Google Cloud

Google Cloud DevOps Awards

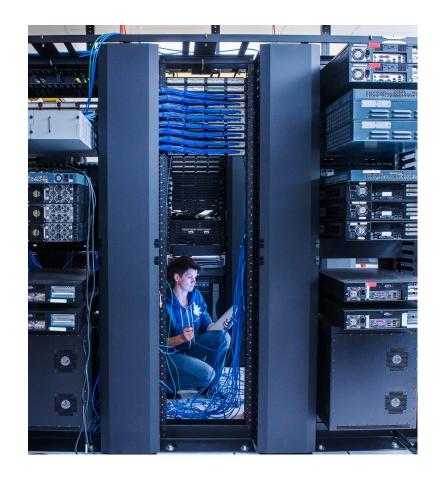2021 Awards Guidebook

Quick links   Begin your submission | Support | Submission Template

We're celebrating
your DevOps success

As the largest and longest running research of its kind, the Accelerate State of DevOps report captures how teams and companies are driving powerful business outcomes, no matter what stage of the DevOps journey they're in. Because our customers play an important role in shaping the report every year, it's time to celebrate their DevOps success as they optimize for stability, speed, and security.

In our first annual DevOps Awards, we're recognizing customers that are implementing DevOps practices to drive organizational success and elite performance, while delivering the best customer experiences.

Awards at a glance

Who

Current Google Cloud Platform customers that have demonstrated excellence in software delivery, operational, and organizational performance.

In order to be eligible to win a 2021 DevOps Award, you must:

- Be a Google Cloud Platform customer
- Be able to demonstrate **results** and **positive changes**

What

Share your inspirational story, supported by examples of business and operational excellence, for your chance to win. Here's what you'll need to get started:

- Business metrics (%, #'s, time saved etc) to quantify the short and long-term impact of your work
- Software Delivery Performance metrics (deployment frequency, lead time for changes, time to restore service, and change fail rate
- A list of the Google Cloud products you are using
- Links to existing public case studies, webinars, or other content to demonstrate your success
- Your company's logo as a hi-res vector file (.ai, .eps, .pdf, .svg only)

When

Submission deadline:
January 31, 2021

Result notification:
Week of February 14, 2022

Where

All awards will be presented at our virtual awards ceremony in **March 2022.**

DevOps Awards **benefits**

As a DevOps Award winner, you'll be able to:

Strengthen your brand as a visionary leader in technology

You will receive a custom trophy, along with all the materials you need to make a splash in the press, on your own website, and across recruitment channels as a globally recognized leader in your field. You will also work with Google Cloud to create bespoke content that shines a light on your innovation.

Connect and collaborate with Google leaders, engineers, and product managers

You, your colleagues, and your leadership team will be invited to roundtables, discussions, and events with Googlers, other industry experts, and global contemporaries.

Showcase your success, across the Google Cloud ecosystem

Google Cloud has an extensive customer and partner network, and your success story will be featured prominently on the Google Cloud Customer pages, social channels, and part of the official awards announcements. It's a great opportunity to share best practices and serve as a role model for other organizations.

2021 **award categories**

Optimizing for Speed Without Sacrificing Stability

One global winner

Unleashing the Full Power of the Cloud

One global winner

Driving Inclusion and Diversity in DevOps

One global winner

Embracing Tools to Improve Remote Productivity

One global winner

Improving Documentation Quality

One global winner

Accelerating DevOps with DORA

One global winner

Mastering Effective Disaster Recovery

One global winner

Reducing Burnout During COVID-19

One global winner

Leveraging Loosely Coupled Architecture

One global winner

Utilizing IT Operations to Drive Informed Business Decisions

One global winner

Navigating the submission form

1

After clicking "Apply now" from our DevOps Awards website, you will be taken to the submission form.

The first three sections cover general information about your company that you will not need to repeat with each submission.

2

You will be able to enter as many categories as you would like.

In Section 2 of the submission form, you will be able to choose which category or categories you would like to apply for.

Keep in mind that you are only eligible to win one award, and if you are selected as a winner in multiple categories, you will be granted the highest award for which you qualify.

3

You will be prompted to review your application before hitting "Submit my application" at the bottom of the final page.

You can edit your application through January 31, 2021.

Three tips for an **outstanding submission**

Tell a captivating story

Our judges will review a lot of submissions. To help yours stand out, try to infuse your company's distinct voice and personality throughout your write-up. Describe your company in a way that is unique to you alone.

"Our company mission is to be more than a partner to our customers. We want to be a part of their team. We are able to do this seamlessly, solving big problems together with Google Cloud solutions."

Share various perspectives

Add depth to your submission by showcasing different voices throughout. Consider asking your CEO, founder, or other members of the executive team to share your company's story from their perspective. Or reach out to customers for quotes and testimonials as these will bolster your accomplishments.

"Earning a specialization in Google Workspace has opened up countless potential customer opportunities for our company."

-Jennifer Stevens, IT Director, Company B

"Company B helped us accelerate time to market and meet customer needs faster by increasing our time to deployment by 3x."

-Rich Steeves, CTO, Customer B

Demonstrate the impact

For several of the categories, the Google Cloud team will pull key metrics in tandem with your application. But we also encourage you to share metrics that demonstrate how you're embracing DevOps principles and capabilities to deliver software quickly and reliably, while driving value directly to the business.

