

Google Cloud

Partner of the Year Awards 2023

Submission template

To be as prepared as possible when completing your submission, we recommend using the following pages to develop your responses. The following content reflects exactly what you will see on the form. You can formulate answers to the prompts relevant to the category or categories you'd like to enter, share with appropriate stakeholders, and check word counts. Then, you can easily insert the completed responses into the form when you're ready.

2023 Award Categories

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2	Diversity, Equity & Inclusion (DEI) Partner of the Year
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3	Expansion Partner of the Year (Google Workspace)
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	Additional Resources: <ul style="list-style-type: none">• Google Cloud Awards landing page• Begin Your Submission on YouNoodle• Partner Award Support• Submission Form Support

Breakthrough Partner of the Year

One global winner • five regional winners (APAC, EMEA, LA, NA, Japan)

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.

Your organization must be approved for either the **Sell, Service, or Build Engagement Model** to qualify for this award.

Q: What makes your company the best choice for Breakthrough Partner of the Year?

Think innovative customer solutions, new offerings, and how your organization effectively engaged with the Google Cloud team. (400 words or less)

Diversity, Equity & Inclusion (DEI) Partner of the Year

One global winner • five regional winners (APAC, EMEA, LA, NA, Japan)

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 in all we do leads to better discussion, decisions, and outcomes for everyone.

This award recognizes partners that:

- prioritized diversity and inclusion initiatives for their organization in 2022 in an effort to transform and strengthen their own business

or

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

Your organization must be approved for either the **Build, Sell, or Service Engagement Model** to qualify for this award.

Your innovation story

We want to know:

Q: What challenge(s) did your organization or your customer face, and how did you help overcome these challenges? (750 words or less)

Q: What was the outcome? It's up to you how you'd like to quantify your success. (750 words or less)

Q: What makes your company the best choice for DEI Partner of the Year? (400 words or less)

Expansion Partner of the Year

One global winner • five regional winners (APAC, EMEA, LA, NA, Japan)

This award recognizes partners that saw outstanding success in 2022 by effectively helping a large number of customers achieve better results through Google Cloud.

Your organization must be approved for the **Sell Engagement Model** to qualify for this award.

Q: What makes your company the best choice for Expansion Partner of the Year?

Think innovative growth strategies, accelerating customers' time to value, and how your organization effectively engaged with the Google Cloud team. (400 words or less)

Expansion Partner of the Year (Google Workspace)

One global winner • five regional winners (APAC, EMEA, LA, NA, Japan)

This award recognizes partners that saw outstanding success in 2022 by effectively helping a large number of customers achieve better results through Google Workspace.

Your organization must be approved for the **Sell Engagement Model** to qualify for this award.

Q: What makes your company the best choice for Expansion Partner of the Year?

Think innovative growth strategies, accelerating customers' time to value, and how your organization effectively engaged with the Google Workspace team. (400 words or less)

Industry Solution Partner of the Year (Services)

One global winner • 12 segment winners

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.

Your organization must be approved for the **Service Engagement Model** to qualify for this award.

Q: What makes your company the best choice for Industry Solution Partner of the Year (Services)? Think customer or market impact, comprehensive solutions created, and how your organization effectively engaged with the Google Cloud team. (400 words or less)

Industry Solution (Services) segments include:

- [Education](#)
- [Financial Services & Insurance](#)
- [Gaming](#)
- [Government](#)
- [Healthcare & Life Sciences](#)
- [Manufacturing](#)
- [Media & Entertainment](#)
- [Retail & Consumer Packaged Goods](#)
- [Retail – Digital Growth](#)
- [Supply Chain & Logistics](#)
- [Sustainability](#)
- [Telecommunications](#)

Industry Services: Education

This award recognizes one partner that helped customers in the education field achieve outstanding success through Google Cloud.

Industry Services: Financial Services & Insurance

This award recognizes one partner that helped customers in the financial services and insurance industries achieve outstanding success through Google Cloud.

Industry Services: Gaming

This award recognizes one partner that helped customers in the gaming industry achieve outstanding success through Google Cloud.

Industry Services: Government

This award recognizes one partner that helped customers in the Public Sector achieve outstanding success through Google Cloud.

Industry Services: Healthcare & Life Sciences

This award recognizes one partner that helped customers in the healthcare and life sciences industries achieve outstanding success through Google Cloud.

Industry Services: Manufacturing

This award recognizes one partner that helped customers in the manufacturing industry achieve outstanding success through Google Cloud.

Industry Services: Media & Entertainment

This award recognizes one partner that helped customers in the media and entertainment industries achieve outstanding success through Google Cloud.

