

Customer Awards Guidebook

Updated January 2023

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We want to celebrate **you**

[Google Cloud Awards](#) recognize customers and partners that have dedicated themselves to creating world-leading solutions and strong customer experiences with Google Cloud.

Google Cloud award winners are globally recognized leaders in their field. Share your inspirational story, supported by examples of business and operational excellence, for your chance to join them.



Google Cloud Customer Awards **at a glance**

Who

Organizations that have demonstrated innovative thinking and outstanding business transformation with Google Cloud products and solutions.

Google Cloud Partners and Googlers are welcome to submit on behalf of customers.

What

Enter for your chance to win a Google Cloud Award.

What you will need to get started:

Business and deployment metrics.

Solution overview diagrams, workflows, architectural diagrams or images.

Existing public case studies, webinars or other content.

When

Awards open:

February 1, 2023

Submission deadline:

March 31, 2023

Result notification:

May 31, 2023

Why

You could win:

- Google Cloud Customer Award designation for your company website
- Materials to support press releases and announcements
- Results blog and social posts
- Entry into the annual Google Cloud Customer Ebook
- Your place among a group of global leaders who are recognized at Google Cloud events and celebrations.

Google Cloud Customer Awards **benefits**

Get ready to connect and collaborate with Google leaders, engineers and product managers as you, your team and your leadership will be invited to roundtables, discussions, events with Googlers, other industry experts, and global contemporaries. We will also send you a virtual award and digital assets to celebrate as a team.

You will receive all the materials you need to make a splash in the press, on your own website and recruitment channels, to strengthen your brand as a visionary leader in technology. You will also work with Google Cloud to create bespoke content that shines a light on your innovation.

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 as part of the official awards announcements.

Award categories

Industry Customer Awards

Communications and Service Providers

CPG

Financial Services

Gaming

Healthcare & Life Sciences

Manufacturing

Media & Entertainment

Retail

Supply Chain and Logistics

Government

Education

Other (not listed above)

Technology for Good Awards

Diversity and Inclusion

Cross-Industry Award

Social Impact

Cross-Industry Award

Sustainability

Cross-Industry Award

Talent Transformation

Cross-Industry Award

Entrants may apply for one Industry Award plus any or all of the Technology for Good Awards

Industry Customer Awards

*Awarded to the highest
scorers against set criteria
in each Industry globally.*

Organizations that use
Google Cloud products,
services or solutions.
Success stories must be
from the past 18 months.

This award recognizes innovative thinking,
technical excellence and transformation in the cloud.

We are looking for :

- Uniqueness
- Business and operational success metrics
- Technical Complexity
- Industry context

Communications and Service Providers

Financial Services

Gaming

Healthcare & Life Sciences

Manufacturing

Media & Entertainment

Retail and CPG

Supply Chain and Logistics

Government

Education

Other (not listed above)

Diversity, Equity and Inclusion Award

Global Award

Your organization must be a Google Cloud customer

Google is committed to continuing to make diversity, equity, and inclusion part of everything we do—from how we build our products to how we build our workforce. We are looking for companies that share these values.

This award recognizes:

- Diversity, Equity and inclusion initiatives in the past year that transformed and strengthened representation, progression, retention, and inclusion of employees, partners and/or customers.

or

- Unique technology solutions that brought about the benefits of diversity and inclusion in the workplace — greater satisfaction, more creativity, the capacity for solving complex problems, and more — for their users,



Social Change Award

Global Award

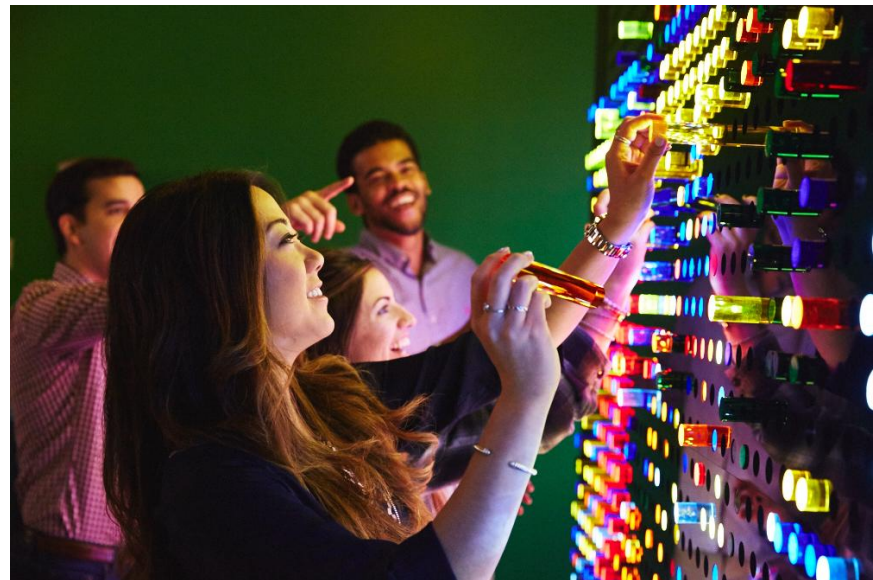
Your organization must be a Google Cloud customer.