"Customer C wanted to reduce deployment and other costs. Company C developed a highly innovative and effective solution using Google Cloud's ability to automatically scale computing, memory, and storage resources which drove a 5x increase in customer satisfaction."

2021 categories
and criteria

The 2021 DevOps Award winners will be selected by a diverse judging panel with representatives from our DORA research team – and input from customer teams – based on the following criteria.

Optimizing for Speed
Without Sacrificing Stability

One global winner

This award recognizes one customer that was able to deliver software with more speed and better stability to quickly meet end user needs.

? *See Submission Template for individual category prompts.*

Embracing Tools to
Improve Remote Productivity

One global winner

This award recognizes one customer that saw outstanding success by implementing easy-to-use tools to improve engineer productivity.

Mastering Effective
Disaster Recovery

One global winner

This award recognizes one customer that has designed a robust, well-tested disaster recovery (DR) plan to protect business operations.

? *See Submission Template for individual category prompts.*

Leveraging Loosely Coupled Architecture

One global winner

This award recognizes one customer that successfully transitioned from a tightly coupled architecture to service-oriented and microservice architectures.

Unleashing the Full Power
of the Cloud

One global winner

This award recognizes one customer that is leveraging all five capabilities of cloud computing to improve software delivery and organizational performance.

• On demand self-service   • Resource pooling   • Measured service

• Broad network access   • Rapid elasticity

Read more about the five essential characteristics of cloud computing.

Most Improved
Documentation Quality

One global winner

This award recognizes one customer that has successfully integrated DevOps into their workflow using Google Cloud Platform tools.

Reducing Burnout
During COVID-19

One global winner

This award recognizes one customer that implemented effective processes to improve work/life balance, foster a healthy DevOps culture, and ultimately prevent burnout.

Utilizing IT Operations to Drive
Informed Business Decisions

One global winner

This award recognizes one customer that employed DevOps best practices to break down silos between development and operations teams.

? *See Submission Template for individual category prompts.*

Driving Inclusion and Diversity
in DevOps

One global winner

This award recognizes one customer that:

Prioritizes diversity and inclusion initiatives for their organization to transform and strengthen their business.

-or-

Creates unique solutions to help build a more diverse, inclusive, and accessible workplace for your customer, leading to higher levels of engagement, productivity, and innovation.

? *See Submission Template for individual category prompts.*

Accelerating DevOps
with DORA

One global winner

This award recognizes one customer that has successfully integrated DORA practices and guidance into their workflow using Google Cloud Platform tools.

Choosing
the winners

The 2021 DevOps Award winners will be carefully selected by a diverse judging panel with representatives from our DORA research team — and input from customer teams. These judges will take into consideration:

- The completeness of your application form
- Your ability to demonstrate the success that your organization and/or customer has seen over the past year with Google Cloud Platform based on the criteria
- Key metrics that the Google Cloud team will pull on your behalf

Global participants will be notified of the results during the week of February 14, 2022. Winners are under embargo until the official announcement.

Frequently asked questions

Are there any specific eligibility requirements?
Yes. In order to enter, you must:

- ✓ Be a Google Cloud Platform customer
- ✓ Have achieved demonstrable success
- ✓ Complete and submit the full application by **January 31, 2021**

How many times can my organization apply?
Each Google Cloud customer can submit one entry per award category.

Can I enter any category?
You may apply to as many categories as you qualify for.

Can my organization win more than one DevOps Award?
You will only be eligible to win one award. If you're selected as a winner multiple times, you will receive the award for which you have demonstrated the most compelling story or results.

Will the info I submit be confidential?
Yes. Only the 2021 DevOps Awards team and panel of judges will see the information that you submit.

Can I edit my application once I've submitted it?
Yes. Once you've submitted your complete application, you can make edits until the **January 31, 2021** deadline. Just use the unique URL that you receive in your confirmation email to return to the submission form.

What can I win?
Winners will receive:

- DevOps Award custom trophy to celebrate as a team
- DevOps Award designation for your company website
- Supporting materials to make a splash in the press
- Google Cloud blog post highlighting your success
- And more!

When are winners announced?
Winners will be formally announced at the virtual award ceremony in February 2022. The Google Cloud team will notify all applicants, including those that did not win an award, via email during the week of February 14, 2022.

How are winners determined?
Winners will be selected by a curated panel of judges based on your full application.
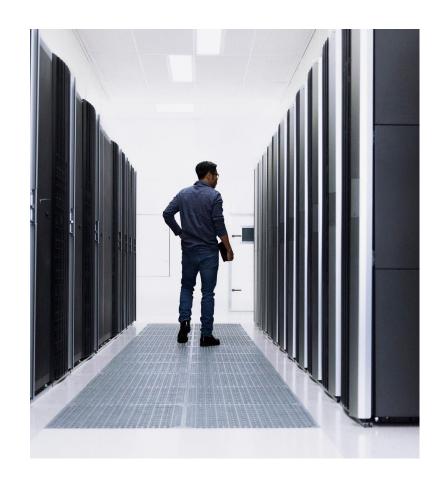
Where can I find this year's submission questions?
We created a submission template to help you easily detail your responses before submitting.

Who can I contact if I have additional questions?
Please contact devopsawards@google.com with any questions about the 2021 DevOps Awards.

Submission questions

To be as prepared as possible when completing your submission, we recommend using this [Submission Template](#) to develop your responses. The questions and character limits reflect exactly what you will see on the form.

Thank you!

Please contact devopsawards@google.com with any questions.

Google Cloud