

European IT Software & Excellence Awards 2021 - Entry Guide

The main principle is what value does the solution deliver, measured in a number of ways – productivity, cost reduction, compliance and regulatory agreement, ROI, profitability or company morale.

Application Developer and ISV

The Application Developer/ISV category is looking for examples of a specific software development or use of software to provide a particular solution which may be for one user customer or a number of similar customers. The applications should be submitted by the developer themselves, with suitable testimonial(s) from customers.

Solution Provider

The Solution Providers can include resellers, integrators, managed services specialists, other service providers or other channels who have provided a solution for a particular customer using technology. Applications should come from the channels concerned.

Supplier

Suppliers will include vendors, distributors, services providers – including specialist areas such as finance/leasing, cloud vendors and others selling through the channel.

Applications will come from supplier customers only, but of course those suppliers can invite nominations from their customers by whatever means. In addition, a survey of individual channels, run by IT Europa will ask for direct nominations from channels and these scores will be incorporated into the results.

Remote Working

The Remote Working categories are designed specifically to look at how businesses navigated the uncharted waters in 2020. The judges are looking to see how businesses adapted throughout the year to keep clients engaged, the solutions offered to help those in crisis and then innovative solutions to help unburden staff.

- Entry is **FREE!**
- Choose the award category or categories you wish to enter through the website;
- Download the necessary entry form(s);
- Answer ALL the questions on the form(s);
- Submit your completed entry forms either:
 - Through the website – <https://www.iteawards.com/submit-entry>;
 - Email your completed form(s) to ellie.chadwick@iteuropa.com
- Please include testimonials and relevant information;
- All entries must be submitted by the 31st of August 2021;

Tips for your Main Entry

The forms aim to include all the information needed by the judges to make a decision, plus a user commendation. The judges will be looking for some sort of measurable result delivered by the solution. The entry does not require great technical detail; a basic explanation of tools and techniques should suffice.

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- Add a customer testimonial which is used to confirm the nature of the project and its deliverable results.
- One key to a successful entry is that measurable result – sometimes it will be part of the customer testimonial – which indicates the value of the project in some form – it can be a measure of productivity, time or cost savings, ability to expand or do more with existing technologies or some other measure.
- Don't worry too much about the exact category, the judges will copy entries into any other area where they think you might stand a chance. In previous years some companies have been finalists in categories they had not primarily entered and have done very well.
- Enter more than one project if you have them, but as separate entries.
- Enter more than one category, but just indicate this on the form, or copy across to other categories.
- If your client does not want to be publicly named, just mark this area as confidential; the judges still need to know who they are, but this will not be published anywhere.

Actions now!

- Get your entries in as soon as possible; feel free to submit them directly to ellie.chadwick@iteuropa.com if you need any further guidance and advice.
- Once entered, you can gear up the publicity machine, particularly if you are one of the companies selected as a finalist. Previous entrants have made full use of this, informing local media and making sure their websites reflect the entry. When the finalists/winner have been announced, we will advise you of a link where you be able to download your logos.

Key Dates

- The closing date for entries is midnight on 31st of August 2021.
- Finalist will be notified by 7th September 2021 or soon after this date.
- Winners will be presented with their awards at the European IT & Software Excellence Awards Dinner on 19th October 2021 at The Royal Lancaster Hotel, London.

Finalists

If you make it through to the next stage, as well as gathering publicity and recognition, you will want to think about taking a place or a table at the gala awards event. As you can see from the images, this is a quality event, with a prestigious compere – in previous years we have had Bill Turnbull, Garry Richardson, Dominic Holland, Gyles Brandreth among others. This is a good and entertaining event to mix and network at, some have found it useful to take a table and invite customers and potential customers.

The costs of these places and tables are available on the Awards site here <https://www.iteawards.com/#table-booking>