employees must be trained on new standards and practices, from ISO and ITIL to KCS and loyalty programs. Service lines must overhaul packaged service offerings and pricing to respond to the evolving needs of customers. And across all service divisions, companies need assistance in auditing operations and creating an action plan to improve. The Recognized Innovator in the Consulting category will provide documented case studies showing how their innovative consulting services have helped technology firms meet and exceed business goals.

The benefits of being a Recognized Innovator include:

- **Publicized award.** Winning partners will be presented with their award at a ceremony held during the conference Awards Luncheon. All finalists will be announced on the first day of the conference. All winners and finalists will be provided with a draft press release to use in publicizing their award in conjunction with TSIA's press release. All winners and finalists will receive the RI award logo designation on their listing in the Services Technology Buyers' Guide.
- **Guaranteed foot traffic.** VP of Technology Research, John Ragsdale, will officially open the conference with an Innovation Tour held on the Solutions Stage in the TSW | EXPO. Each Recognized Innovator finalist will have the opportunity to give a short demonstration to the tour group.
- **Inclusion in published research.** Ragsdale will publish a report, which will be distributed at the conference, detailing the finalists in each category.

Judges will rate applications based on four criteria:

- **Is it innovative?** Association Research defines 'innovation' as "The successful exploitation of new ideas," and judges will rate the application on how well the solution embodies this spirit.
- **Is it unique?** With technology and services evolving within our industry at a rapid rate, every new invention has copycats very quickly, and judges will rate the submission on the innovation's uniqueness and differentiation.
- **Is the innovation exemplary of the category?** Judges will rate each submission on how well the innovation adheres to the category description provided.
- **Does the customer case study demonstrate compelling project success and ROI?** With an emphasis on real-world examples over marketing buzz, judges will rate the included customer case study on overall business impact to the organization.

A winner and a finalist will be selected for each category. Finalists will be publicly announced on Monday, May 7th. The Innovation Tour will be conducted on the Solutions Stage in the TSW | EXPO, which officially kicks off the spring conference. Each finalist will be given time for a brief demonstration during the Tour. Winners will be publicly announced and winners and finalists will be presented with their awards, along with photo opportunities, during the Awards Luncheon at the conference on Wednesday, May 9th.

Here are the milestone dates for the program:

February 3, 2012:	Online meeting to discuss the program and answer questions.
February 17, 2012:	Early draft submission deadline for TSIA review and comments if desired.
February 24, 2012:	Final submission deadline. Submissions must be received by 11:59pm Pacific time on this day to be considered.
March 2, 2012:	Submission packages sent to judges.
March 30, 2012:	All submitters will be notified of judging results.
April 13, 2012:	Recognized Innovator finalists will receive a press kit, including a draft press release to use in announcing their selection as a finalist.
April 20, 2012:	Draft press releases due to TSIA for review/approval.
April 27, 2012:	Press release approvals sent to Recognized Innovator finalists.
May 7, 2012:	Finalists publicly announced, Press Releases drop, Innovation Tour opens conference.
May 9, 2012:	Awards Luncheon ceremony announcing Recognized Innovators at Technology Services World 2012 Spring Conference. TSIA press release announcing winners drops and press release provided to winners for their use in announcing their win.

To participate, please complete the following form and submit to Lydia Zaffini, Sr. Director, WW Partner Development (Lydia.Zaffini@tsia.com), and John Ragsdale, VP of Technology Research (John.Ragsdale@tsia.com), by February 24th.

Please remember, you must be an exhibiting partner at the conference in order to submit a proposal for consideration.



Spring 2012 Recognized Innovator Awards Submission Form

(Please use separate forms to submit in more than one category)

Partner
Company: _____

Contact
Name: _____

Contact
Title: _____

Contact
Email: _____

Contact
Phone: _____

Area of innovation (select one):

- Innovation in Products
- Innovation in Services
- Innovation in Consulting

Solution Name: _____

Release date: _____

Please email your submission to Lydia Zaffini (lydia.zaffini@tsia.com) **and** John Ragsdale (john.ragsdale@tsia.com).

The subject of your email must follow this format: **Company Name Spring 2012 Recognized Innovator Submission – Category**

Example: **ACME Spring 2012 Recognized Innovator Submission – Products**



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Submission Form

Information and Case Study Examples

Please provide a description of how the offering is innovative and unique along with references to actual customer implementations. You are not required to provide the customer's name in your case study example(s) if you are restricted from doing so. You may include links to supporting information – case studies, success stories, etc. However, we cannot guarantee that each judge will review information not included in your submission write-up.

It is highly recommended that the body of your submission be no more than four pages in length.

Submission Information and Case Study Examples: