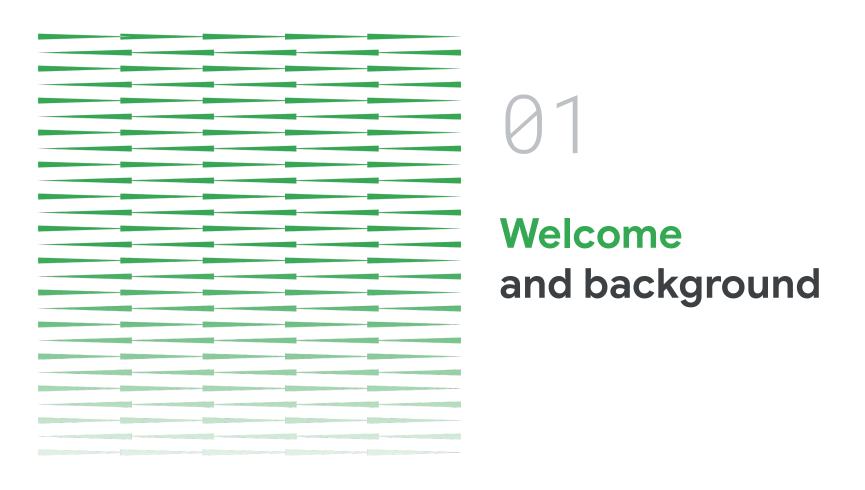Applications are now closed.

Partner of the Year Awards
Guidebook
2024

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01

Welcome
and background

We want to celebrate you

It's time to celebrate the consistent, vital work our partners do on behalf of our customers. The Google Cloud Partner of the Year Awards 2024 recognize partners committed to leading with a customer-first vision and creating industry-leading solutions with Google Cloud.

Google Cloud

Google Cloud Partner of the Year Awards 2024 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.

What

Submit an application to be considered for this year's Google Cloud Partner of the Year Awards program.

When

Submission deadline: **December 15, 2023**

Winner notification: **February 22, 2024**

Public announcement: **April 9** at **Google Cloud Next '24**

Why

It's a big achievement with real public acknowledgement, including ready-made press materials and promotion across Google Cloud Partner channels.

How

Prepare your responses using the Application Preview. When you're ready, submit them on the Submission Form.

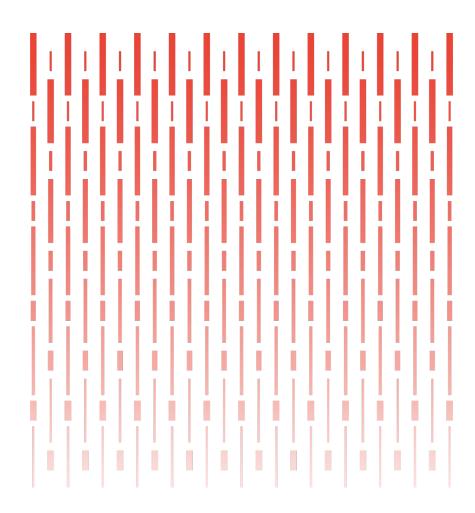*Applications are now closed.*

Google Cloud

Choosing
the winners

The 2024 Google Cloud Partner of the Year winners will be carefully selected by a diverse panel of judges with representatives from different partner teams, as well as input from customer teams. These judges will consider:

- The completeness of your application form
- Your ability to demonstrate your organization's 2023 success with Google Cloud products based on the criteria in your category
- Key metrics the Google Cloud team will pull on your behalf

Note: The metrics listed on slides 9-22 are subject to change.

