

2018



GLOBAL

**Partner
of the Year**

Google Cloud

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Look for this icon throughout the guidebook for helpful tips from the Google Cloud team.

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Register for [Partner Summit at Next '19](#)

| [Begin your application](#)

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We want to celebrate **you**

Google Cloud Partners are an indispensable part of our mission to bring the cloud to more businesses — offering everything from migration support and solutions built on our platform to value-added services. We're celebrating the important work our Partners do every day on behalf of our customers.

The 2018 Google Cloud Partner Awards recognize Partners that have dedicated themselves to creating industry-leading solutions and strong customer experiences with Google Cloud.



2018 Google Cloud Partner Awards **at-a-glance**

Who

Current Google Cloud Partners who have demonstrated innovative thinking, outstanding customer service and best-in-class use of our products and solutions.

In order to be eligible to win a 2018 Google Cloud Partner Award, you must:

- Be a Google Cloud Partner
- Be registered for [Partner Summit at Next '19](#)
- Complete and submit the full application by February 8

What

Enter for your chance to win a 2018 Google Cloud Partner of the Year Award.

Where

All awards will be presented at Partner Summit at Google Cloud Next '19 on April 9–11, 2019 in San Francisco.

When

These are the most important dates to remember.

Submission deadline:

February 8, 2019

Result notification:

Week of February 25, 2019

Partner Summit at Google Cloud Next '19:

April 9–11, 2019”

Why

As a 2018 Google Cloud Partner Award Winner, you'll receive:

- Google Cloud Partner Award designation for your company website
- Materials to support a press release
- Google Cloud blog post
- Photo with Google Cloud leadership at the Awards Ceremony
- Callout in the Google Cloud Partner Directory
- And more!

2018 Award categories

Reseller Partner of the Year

One global winner • Four regional winners

Services Partner of the Year

One global winner • Four regional winners

Technology Partner of the Year

One global winner • Twelve tech segment winners

{Specialization} Partner of the Year

Ten global winners

Breakthrough Partner of the Year

One global winner • Four regional winners

Diversity and Inclusion Partner of the Year

One global winner

Social Impact Partner of the Year

One global winner

Navigating the application form

2018 Google Cloud Partner Awards Application

IMPORTANT: Before beginning your application, we strongly suggest reviewing the official guidebook. It was designed to help you through the application process with helpful details about what you'll need to enter and how to submit award-winning responses. [LINK TO GUIDEBOOK](#)

Ready to get started? Please follow the instructions outlined below and make sure to complete every required field. You may enter as many categories as you would like. ^{Captured screenshot} Google Cloud Partners are only eligible to win one award, and if selected as a winner in multiple categories, you will be granted the highest award for which they qualify.

Once your application is submitted, you can edit your responses until the deadline of February 8, 2018.

The written portion of your submission will be completed using Google Forms. The first two sections are required and cover general information about your company that you will not need to repeat with each submission.

Award categories

Select the Award Category that you would like to enter below.

Interested in entering more than one? Don't worry. You'll have the chance to come back to this page after you complete each entry.

Select the Award Category that you would like to enter.

☐ Reseller Partner of the Year

☐ Services Partner of the Year

☐ Global Technology Partner of the Year

☐ Technology Partner of the Year (Segment)

☐ Specialization Partner of the Year

You will be able to enter as many categories as you would like. Look for the option at the bottom of each page to return to the main category menu.

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

Ready to submit?

☐ Yes

A copy of your responses will be emailed to the address you provided.

Never submit passwords through Google Forms.

When you're finished, you can select "Submit my application" at the bottom of any page and proceed to the final submission screen. You can edit your application through February 8, 2019. Use the unique URL that appears in your confirmation email to return to the form.

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, using Google Cloud products."

Share various perspectives

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

"Our workers were already familiar with the Google Maps interface so training wasn't needed, which helped us save crucial time and thousands of dollars."

Jennifer Stevens, IT Director, Company B

"Company B helped us to discover opportunities in new markets, which took our business to the next level."

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 the business impact of your solution.

"Google Cloud's ability to automatically scale compute, memory, and storage resources helped Company C reduce deployment and other costs by 10x, compared to the existing on-premise deployment model."

"By moving Company C to G Suite, it saved 70-80% on costs for an office suite."

"Company C saw \$50 million in savings as a result of using the Google Maps Platform."

2018 categories and criteria

The 2018 Google Cloud Partner Award winners will be selected by a diverse judging panel with representatives from different partner teams — and input from customer teams — based on the criteria below.