Industry Services: Retail & Consumer Packaged Goods

This award recognizes one partner that helped customers in the retail and CPG industries achieve outstanding success through Google Cloud.

Industry Services: Retail – Digital Growth

This award recognizes one partner that helped customers in the digital retail industry achieve outstanding success through Google Cloud.

Industry Services: Supply Chain & Logistics

This award recognizes one partner that helped customers in supply chain management achieve outstanding success through Google Cloud.

Industry Services: Sustainability

This award recognizes one partner that helped customers in the sustainability industry achieve outstanding success through Google Cloud.

Industry Services: Telecommunications

This award recognizes one partner that helped customers in the telecommunications industry achieve outstanding success through Google Cloud.



Industry Solution Partner of the Year (Technology)

One global winner • 13 segment winners

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.

Your organization must be approved for the **Build Engagement Model** to qualify for this award.

Q: What makes your company the best choice for Industry Solution Partner of the Year (Technology)? Think customer or market impact, innovative technologies created, and how your organization effectively engaged with the Google Cloud team. (400 words or less)

Industry Solution (Technology) segments include:

- [Education](#)
- [Financial Services & Insurance](#)
- [Gaming](#)
- [Government](#)
- [Healthcare & Life Sciences](#)
- [Line of Business Processes](#)
- [Manufacturing](#)
- [Media & Entertainment](#)
- [Retail & Consumer Packaged Goods](#)
- [Retail - Digital Growth](#)
- [Supply Chain & Logistics](#)
- [Sustainability](#)
- [Telecommunications](#)

Industry Technology: Education

This award recognizes one partner that helped customers in the education field achieve outstanding success through Google Cloud.

Industry Technology: Financial Services & Insurance

This award recognizes one partner that helped customers in the financial services and insurance industries achieve outstanding success through Google Cloud.

Industry Technology: Gaming

This award recognizes one partner that helped customers in the gaming industry achieve outstanding success through Google Cloud.

Industry Technology: Government

This award recognizes one partner that helped customers in the Public Sector achieve outstanding success through Google Cloud.

Industry Technology: Line of Business Processes

This award recognizes one partner that leveraged Google Cloud solutions to create comprehensive and compelling technology solutions that made a significant impact in one Line of Business functional area across multiple regions.

Industry Technology: Healthcare & Life Sciences

This award recognizes one partner that helped customers in the healthcare and life sciences industries achieve outstanding success through Google Cloud.

Industry Technology: Manufacturing

This award recognizes one partner that helped customers in the manufacturing industry achieve outstanding success through Google Cloud.

Industry Technology: Media & Entertainment

This award recognizes one partner that helped customers in the media and entertainment industries achieve outstanding success through Google Cloud.

Industry Technology: Retail & Consumer Packaged Goods

This award recognizes one partner that helped customers in the retail and CPG industries achieve outstanding success through Google Cloud.

Industry Technology: Retail - Digital Growth

This award recognizes one partner that helped customers in the digital retail industry achieve outstanding success through Google Cloud.

Industry Technology: Supply Chain & Logistics

This award recognizes one partner that helped customers in supply chain management achieve outstanding success through Google Cloud.

Industry Technology: Sustainability

This award recognizes one partner that helped customers in the sustainability industry achieve outstanding success through Google Cloud.

Industry Technology: Telecommunications

This award recognizes one partner that helped customers in the telecommunications industry achieve outstanding success through Google Cloud.

Public Sector Partner of the Year

One global winner • four regional winners (APAC, Canada, EMEA, LA) • five US segment winners

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.

Your organization must be approved for the **Sell or Service Engagement Model** to qualify for this award.

Q: What makes your company the best choice for Public Sector Partner of the Year?

Think resold and non-resold revenue, key customer wins, and how your organization effectively engaged with the Google Public Sector team. (400 words or less)

Public Sector segments include:

- [US Education](#)

- [US Federal – Department of Defense \(DOD\)](#)
- [US Federal – National Security](#)
- [US Federal – Civilian](#)
- [US State & Local Government \(SLG\)](#)

Public Sector: US Education

This award recognizes one partner with a solutions-based focus that addresses the needs of educational institutions by leveraging Google Cloud or Google Workspace offerings.

Public Sector: US Federal – Department of Defense (DOD)

This award recognizes one partner with a solutions-based focus that addresses the needs of the Department of Defense by leveraging Google Cloud or Google Workspace offerings.

Public Sector: US Federal – National Security

This award recognizes one partner with a solutions-based focus that addresses the needs of federal security by leveraging Google Cloud or Google Workspace offerings.

Public Sector: US Federal – Civilian

This award recognizes one partner with a solutions-based focus that addresses the needs of federal agencies with a civilian focus leveraging Google Cloud or Google Workspace offerings.

