

Google Cloud

DORA Awards 2026

Submission template

We recommend using this template to develop your responses as a team. The questions and character limits reflect exactly what you will see in the submission form. When you're finished, open the [Google Form](#) and copy the answers into the corresponding fields and submit your application.

The following questions apply for all award categories:

These questions are for the judges to get to know your organization and team set up better. Set the scene for your transformation - assume the reader does not know your environment.

Please keep all responses to 1,000 characters or less.

Transformation Summary

1. How did it all start? What was the impetus for getting involved in the digital transformation? Please describe if your transformation was [practitioner or executive-led](#)? (trick question as usually it is a bit of both!)

Your answer...

Solution Uniqueness

2. Please describe the solution, including functionality, users, and unique features. Please include any solution overview diagrams, workflows, architectural diagrams or images. Must include Google Cloud products and/or solutions.

Your answer...

Business Drivers

3. Describe the primary business drivers for your initiative. What business challenges were faced? What business objectives was your organization trying to achieve? Give industry specific context if relevant.

Your answer...

Technology drivers

4. What were your key technology goals for this project (e.g., modernization, cloud strategy, etc.)? What did you hope to accomplish by changing your technology landscape? Please describe your IT environment prior to the implementation of a DORA finding or adoption of a Google Cloud solution.

Your answer...

Deployment Complexity

5. Describe the complexity of the project, in terms of time to implement (in months), size of the implementation (number of team members), deployment characteristics (transaction volume, hardware configuration, global deployment), number of concurrent users, and future growth.

Your answer...

Achieved Results and Business Impact

6. Please demonstrate how your business has transformed thanks to your work with Google Cloud. This is key to the Award nomination. Use metrics (% , #'s, time saved etc.) to quantify the short and long-term impact. If results are not yet achieved, what benefits are anticipated? Include business benefits, such as the cost reduction, time savings, customer satisfaction results, or sustainability commitments. [hint: include [software delivery performance metrics!](#)]

Your answer...

Notable learnings

7. Share any a-ha moments during the project. Did you uncover anything surprising? Did you find added value or new ways of looking at things? What was interesting about the project?

Your answer...

Working with Google

8. Describe how you worked together with Google Cloud teams, including any partnership or support teams who were involved. How did the teams pull together to collaborate and innovate at speed? What did you learn along the way?

Your answer...

Award specific questions

Please choose which category/categories you are applying to and answer the three (3) category specific questions for each category. You must answer all the additional questions in *each* category you would like to apply to.

Categories:

[1. Embracing AI as an Amplifier](#)

[2. Excellence in Platform Engineering](#)

[3. Mastering Value Stream Management](#)

[4. Championing a User-centric Focus](#)

[5. Nurturing Team Culture](#)

[6. Going Beyond Software Delivery Performance: Holistic Measurement](#)

[7. Scaling Improvement & Communities of Practice](#)

[8. Enabling Secure Practices](#)

[9. Unleashing the Full Power of the Cloud](#)

[10. Mastering FinOps and Value Realization](#)

[11. The Blueprint for Continuous Improvement](#)

[12. Other](#)

1. Embracing AI as an Amplifier

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).

- a. Describe the AI tools your organization utilizes and how you have connected them to your internal context (e.g., context engineering, RAG, or internal data access) to move beyond generic assistance.
- b. How did you establish a "[clear and communicated AI stance](#)" to provide psychological safety and guidance for your developers?
- c. "How has your AI adoption, combined with these capabilities, impacted your organization's performance, including your [software delivery performance](#)?"

Your answer...

2. Excellence in Platform Engineering

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.

- a. How did your organization transition to treating your internal developer platform as a product? How do you gather and act on developer feedback?
- b. Describe how your platform "[shifts down](#)" cognitive load (e.g., abstracting away infrastructure complexity) to create "golden paths" for developers.
- c. How has investing in a high-quality internal platform improved your software delivery throughput, stability, and overall developer satisfaction?

Your answer...

3. Mastering Value Stream Management

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.

- a. Walk us through a recent Value Stream Mapping exercise. What were the most surprising bottlenecks, wait states, or friction points you uncovered?
- b. How did you use VSM insights to focus your team's improvement efforts (e.g., applying AI to a specific bottleneck rather than just using it to generate more code)?
- c. How has focusing on the overall flow of value improved your delivery speed and product performance?

Your answer...

4. Championing a User-centric Focus

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.

- a. How do you actively integrate user feedback loops into your daily engineering practices to ensure you are building the right things?
- b. Describe how your team utilizes frameworks like [H.E.A.R.T.](#) or other product success metrics to keep the user as your "North Star."
- c. How did maintaining a user-centric focus guide your AI adoption and prevent your team from falling into the "feature factory" trap?

