

2026

DORA Awards



Google Cloud

Guidebook

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Celebrating Excellence in the Era of AI-Assisted Development

AI is an Amplifier

Magnifies capabilities, scaling **strengths** while exposing dysfunctions.

The New Normal

90% AI adoption means it's not about *if*, but *how* you realize value.

Systemic Success

Strategic focus on your **organizational system**—not just the tools.

The 2026 Awards

Recognizing leaders building the **foundation**: platforms, workflows, and culture.

Awards at a glance

Who

Current Google Cloud customers that have demonstrated excellence in software delivery, operational, and organizational performance in the era of AI-assisted software development.

In order to be eligible to win a 2026 DORA Award, you must:

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

Google Cloud

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](#) (dchange lead time, deployment frequency, failed deployment recovery time, change fail rate, and deployment rework 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:

June 30, 2026

Result notification:

Week of July 20, 2026

Where

All awards will be presented at our virtual awards ceremony in

August 2026.

DORA Awards **benefits**

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

Elevate your company as a globally recognized leader in the era of AI-assisted development. Winners receive a custom trophy and a professional toolkit designed to amplify your success across the press, your corporate website, and social media. Collaborate directly with Google Cloud to produce bespoke content that highlights your systemic innovation and proves your organization has moved beyond tool adoption toward true organizational momentum.

Feature your journey as a model of systemic success across the vast Google Cloud customer and partner network. Your story will be prominently showcased on official social channels and DORA website, serving as a role model for organizations aiming to realize the greatest returns on AI investment through a strategic focus on the underlying organizational system.

2026 award categories

Embracing AI as an Amplifier

One global winner

Excellence in Platform Engineering

One global winner

Mastering Value Stream Management

One global winner

Championing a User-centric Focus

One global winner

Nurturing Team Culture

One global winner

Going Beyond Software Delivery Performance:

Holistic Measurement

One global winner

Scaling Improvement & Communities of Practice

One global winner

Enabling Secure Practices

One global winner

Unleashing the Full Power of the Cloud

One global winner

Other

Categories may be added per judges' discretion

Mastering FinOps and Value Realization

One global winner

The Blueprint for Continuous Improvement*

**One global winner chosen from the pool of previous Google Cloud DORA Award winners*

Navigating the **submission form**



1

After clicking “Apply now” from our DORA 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.

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 June 30, 2026.

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.

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.

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 DORA principles and capabilities to deliver software quickly and reliably, while driving value directly to the business.

2026 award categories and criteria

The 2026 DORA 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.

Embracing AI as an Amplifier

One global winner

This award recognizes a customer that has effectively leveraged AI not just as a tool, but as an amplifier for organizational performance by cultivating the foundational [DORA AI Capabilities](#) (such as a clear AI stance, healthy data ecosystems, and AI-accessible internal data).

Excellence in Platform Engineering

One global winner

This award recognizes an organization that treats its internal platform as a product, providing a high-quality, holistic developer experience that reduces cognitive load and serves as a secure foundation for scaling AI and other technologies.

Mastering Value Stream Management

One global winner

This award celebrates teams that have successfully mapped and analyzed the flow of work from idea to customer, using [Value Stream Management \(VSM\)](#) to identify bottlenecks and act as a force multiplier for technology investments.

Championing a **User-centric Focus**

One global winner

This award recognizes a team that successfully aligns its priorities, metrics, and AI tools in service of the end-user, ensuring that accelerated development speed translates into real customer value.

Nurturing Team Culture

One global winner

This award recognizes a customer that has fostered a [generative culture](#), effectively reduced workplace friction, and implemented processes to prevent burnout—achieving the ideal "Harmonious High-Achiever" team profile.

Going Beyond Software Delivery Performance: **Holistic Measurement**

One global winner

This award recognizes a customer that combines [DORA's software delivery performance metrics](#) with other measurement frameworks (like [SPACE](#), [DevEx](#), or [H.E.A.R.T.](#)) to drive holistic business success and continuously iterate.

Scaling Improvement & Communities of Practice

One global winner

This award recognizes a customer that has successfully scaled DORA practices across multiple teams by building resilient, technical communities of practice and sharing knowledge effectively.

Enabling Secure Practices

One global winner

This award recognizes an organization that successfully demonstrates high levels of security implementation by securing every stage of the software supply chain and shifting security left.

Unleashing the **Full Power of the Cloud**

One global winner

This award recognizes a customer leveraging all [five capabilities of cloud computing](#) to improve software delivery and organizational agility.

Mastering **FinOps** and Value Realization

One global winner

This award recognizes a customer that successfully bridges the gap between engineering metrics and financial impact, demonstrating a rigorous approach to measuring the return on investment (ROI) of their technology and AI initiatives.

The Blueprint for **Continuous Improvement**

One global winner

This award recognizes **previous DORA (or DevOps) Award winners** who continue to iterate and refine their workflows to meet end-user needs.

Choosing the winners

The 2026 DORA 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 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 July 20, 2026. 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 customer
- ✓ Have achieved demonstrable success
- ✓ Complete and submit the full application by **June 30, 2026**

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 DORA Award?

You will only be eligible to win one award.

Will the info I submit be confidential?

Yes. Only the 2026 DORA 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 **June 30, 2026** 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:

- DORA Award custom trophy to celebrate as a team
- DORA Award designation for your company website
- Supporting materials to make a splash in the press
- And more!

When are winners announced?

Winners will be formally announced at the virtual award ceremony in September 2026. The Google Cloud team will notify all applicants, including those that did not win an award, via email during the week of **July 20, 2026**

How are winners determined?

Winners will be selected by a curated panel of judges based on your full application.

Who can I contact if I have additional questions?

Please contact dora-awards@google.com with any questions about the 2026 DORA 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.