

## **IAMCP Partner Awards 2015 Description and Timeline**

### **COMMON TERMS USED IN THESE RULES:**

The International Association of Microsoft Channel Partners (IAMCP) is the leading global organisation for business networking in the Microsoft partner eco-system with 100+ chapters in over 40 countries around the world. IAMCP members represent the trusted, independent voice of the Microsoft partner community. You can find out more at [www.iamcp.org](http://www.iamcp.org).

This year IAMCP is launching a brand new Awards programme for its members. IAMCP wants to recognise its members for the outstanding, innovative and creative products and services that they provide. Members who choose to participate in the process have an opportunity to be recognised and have their profile elevated both at local and corporate level inside of Microsoft. In addition winners will benefit from increased recognition through press and social media. Winners attending WPC 2015 will receive their awards at a special ceremony to be held during the Monday or Tuesday of WPC which is taking place in Orlando, Florida.

In summary the key benefits are :

- 1) IAMCP benefits its membership by recognising great solutions and services that have members have delivered to customers
- 2) IAMCP members gain recognition from and within the Association in which they participate.
- 3) Award winners receive additional press and recognition
- 4) It creates enhanced press and media awareness opportunities for our members
- 5) It gives a sense of value to Association members
- 6) All finalists will receive a certificate and an opportunity to take part in a photo opportunity at WPC 2015
- 7) All winners will receive a trophy in recognition of their achievement and enhanced press opportunities.

The Award Categories this year are as follows :-

**IAMCP Cloud Partner 2015 - [REGION]**

This Award will be for the most innovative solution or service developed on Microsoft cloud technologies. It should demonstrate innovation, creative thinking and a real understanding of a customer issue that was solved through the delivery of this solution. Development methodology and attention to ROI, problem solving and demonstration of how this solution has and will increase cloud partner profitability will be important in the description of the solution.

**IAMCP Apps Development Partner 2015 - [REGION]**

This award will be for a development solution that may have been created to solve an on-premise, hybrid or cloud challenge that a customer(s) were facing. Development approach, details of how specific challenges were overcome and a focus on how the solution enabled productivity improvements and significant ROI for the customer will be important in the description of the solution.

**IAMCP Innovation Partner 2015 - [REGION]**

This award will be for a product or service that has demonstrated exceptional innovation and creative thinking in its development and deployment. Entrants should focus on WHY this is so innovative as well as how the solution solved a big customer challenge, and should also describe any future development and roadmap for the solution going forwards.

**IAMCP Sales Excellence Partner 2015 - [REGION]**

This award will be made to the member company that has been able to demonstrate exceptional growth in revenue and how partner profitability was achieved. The partner must show specific figures (which can be verified) and illustrate YOY growth. Entrants may call out specific individuals that have helped contribute to the success of the business and illustrate what the future growth of the company might look like. The approach to sales management and customer relationships will be a key element of interest in the submission of this award entry.

### **IAMCP P2P Partner 2015 - [REGION]**

This award will be given to the partner(s) that have demonstrated that through partnering they were able to solve a specific customer problem, or were able to work together to deliver a customer solution in the face of competition. The approach to partnering and the process for partnering, as well as the successful delivery to the customer will be important elements in the award submission. Submissions should be limited to a minimum of two partners and maximum four partners. Partner names and details must be given clearly in the submission. The Partner entering the award will be the single lead partner for the award submission.

### **IAMCP Community Partner 2015 - [REGION]**

This award will be for the partner that has demonstrated exceptional commitment and service to their local community or charity. The entry should cover details of why the partner is eligible for consideration, what value they brought to the community and how that value was delivered and recognised. This award is primarily for partner companies who go above and beyond what might reasonably be expected of them in order to solve an issue for their local community or charity and how they worked with and in the community to deliver great service. Entrants might highlight how they have worked with or delivered a service to a community, association, or charity. Entrants can nominate their own company or be nominated by someone outside of their company.

Each of the Above awards to be awarded to members in each of the following regions :-

- **USA**
- **Canada**
- **EMEA**
- **LATAM**
- **plus ONE overall Award ... IAMCP Worldwide Partner 2015**

## Notes

- Entrants must be fully paid up members of the Association in order to participate.
- Entrants may only apply for Awards in their region in which they are a member.
- Entrants may apply in more than one region provided they have a fully paid up membership in the other region.
- Entrants may apply for multiple awards.
- All nominations are for companies, not individuals.
- There is no cost to enter the Awards.
- There is no monetary value associated with the award (at this point in time)
- Sponsors may sponsor one or more awards from any region.
- For more details on sponsorship please contact [info@iamcp.org](mailto:info@iamcp.org)
- All applications will be judged by a panel from their respective Region.

## Timeline :-

- January - prep terms and conditions of entry, nomination process documents and marketing/communication plans.
- April 2nd - Regional Boards communicate to local Chapters eligibility details and the nomination process.
- April 6th - Award nominations open. Nominations are submitted by an on-line form.
- May 7th - Nominations close
- May 7th - May 14th Regional Jury's for each award category review submissions and propose shortlist.
- May 14th - 20th - Shortlist reviewed and more detailed selection process. Nominees may be interviewed by phone if necessary.
- May 18th - Award winners and finalists selected and final review
- May 22nd - Award winners selected
- May 26th - Award winners' details verified & Trophy's ordered.
- June 1st - Award winners and finalists formally notified. Certificates prepared.



- June 8th - Press releases announcing award winners goes to press and Microsoft, in time for any additional PR opportunities etc to be organised at WPC.
- July @ WPC Award winners presented with trophies and certificates - venue and timing TBA.

## CONTACT INFORMATION

[www.iamcp.org](http://www.iamcp.org)

### **IAMCP Awards Program Chair 2015**

Kelvin Kirby, IAMCP International Treasurer

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### **IAMCP Awards Program Co-Chair 2015**

Andrea Pescino, IAMCP EMEA Board Member

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