Your answer...

5. Nurturing Team Culture

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.

- a. Based on [Westrum's definition of organizational culture](#), describe what kind of culture is present in your team and the steps you took to cultivate a high-trust, generative environment.
- b. How does your organization actively identify and reduce "friction" (e.g., inefficient processes or heavy administrative workloads) in a developer's day-to-day work?
- c. How have these cultural shifts impacted your team's well-being and [software delivery performance](#)?

Your answer...

6. Going Beyond Software Delivery Performance: Holistic Measurement

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.

- a. Walk us through your measurement journey: how do you measure software delivery and what additional frameworks have you adopted to measure developer experience or product excellence?
- b. How do you balance quantitative data (logs-based metrics) with qualitative insights (self-reported surveys) to get a complete picture of your organization's health?
- c. Can you share an example of how a combined metric insight led to a specific, successful business or technical pivot?

Your answer...

7. Scaling Improvement & Communities of Practice

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.

- a. What is your community of practice philosophy? Describe how your organization makes it easy for teams to share workflows, AI context templates, or deployment practices.

- b. How do you measure, track, and gamify the spread of success across your organization to ensure new learnings don't remain siloed?
- c. How has scaling these practices impacted your organization's performance across multiple departments or business units?

Your answer...

8. Enabling Secure Practices

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.

- a. Explain how your organization has worked to implement security earlier in the software development stage (shifting left) amidst the increased volume of modern security threats.
- b. Are you employing a security posturing framework (e.g., NIST-SSDF, SLSA)? How is it implemented, and how does it integrate with AI-assisted coding tools?
- c. How have new secure practices improved your organization's performance according to [DORA's software delivery performance metrics](#)?

Your answer...

9. Unleashing the Full Power of the Cloud

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

- a. Discuss your cloud setup—does your organization use private, public, hybrid, or multi-cloud environments?
- b. Describe in detail how you leverage the [five capabilities of cloud computing](#): Resource pooling, Rapid elasticity, Measured service, On-demand self-service, and Broad network access.
- c. How has your cloud architecture directly improved your [software delivery metrics](#)?

Your answer...

10. Mastering FinOps and Value Realization

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.

- a. How does your organization translate software delivery performance metrics into tangible financial outcomes, such as cost efficiency, productivity gains, or business growth?
- b. Describe how you actively forecasted and navigated the "J-Curve" of technology adoption by budgeting for the initial learning phase to ultimately achieve exponential financial value.
- c. How have your FinOps practices or cloud infrastructure optimizations allowed you to reduce unnecessary costs and reinvest your engineering capacity into innovation and new feature delivery?

Your answer...

11. The Blueprint for Continuous Improvement

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

- a. Are you a previous Google Cloud DORA (or DevOps) Award winner (announced in 2022-2025)?
*Note: you will not be considered for this award if you are not a previous award winner
- b. Discuss how your organization has continually improved your DORA implementation since your initial transformation or since winning your previous award.
- c. What new challenges emerged as you scaled, and what specific experiments did you run to overcome them?
- d. Has your organization been able to further improve your software delivery performance? Please share your recent metrics.

Your answer...

12. Other

This category is for compelling stories that may not fit in other categories. The award judges may decide to add additional categories at their sole discretion.

- a. Describe your team or organization's journey of improvement. What role did DORA play in the journey? What inspired you? What pitfalls would you encourage others to avoid? How are you tying technical improvements to business outcomes?
- b. What has been the impact on [DORA's software delivery metrics](#) for teams in your organization?

Your answer..

Final questions

You're almost done - these are the final few questions in the application!

Case Study/Additional Information

Please share one (1) case study that demonstrates how you used Google Cloud + DORA Research to help achieve impressive results. Please provide any public reports, blogs, presentations, webinars or other materials that will support your application. Upload the video file to Google Cloud and share with dora-awards@google.com - place the link below.

Your answer..

Share your success story in a quick video or audio recording: Introduce yourself and your organization. Walk through the application as if you were submitting a written version, but instead speak all your answers into a camera. Upload the video file to Google Cloud and share with dora-awards@google.com - place the link below.

Your answer..

Do you agree to participate in a Google Cloud + DORA case study to highlight your work? Your organization will have input and final sign off on this case study.

Select [Yes/No]

Would you be interested in social media collaboration? Your organization's social media handles for LinkedIn/X.

Select [Yes/No]

Does your organization plan to issue its own press release if you win?

Select [Yes/No]