Public Sector: US State & Local Government (SLG)

This award recognizes one partner with a solutions-based focus that addresses the needs of state and local governments by leveraging Google Cloud or Google Workspace offerings.

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

Sales Partner of the Year

One global winner • five regional winners (APAC, EMEA, LA, NA, Japan) • 26 sub-regional winners (Alps, Argentina, Australia, Benelux, Brazil, Canada, CEE, Chile, Colombia, France, Germany, Greater China, Iberia, India, Israel, Italy, LatAm Emerging Markets, MENAT, Mexico, New Zealand, Nordics, Poland, SEA, South Korea, UKI, United States)

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

Your organization must be approved for the **Sell Engagement Model** to qualify for this award.

Q: What makes your company the best choice for Sales Partner of the Year? Think new partnerships, deals landed, and how your organization effectively engaged with the Google Cloud team. (400 words or less)

Services Partner of the Year

One global winner • five regional winners (APAC, EMEA, LA, NA, Japan) • 26 sub-regional winners (Alps, Argentina, Australia, Benelux, Brazil, Canada, CEE, Chile, Colombia, France, Germany, Greater China, Iberia, India, Israel, Italy, LatAm Emerging Markets, MENAT, Mexico, New Zealand, Nordics, Poland, SEA, South Korea, UKI, United States)

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.

Your organization must be approved for the **Service Engagement Model** to qualify for this award.

Q: What makes your company the best choice for Services Partner of the Year? Think new customers, innovative customer solutions, and how your organization effectively engaged with the Google Cloud team. (400 words or less)

Social Impact Partner of the Year

One global winner • five regional winners (APAC, EMEA, LA, NA, Japan)

This award recognizes partners that went above and beyond in 2022, creating or promoting initiatives that made a positive and lasting impact on our world.

Your organization must be approved for either the **Build, Sell, or Service Engagement Model** to qualify for this award.

Your innovation story

We want to know:

Q: What challenge(s) did your organization or your customer face, and how did you overcome these challenges? (750 words or less)

Q: What was the outcome? It's up to you how you'd like to quantify your success. (750 words or less)

Q: What makes your company the best choice for Social Impact Partner of the Year? (400 words or less)

Specialization Partner of the Year

14 global winners, one for each Specialization

This award recognizes partners with a Specialization that excelled in that specific area throughout 2022, resulting in substantial success for their customers.

Your organization must have achieved the Specialization you are applying for to qualify, and be approved for the **Sell or Service Engagement Model**.

Q: What makes your company the best choice for Specialization Partner of the Year?

Think customer success, innovative solutions, and how your organization effectively engaged with the Google Cloud team. (400 words or less)

Specialization segments include:

- [Application Development](#)
- [Cloud Migration](#)
- [Data Analytics](#)
- [Data Management](#)
- [Education](#)
- [Infrastructure](#)
- [Location-Based Services](#)
- [Machine Learning](#)
- [Marketing Analytics](#)
- [SAP on Google Cloud](#)
- [Security](#)
- [Training](#)
- [Work Transformation](#)
- [Work Transformation — Enterprise](#)

Specialization: Application Development

This award recognizes one partner with the Application Development Specialization that helped their customers build and manage cloud-native business apps to bring their big ideas to life.

Specialization: Cloud Migration

This award recognizes one partner with the Cloud Migration Specialization that made the journey to the cloud easier for their customers, enabling seamless transitions to Google Cloud.

Specialization: Data Analytics

This award recognizes one partner with the Data Analytics Specialization that helped their customers turn data into insights that drove their business forward.

Specialization: Data Management

This award recognizes one partner with the Data Management Specialization that helped their customers jump-start their business transformation by migrating and managing enterprise data more reliably and securely with Google Cloud.

Specialization: Education

This award recognizes one partner with the Education Specialization that expertly implemented Google for Education solutions in the classroom, finding creative solutions to help educators excel.

Specialization: Infrastructure

This award recognizes one partner with the Infrastructure Specialization that helped their customers succeed by building strong customer infrastructure and workflows on Google Cloud.

Specialization: Location-Based Services

This award recognizes one partner with the Location-Based Services Specialization that used Google Maps Platform and Google Cloud to build and manage successful applications for their customers.

Specialization: Machine Learning

This award recognizes one partner with the Machine Learning Specialization that helped their customers effectively use Google Cloud AI and machine learning services to enhance their applications.

Specialization: Marketing Analytics

This award recognizes one partner with the Marketing Analytics Specialization that helped their customers collect, transform, analyze, and visualize data, and used the insights to optimize marketing strategies and activations.