Google Cloud

02

Categories
and criteria

2024 award categories

Breakthrough Partner of the Year
One global winner • Five regional winners (APAC, EMEA, LA, NA, Japan)
🟡 🟢 🔵

Public Sector Partner of the Year
One global winner • Six NorthAm segment winners • Four EMEA segment winners • Two regional winners (APAC, LA)
🟡 🟢

Specialization Partner of the Year
15 global winners, one for each Specialization
🟡 🟢

DEI Partner of the Year
One global winner • Five regional winners (APAC, EMEA, LA, NA, Japan)
🟡 🟢 🔵

Sales Partner of the Year
One global winner • Five regional winners (APAC, EMEA, LA, NA, Japan) • 28 sub-regional winners
🟡

Talent Development Partner of the Year
One global winner • Five regional winners (APAC, EMEA, LA, NA, Japan)
🟡 🟢

Expansion Partner of the Year
One global winner • Five regional winners (APAC, EMEA, LA, NA, Japan)
🟡

Services Partner of the Year
One global winner • Five regional winners (APAC, EMEA, LA, NA, Japan) • 28 sub-regional winners
🟢

Technology Partner of the Year
One global winner • 28 segment winners
🔵

Industry Solution Partner of the Year (Services)
One global winner • 12 segment winners
🟢

Sales & Services Partner of the Year NEW
Combined category for smaller sub-regions • Eight APAC segment winners
🟡 🟢

Training Partner of the Year
One global winner • Five regional winners (APAC, EMEA, LA, NA, Japan)
🟢

Industry Solution Partner of the Year (Technology)
One global winner • 12 segment winners
🔵

Social Impact Partner of the Year
One global winner • Five regional winners (APAC, EMEA, LA, NA, Japan)
🟡 🟢 🔵

🟡 **Sell Engagement Model**
🟢 **Service Engagement Model**
🔵 **Build Engagement Model**

Google Cloud

Breakthrough
Partner of the Year

One global winner
Five regional winners
APAC • EMEA • LA • NA • Japan

To qualify, you must be approved for:

Sell, Service, or Build Engagement Model

This award recognizes partners that **emerged and expanded their partnership with Google Cloud this past year**, resulting in innovative breakthroughs and outstanding growth in their customer base and/or revenue.

The Google Cloud team will pull the following information on your behalf:

- Total revenue
- Revenue growth rate
- New logo growth rate
- New public customer references in 2023
- New certifications, Expertise, and Specializations earned in 2023 only

Google Cloud

Diversity, Equity & Inclusion
Partner of the Year

One global winner
Five regional winners
APAC • EMEA • LA • NA • Japan

To qualify, you must be
approved for:

**Build, Sell, or Service
Engagement Model**

At Google, we know that **championing diversity, equity, and inclusion** in our work is not only the right thing to do but critical to our success. Prioritizing these pillars leads to better discussions, decisions, and outcomes for everyone.

This award recognizes partners that achieved *either* of the following:

- Prioritized diversity and inclusion initiatives for their organization in 2023 in an effort to transform and strengthen their own business

  OR

- Created a unique solution that advanced diversity, equity, and inclusion in the workplace—leading to greater satisfaction, more creativity, an increased capacity for solving complex problems, and more for their customer

Google Cloud

Expansion
Partner of the Year

One global winner
Five regional winners
APAC • EMEA • LA • NA • Japan

To qualify, you must be
approved for:

Sell Engagement Model

This award recognizes partners that saw outstanding success in 2023 by **helping a large number of customers achieve better results** through Google Cloud.

The Google Cloud team will pull the following information on your behalf:

- Total resell new business
- New logos
- Resell revenue growth rate

Google Cloud

Industry Solution (Services)
Partner of the Year

One global winner
12 segment winners

To qualify, you must be approved for:

Service Engagement Model

This award recognizes partners that leveraged Google Cloud solutions to **create comprehensive and compelling solutions that made a significant impact in one industry** across multiple regions. Segments include:

- Education
- Financial Services & Insurance
- Gaming
- Gen AI - Services

- Government
- Healthcare & Life Sciences
- Manufacturing
- Media & Entertainment

- Retail
- Supply Chain & Logistics
- Sustainability
- Telecommunications

The Google Cloud team will pull the following information on your behalf:

- Incremental ACV

- Total pipeline

- New public customer references

- Total revenue

Google Cloud

Industry Solution (Technology)
Partner of the Year

One global winner
12 segment winners

To qualify, you must be approved for:

Build Engagement Model

This award recognizes partners that leveraged Google Cloud solutions to **create comprehensive and compelling technology solutions that made a significant impact in one industry across multiple regions**. Segments include:

- Education
- Financial Services & Insurance
- Gaming
- Government

- Healthcare & Life Sciences
- Line of Business Applications
- Manufacturing
- Media & Entertainment
- Retail

- Supply Chain & Logistics
- Sustainability
- Telecommunications

The Google Cloud team will pull the following information on your behalf:

- Incremental ACV

- Total pipeline

- New public customer references

- Total revenue

Google Cloud

Public Sector
Partner of the Year

One global winner
Six NorthAm segment winners
Four EMEA segment winners
Two regional winners
APAC • LA

To qualify, you must be approved for:

Sell or Service Engagement Model

This award recognizes partners that have **provided exceptional service and enabled the success of their public sector customers** by innovating, building, and delivering the right combination of Google Cloud solutions. Segments include:

- EMEA - Defense **NEW**
- EMEA - Education **NEW**
- EMEA - Government **NEW**
- EMEA - Healthcare **NEW**
- NorthAm – Canada
- NorthAm - US Education

- NorthAm - US Federal - Civilian
- NorthAm - US Federal - DoD
- NorthAm - US Federal - National Security
- NorthAm - US State & Local Government
- Regional: APAC • LA

The Google Cloud team will pull the following information on your behalf:

- Total partner-sourced pipeline in public sector

- Total revenue in public sector

Note: Additional Public Sector categories for Education and Government can be found in the Industry Solution Partner of the Year categories.

Google Cloud

Sales
Partner of the Year

One global winner
Five regional winners
APAC • EMEA • LA • NA • Japan

28 sub-regional winners
*Alps • Argentina • Australia & NZ • Benelux
Brazil • Canada • CEE • Chile • Colombia
Denmark • Finland • France • Germany
Greater China • Iberia • India • Israel • Italy
LatAm Emerging Markets • MENAT • Mexico
Norway • Poland • SEA • South Korea •
Sweden • UKI • United States*

To qualify, you must be
approved for:

Sell Engagement Model

This award recognizes partners that saw outstanding success by **selling Google Cloud products and building relationships** to help transform their customers' businesses.

The Google Cloud team will pull the following information on your behalf:

- Total revenue
- Total new business
- Total partner-sourced pipeline
- Total partner-sourced new business

Google Cloud

Services
Partner of the Year

One global winner
Five regional winners
APAC • EMEA • LA • NA • Japan

28 sub-regional winners
**Alps • Argentina • Australia & NZ • Benelux
Brazil • Canada • CEE • Chile • Colombia
Denmark • Finland • France • Germany
Greater China • Iberia • India • Israel • Italy
LatAm Emerging Markets • MENAT • Mexico
Norway • Poland • SEA • South Korea •
Sweden • UKI • United States**

To qualify, you must be
approved for:

Service Engagement Model

This award recognizes partners that have **provided exceptional service and enabled their customers' success** by innovating, building, and delivering the right combination of Google Cloud solutions.

The Google Cloud team will pull the following information on your behalf:

- Incremental ACV

- Total pipeline

- Total certifications, Expertise, and Specializations earned

- New public customer references

- Total revenue

Google Cloud

Sales & Services
Partner of the Year NEW

Combined category for smaller sub-regions
Eight APAC segment winners
Hong Kong • Indonesia • Malaysia Philippines • Singapore • Taiwan Thailand • Vietnam

To qualify, you must be approved for:

Sell and Service Engagement Model

This award recognizes partners that saw outstanding success by **selling Google Cloud products and providing exceptional service** that enabled their customers' success through the right combination of Google Cloud solutions.