Reseller Partner of the Year



*One global winner • Four regional winners
(North America; Latin America; Europe, the
Middle East, and Africa; Japan and
Asia-Pacific)*

This award recognizes Partners that have successfully used Google Cloud products and owned the relationship with customers around the world. They are adept at using Google Cloud technology to deliver transformative solutions and support their customers' needs at every turn.



This category is ideal for Partners that have an outstanding Google Cloud co-selling story from the past year that has resulted in significant business success for the partnership.

Reseller Partner of the Year



Your company

We want to know what makes your organization an exceptional Google Cloud Partner. Share big wins from 2018 and your goals for the future.



These stories are most impactful when they come from a business owner's perspective.

Outstanding customer success

Share one story of co-selling success from 2018 where you engaged effectively with the Google Cloud team. How did you position Google Cloud products to help accelerate your customer's business? Collect any external materials (articles, customer testimonials, awards won, and so on) that support your story.



Check with your customer about whether or not you can share this story publicly.

Impressive numbers

Google will pull the following information on your behalf:

- Material value and/or influenced revenue
- Number of certifications earned overall
- In-market solutions

Services Partner of the Year



*One global winner • Four regional winners
(North America; Latin America; Europe, the
Middle East, and Africa; Japan and
Asia-Pacific)*

This award recognizes Partners that have helped their customers succeed by innovating, building, and delivering the right Google Cloud solutions. They consistently provide exceptional service and are focused on transforming businesses using Google Cloud technology.



If you have a strong customer success story from the past year that involves Google Cloud products and solutions and have invested significantly in your Google Cloud business, this category is for you.

Services

Partner of the Year



Your company

We want to know what makes your organization an exceptional Google Cloud Partner. Share big wins from 2018 and your goals for the future.



These stories are most impactful when they come from a business owner's perspective.

Outstanding customer success

Share one story of success from 2018. How did your unique and innovative solution using Google Cloud products position your customer for success? Collect any external materials (articles, customer testimonials, awards won, and so on) that support your story.



Check with your customer about whether or not you can share this story publicly.

Impressive numbers

Google will pull the following information on your behalf:

- Material value and/or influenced revenue
- Number of certifications earned overall
- In-market solutions

Technology Partner of the Year

One global winner • Twelve tech segment winners

We're looking for Partners that have delivered best-in-class technology solutions based on individual customer needs. This award recognizes one Partner that has successfully implemented multiple Google Cloud technologies, in addition to twelve individual Partners that have demonstrated excellence and innovation in individual Google Cloud technology segments:

- G suite
- Containers
- Core infrastructure
- Data and analytics
- Developer ecosystem
- Cloud commerce
- AI and machine learning
- Industry platforms: financial services and insurance
- Industry platforms: media and entertainment
- Industry platforms: retail
- Security
- Industry platforms: healthcare



Global Technology Partner of the Year



One global winner

This award recognizes one Partner that has implemented multiple Google Cloud technologies and can demonstrate how they work together seamlessly to deliver best-in-class solutions based on individual customer needs.



This category is for Partners that work with a combination of Google Cloud technologies and can showcase successful outcomes from 2018 as a result.

Global Technology Partner of the Year



Your company

We want to know what makes your organization an exceptional Google Cloud Partner. Share big wins from 2018 and your goals for the future.



These stories are most impactful when they come from a business owner's perspective.

Outstanding customer success

We want to know how you've innovated using a strategic combination of Google Cloud technologies to help your customers achieve their unique goals. Collect any external materials (your product or solution website, analyst information, benchmarks, and so on) that support your story.



Check with your customer about whether or not you can share this story publicly.

Impressive numbers

Google will pull the following information on your behalf:

- Total Google Cloud revenue and growth

Technology Partner of the Year

(Segments)



Twelve technology segment winners

This award recognizes Partners for excellence and innovation in individual Google Cloud technology segments. Product platforms include:

- G suite
- Containers
- Core infrastructure
- Data and analytics
- Developer ecosystem
- Cloud commerce
- AI and machine learning
- Industry platforms: financial services and insurance
- Industry platforms: media and entertainment
- Industry platforms: retail
- Security
- Industry platforms: healthcare



This category is optimal for Partners that have a great customer success story from 2018 around one specific technology segment.

Technology Partner of the Year

(Segments)



Your company

We want to know what makes your organization an exceptional Google Cloud Partner. Share big wins from 2018 and your goals for the future.



These stories are most impactful when they come from a business owner's perspective.