This award recognizes projects that **made a positive impact on the world this past year.**

Organizations from any industry using Google Cloud to take on the world's toughest problems.

Or

Nonprofits and social enterprises utilizing technology to create change at the pace and scale the world needs today.



Sustainability Award

Global Award

Your organization must be a Google Cloud customer

We need new and innovative solutions to address the pressing challenge of climate change. This award recognizes organizations who are taking bold actions to help their business, their industry or their users make a positive impact on the environment.

We're looking for organizations using Google Cloud technology to improve efficiencies, take smarter, data-driven steps to protect the environment, and address the challenges they face in creating a more sustainable world.

If you're solving the hardest problems or addressing challenges for your entire industry or helping employees and users take action today, all the better.



Talent Transformation Award ***NEW***

Global Award

Your organization must be a Google Cloud customer

This award recognizes Google Cloud customers who are addressing the growing market demand for cloud skills by investing in and developing their organization's talent, in partnership with Google Cloud.

We're looking for organizations that are investing in people and talent development in innovative and impactful ways.



Criteria and judging

The awards recognize Google Cloud customers that can demonstrate:

- Unique transformation and innovation in the cloud
- Business and/or operational excellence
- Overcoming complexity (this can also include world events and challenges)
- Solving for industry challenges
- Lasting benefits to their organization, customers or users, and the world

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 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.

Demonstrate the impact

Use metrics to demonstrate how you're making an impact with the help of Google Cloud. Is your organization now smarter, with insights? Are you able to move faster with the flexibility offered by Google Cloud's open solutions? Are you able to connect and collaborate faster, easier, and more effectively?

Assessing the entries

Google Cloud Customer Awards are carefully awarded by a diverse judging panel with representatives from around the world

- Judges independently assess hundreds of entries in three rounds
- These senior technical judges use a set framework to benchmark
- Each entry is individually assessed at least twice

All entries are ranked by average scores to ensure the highest quality.

Only this year's Google Cloud Awards team and panel of judges will see the information that you submit. Winners are under embargo until the official announcement.

All participants will be notified of the results via email at least 2 months before any planned announcements.



Frequently asked questions

Where can I find this year's submission questions?

[Start your application](#). You will be directed to the YouNoodle platform, where you can review the questions and revise your entry as many times as you like before the closing date.

Are there any specific eligibility requirements?

Yes. In order to enter, you must:

- ✓ Be a Google Cloud Customer
- ✓ Have had demonstrable success in the last 12 months
- ✓ Submit the full online application by the closing date

How many times can I apply?

You can submit as many times as you like. There are awards for each industry (or an 'Other' Industry category if yours is not listed), as well as Technology for Good categories.

Can I enter any industry category?

Your organization must be generally recognized as part of the industry category you are applying for.

Can my organization win more than one award?

Yes. You can win in your relevant Industry category plus any of the Technology for Good categories.

I am a Google Cloud Partner. Can I apply?

Partners are eligible to apply for a Customer Award on behalf of their customers. The [Partner of the Year Awards](#) are also open at the same time.

Can a Googler submit on a customer's behalf?

Yes. Googlers can submit on a customer's behalf as long as they notify them in advance.

Will the info I submit be confidential?

Yes. Only this year's Google Cloud Awards team and panel of judges will see the information that you submit.

Can I include information from two years ago?

No. Award entries will be judged based on your organization's performance in the past 12 months.

Can I edit my application once I've submitted it?

Yes. Once you've submitted your complete application in the YouNoodle platform, you can make edits until the deadline. Just use the unique URL that you receive in your confirmation email to return to the submission form.

What can I win?

- Google Cloud Customer Award Designation for your Company Website
- Your logo and story featured on the Google Cloud website and social channels as part of the announcements
- Entry into the Customer Ebook
- Materials to support a press release
- Invitations to roundtables, discussions, events with Googlers, other industry experts, and global contemporaries
- Virtual trophy to celebrate as a team

When are results announced?

Results will be formally promoted later this year at a special event. The Google Cloud Awards team will notify all applicants 2 months in advance.

How are winners determined?

After the closing date, Google Judges assess hundreds of entries in three rounds. These senior technical judges use a set framework based on the awards criteria. Each entry is assessed by at least two different judges, who work independently. Judges only assess the information and supporting materials provided in application.

Who can I contact if I have additional questions?

Contact cloudcustomerawards@google.com

Let's go!

How to apply:

- ❑ **Share the submission questions with your team**
Use this [template](#) to gather relevant business and deployment metrics
- ❑ **One person to login and write the application**
[Complete your Application in Yoonoodle](#). Write your answers, upload diagrams and images. You will be prompted to review your application before hitting "Submit my application" at the bottom of the final page. You can return and make edits. Use the unique URL in your confirmation email to return to the form. Remember to submit before the closing date.
- ❑ **Your company's logo**
Submit your company logo as a hi res file. Landscape versions are preferred.
- ❑ **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).

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