The Google Cloud team will pull the following information on your behalf:

- Total revenue
- Total new business
- Total partner-sourced pipeline
- Total partner-sourced new business
- Incremental ACV
- Total pipeline
- Total certifications, Expertise, and Specializations earned
- New public customer references

Google Cloud

Social Impact
Partner of the Year

One global winner
Five regional winners
APAC • EMEA • LA • NA • Japan

To qualify, you must be approved for:

Build, Sell, or Service Engagement Model

This award recognizes partners that went above and beyond in 2023 to **create or promote initiatives that made a positive and lasting impact** on our world.

Google Cloud

Specialization
Partner of the Year

15 global winners
one for each Specialization

To qualify, you must be
approved for:

**Sell or Service
Engagement Model**

This award recognizes partners with a Specialization that **excelled in their Specialization area throughout 2023,** resulting in substantial success for their customers. Specializations include:

- Application Development
- Cloud Migration
- Contact Center AI (CCAI) **NEW**
- Data Analytics
- Data Center Modernization **NEW**
- Data Management
- DevOps **NEW**
- Education
- Infrastructure
- Location-Based Services
- Machine Learning
- Marketing Analytics
- SAP on Google Cloud
- Security
- Work Transformation

The Google Cloud team will pull the following information on your behalf:

- Total Expertise and Specializations earned

- Total number of Google Cloud certified individuals

- New public customer references

Google Cloud

Talent Development
Partner of the Year

One global winner
Five regional winners
APAC • EMEA • LA • NA • Japan

To qualify, you must be approved for:

Sell or Service Engagement Model

This award recognizes partners that are **committed to growing and promoting their team's cloud skills** through training, upskilling, and reskilling their workforce on leading-edge cloud technology with Google Cloud certifications.

The Google Cloud team will pull the following information on your behalf:

- Total number of certified individuals
- Certification – annual growth rate

Google Cloud

Technology
Partner of the Year

One global winner
28 segment winners

To qualify, you must be approved for:

Build Engagement Model

This award recognizes partners that **used a winning combination of Google Cloud technology in a specific technology segment** to deliver innovative solutions and customer satisfaction. Segments include:

- Application Development – CloudOps
- Application Development – DevOps
- Data - Artificial Intelligence (AI) & Machine Learning (ML)
- Data – Business Intelligence
- Data – Data Management
- Data – Governance
- Data – Ingestion
- Data – Provider **NEW**
- Data – Smart Analytics
- Generative AI **NEW**

- Generative AI – Technology **NEW**
- Infrastructure – Backup/DR
- Infrastructure – Compute
- Infrastructure – Networking
- Infrastructure – Storage
- Infrastructure – Virtualization
- Marketplace **NEW**
- Marketplace – Business Applications **NEW**
- Marketplace – Data & Analytics

- Marketplace – Infrastructure
- Marketplace – Security
- Productivity & Collaboration
- Security – Analytics
- Security – Application **NEW**
- Security – Config, Vulnerability Mgmt & GRC
- Security – Data Protection
- Security – Identity & Endpoint Protection
- Security – Infrastructure

The Google Cloud team will pull the following information on your behalf:

- Total Google Cloud revenue and growth (product-specific)

Google Cloud

Training
Partner of the Year

One global winner
Five regional winners
APAC • EMEA • LA • NA • Japan

To qualify, you must be
approved for:

Service Engagement Model
and a **Google Cloud
Training product**

This award recognizes partners that have **provided exceptional training services** and enabled customer success by innovating, building, and delivering the right combination of Google Cloud solutions through learning.

The Google Cloud team will pull the following information on your behalf:

- Total certifications, Expertise, and Specializations earned
- Number of learners
- CSAT scores
- Evaluation response rate

Google Cloud

03

Tips and
resources

Tips for an outstanding submission

Tell a captivating story

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

Example:

"Our first step is to go deep with our customer and dig into the granular nitty-gritty of their business—even details that might not seem important at first. The strength of that knowledge and the trust we build in the relationship are what makes it possible for us to leverage the best Google Cloud has to offer."

Share various perspectives

Add depth to your submission by showcasing different voices throughout. Reach out to customers for quotes and testimonials to bolster your accomplishments.