Your solution

We want to know about your unique and innovative product or solution and how it integrates with Google Cloud products. Collect any external materials (your product or solution website, analyst information, benchmarks, and so on) that support your story.



Check with your customer about whether or not you can share this story publicly.

Impressive numbers

Google will pull the following information on your behalf:

- Google Cloud revenue and growth for specific tech segment

{Specialization} Partner of the Year



Ten global winners

This award recognizes Partners that consistently go above and beyond to deliver in-depth support and customer success across multiple industries in their area(s) of expertise:

- Cloud Migration
- Education
- Enterprise Collaboration
- Location-Based Services
- Security
- Application Development
- Infrastructure
- Data Analytics
- Machine Learning
- Training



This category is exclusively for Google Cloud Partners who have achieved at least one Specialization and have a strong story to tell about it from the past year.

{Specialization}

Partner of the Year



Your company

We want to know what makes your organization an exceptional Google Cloud Partner. Share big wins from 2018 and your goals for the future.



These stories are most impactful when they come from a business owner's perspective.

Outstanding customer success

Share one story of success from 2018. How did you provide in-depth support in your Specialization to help your customers succeed? Collect any external materials (articles, customer testimonials, awards won, and so on) that support your story.



Check with your customer about whether or not you can share this story publicly.

Impressive numbers

Google will pull the following information on your behalf:

- Total Google Cloud revenue (influenced and reselling)
- Year over year revenue growth
- Training only
 - Average trainer CSAT score
 - In-year growth rate
 - Increase and successful expansion (number of learners)
- Number of training specializations (minimum of one)

Breakthrough Partner of the Year



*One global winner • Four regional winners
(North America; Latin America; Europe, the
Middle East, and Africa; Japan and
Asia-Pacific)*

This award recognizes one up-and-coming Partner that emerged and expanded its partnership with Google Cloud this past year and achieved outstanding growth in its customer base and/or revenue to prove it.



This is a great category to enter if you're a relative newcomer, have had a successful year, and grown your partnership with Google Cloud exponentially.

Breakthrough Partner of the Year



Your company

We want to know what makes your organization an exceptional Google Cloud Partner. Share big wins from 2018 and your goals for the future.



These stories are most impactful when they come from a business owner's perspective.

Outstanding customer success

We want to know how you have transformed your organization through creativity and innovation in both your marketing and sales activities, and implemented technology. How is your organization embracing the cloud opportunity? Collect any external materials (articles, customer testimonials, awards won, and so on) that support your story.

Google Cloud collaboration

We'd also like to know about your partnership with the Google Cloud team. How are you working together to build profitable businesses, deliver competitive differentiation, and provide customer satisfaction?

Impressive numbers

Google will pull the following information on your behalf:

- Google Cloud revenue growth rate
- Growth and retention of existing customer base

Diversity and Inclusion Partner of the Year

One global winner

Technology can be incredibly powerful in bringing diverse groups together and creating a culture of inclusion. This award recognizes one Partner that has used Google Cloud technology to deliver benefits of diversity and inclusion — greater satisfaction, more creativity, the capacity for solving complex problems, and so on — in the workplace.

We want to know how your unique solution contributed to a company culture that celebrates individuality and ensures that all voices are heard.



If you have a customer story that illustrates your diversity and inclusion efforts, please check with your customer about whether or not you can share this story publicly.



Social Impact Partner of the Year

One global winner

This award recognizes one Partner that uses Google Cloud technology to enable social good for individuals and communities around the world. From helping to improve patient outcomes in healthcare, to enhancing educational results for students, to bettering the environment — we want to know how you go beyond the business benefits to drive social impact.



Check with your customer about whether or not you can share this story publicly.