Examples:

"As we work to accelerate and scale our Google Cloud expertise, we committed to upskilling our workforce by training and certifying 75% of our company by the end of 2023." - Partner CTO

"Company XYZ introduced us to our untapped potential through Google Cloud. We save time on every transaction, cut costs, and are accelerating our digital transformation by more than a year." - Customer CEO

Demonstrate the impact

For all of the categories except DEI and Social Impact, the Google Cloud team will pull key metrics in tandem with your application. But we also encourage you to share metrics that demonstrate how your business innovates to make a unique impact with the help of Google Cloud technology.

Example:

"We helped a world-renowned biotechnology company plan, prepare, and begin their digital transformation, resulting in an X-dollar, X-year commitment with Google Cloud."

Google Cloud

Submission
Form

When you're ready, begin your application.

Follow the instructions on the form to complete the application. You can apply in any category, as long as you meet the requirements.

Tip: All questions on the submission form are included in the Application Preview. We recommend making a copy and preparing your responses ahead of time, before submitting them on the form.

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Google Cloud

Pre-entry
checklist

You're almost ready. Before you start your submission, review this page to make sure you're prepared to submit the strongest entry possible. Remember: To be eligible, you must answer every required question on the submission form.

What you'll need:

❏ **Completed submission questions**
See the Application Preview for specific requirements.

❏ **Company domain**
*Your entry **must** be submitted with the company domain and email associated with your Google Cloud partnership.*

❏ **Your company's logo**
Submit your company logo as a vector file—.ai, .eps, .pdf, or .svg formats only.

Google Cloud

FAQ

Are there any specific eligibility requirements?
Yes. In order to enter, you must be a Google Cloud partner and submit a complete application by 11:59 P.M. Pacific Time on **December 15, 2023**. To qualify for certain awards, your organization must be approved for a specific Engagement Model (Build, Sell, or Service).

How many times can my organization apply?
You can submit to as many categories as you like within your submission form. Ideally, to avoid duplication, your organization will submit only one form.

Can my organization win more than one award?
Yes. A partner can receive up to three awards.

Will the info I submit be confidential?
Yes. The information you submit will be seen only by the Google Cloud Partner of the Year Awards 2024 team and the panel of judges, which is made up of members of the Google Awards Team and other Googlers.

Can I include information from 2022 or earlier?
No. Award entries will be judged based on your organization's 2023 performance only.

Can I save a draft of my application?
You can effectively save a draft of your application by submitting it. Then you'll have the ability to edit it until December 15, 2023, when we'll consider it for the award.

Can I edit my application once I've submitted it?
Yes. Once you've submitted your completed application, you can make edits until the **December 15, 2023** deadline. To return to the form, use the unique URL you receive in your confirmation email. You can also share that URL with anyone in your organization and invite them to contribute and/or edit your responses.

What can I win?
Winners will receive an array of recognitions, including:
- Google Cloud Partner Award designation for your company website
- Materials to support a press release
- Google Cloud blog and social posts
- Callout in the Google Cloud Partner Directory
- And more

When are winners announced?
Winners will be notified of the results via email in **February 2024**. Winners are under embargo until the official announcement at **Google Cloud Next '24**.

How are winners determined?
Winners will be selected by a curated panel of judges based on the information in the completed application, in addition to the quantitative information that Google Cloud pulls.

I won last year. Can I win again this year?
Yes. Awards are considered based only on 2023 performance, so every partner is eligible to win regardless of whether they've won in previous years.

Where can I find this year's submission questions?
We created an application preview to help you develop your responses. The questions and character limits reflect exactly what you'll see on the form. Check out the template and other resources on the Google Cloud Awards landing page.

Who can I contact if I have additional questions?
Contact cloudpartnerawards@google.com with any questions about the Google Cloud Partner of the Year Awards.

Google Cloud

Resources

Application Preview →

cloudpartnerawards@google.com ✉→

Google Cloud

Thank you.

Google Cloud