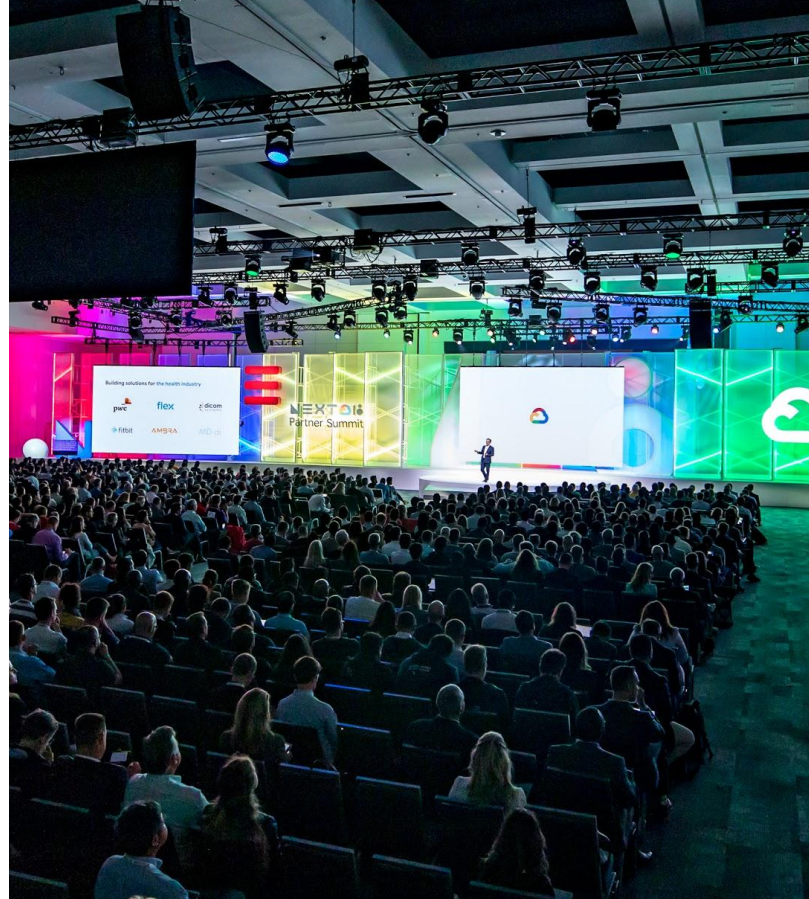


Choosing the winners

The 2018 Google Cloud Partner Award winners will be carefully selected by a diverse judging panel with representatives from different partner teams—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 products based on the criteria
- Key metrics that the Google Cloud team will pull on your behalf

Global and regional participants will be notified of the results via email the week of February 25, 2019. Winners are under embargo until the official announcement at Partner Summit at Next '19.



Frequently asked questions

Are there any specific eligibility requirements?

Yes. In order to enter, you must:

- ✓ Be a Google Cloud Partner
- ✓ Register for [Partner Summit at Next '19](#)
- ✓ Complete and submit the full application by **February 8**

How many times can my organization apply?

Each Google Cloud Partner can submit one entry per category.

Will the info I submit be confidential?

Yes. Only the 2018 Google Cloud Partner of the Year 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 February 8 deadline. Just use the unique URL that you receive in your confirmation email to return to the form.

What can I win?

Winners will receive:

- Google Cloud Partner Award designation for your company website
- Materials to support a press release
- Google Cloud blog post
- Photo with Google Cloud leadership at the Awards Ceremony
- Callout in the Google Cloud Partner Directory
- And more!

How are winners determined?

Winners will be selected by a curated panel of judges based on your full application, in addition to the quantitative information that Google Cloud pulls.

When are winners announced?

Winners will be formally announced at the Partner Summit at Next '19. The Google Cloud team will notify all applicants, including those that did not win an award, via email the week of February 25.

Can my organization win more than one award?

No. Partners will only be eligible to win one award, and if selected as a winner in multiple categories, they will be granted the highest award for which they qualify.

I already won last year. Can I still win this year?

Yes. Awards are considered based only on 2018 performance, so every Partner is eligible to win regardless of whether they've won in previous years.

Who can I contact if I have additional questions?

Please contact cloudpartnerawards@google.com with any questions about the 2018 Google Cloud Partner Awards.

Pre-entry checklist



It may be helpful to begin formulating your answers in a Google Doc. Then, you can easily copy and paste your responses into the form fields.

Before you start your application, review this page to make sure you're prepared to submit the strongest entry possible.

Remember: You must answer every required question completely in order to be eligible.

Ready to get started? [Let's go.](#)

All applicants

What you'll need:

- ❑ **Company overview**
These are most impactful when they're written from a business owner's perspective.
What is your company's compelling story? What makes you unique? And what makes you an outstanding Google Cloud Partner? Make sure you can sum it up in 500 characters or less.
- ❑ **Company domain**
*Your entry **must** be submitted with the company domain and email associated with your Google Cloud partnership.*
- ❑ **Your listing in the Google Cloud Partner Directory**
Please provide the URL for your organization's listing.
- ❑ **Your company's logo**
Submit your company logo as a vector file — .ai, .eps, or .svg formats only.
- ❑ **Support materials**
We strongly suggest supplementing every entry with links to external documents that support your story (e.g., press articles, customer testimonials, analyst information, benchmarks, videos, awards won, and so on)



Thank you.

Google Cloud