Specialization: SAP on Google Cloud

This award recognizes one partner with the SAP on Google Cloud Specialization that helped their customers jump-start their business transformation by migrating and managing enterprise data more reliably and securely with Google Cloud.

Specialization: Security

This award recognizes one partner with the Security Specialization that kept their customers' information safe by successfully securing data and workflows through Google Cloud.

Specialization: Training

This award recognizes one partner with the Training Specialization that demonstrated success in delivering our Google Cloud curriculum — along with achieving a set amount of learners within a year, including two authorized trainers dedicated to data analytics, infrastructure, and/or security on Google Cloud.

Specialization: Work Transformation

This award recognizes one partner with the Work Transformation Specialization that successfully deployed Google Workspace to small businesses and/or corporate organizations and provided services across all project workstreams (e.g., Governance, Technical, People, Process, and Support).

Specialization: Work Transformation — Enterprise

This award recognizes one partner with the Work Transformation — Enterprise Specialization that successfully deployed Google Workspace to enterprise organizations and provided services across all project workstreams (e.g., Governance, Technical, People, Process, and Support).

Talent Development Partner of the Year

One global winner • five regional winners (APAC, EMEA, LA, NA, Japan)

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.

Your organization must be approved for either the **Sell or Service Engagement Model** to qualify for this award.

Q: What makes your company the best choice for Talent Development Partner of the Year? Think employee development, recertification opportunities, and how your organization effectively engaged with the Google Cloud team. (400 words or less)

Technology Partner of the Year

One global winner • 26 segment winners

This award recognizes partners that used a winning combination of Google Cloud technology in multiple technology segments to deliver innovative solutions and customer satisfaction.

Your organization must be approved for the **Build Engagement Model** to qualify for this award.

Q: What makes your company the best choice for Technology Partner of the Year? Think innovative integrations, new offerings, and how your organization effectively engaged with the Google Cloud team. (400 words or less)

Technology segments include:

- [Application Development – DevOps](#)
- [Application Development – CloudOps](#)
- [Data – Artificial Intelligence \(AI\) & Machine Learning \(ML\)](#)
- [Data – Business Intelligence](#)
- [Data – Data Management](#)
- [Data – Generative AI](#)
- [Data – Governance](#)
- [Data – Ingestion](#)
- [Data – Smart Analytics](#)
- [Infrastructure – Backup/DR](#)
- [Infrastructure – Compute](#)
- [Infrastructure – Networking](#)
- [Infrastructure – Storage](#)
- [Infrastructure – Virtualization](#)
- [Marketplace – Collaboration](#)
- [Marketplace – Data & Analytics](#)
- [Marketplace – Infrastructure](#)
- [Marketplace – Security](#)
- [Marketplace – Sustainability](#)
- [Productivity & Collaboration](#)
- [Productivity & Collaboration – CCAI](#)
- [Security – Analytics](#)
- [Security – Config, Vulnerability Mgmt & GRC](#)
- [Security – Data Protection](#)
- [Security – Identity & Endpoint Protection](#)
- [Security – Infrastructure](#)

Technology: Application Development - DevOps

This award recognizes one partner that consistently and successfully deployed container-based applications, helping their customers test, innovate, and optimize.

Technology: Application Development - CloudOps

This award recognizes one partner that consistently and successfully managed delivery, tuning, optimization, and performance of workloads and IT services that run on Google Cloud for their customers.

Technology: Data - AI & ML

This award recognizes one partner that applied deep AI expertise to help customers incorporate machine learning in a way that met their unique use cases and needs.

Technology: Data - Business Intelligence

This award recognizes one partner that effectively helped enterprises manage their data and transform it into actionable insights, resulting in impactful business outcomes and increased success.

Technology: Data - Data Management

This award recognizes one partner that effectively helped enterprises securely and cost-efficiently store and manage their customers' data.

Technology: Data - Generative AI

This award recognizes one partner that used expertise in Generative AI and Language Models to create new applications for customers or enable customers to build new intelligent solutions.

Technology: Data - Governance

This award recognizes one partner that effectively helped enterprises ensure data is secure, private, accurate, available, and usable. And provided technology solutions to support the customer throughout the data life cycle.

Technology: Data - Ingestion

This award recognizes one partner that effectively helped enterprises store, analyze, and find insights in their data.

Technology: Data - Smart Analytics

This award recognizes one partner that helped their customers to seamlessly generate or unlock business insights and removed operational complexities from analyzing data.

Technology: Infrastructure - Backup/DR

This award recognizes one partner that helped their customers excel by helping them achieve extremely high service availability and build applications that perform predictably through inevitable events.

Technology: Infrastructure - Compute

This award recognizes one partner that helped their customers excel by migrating, optimizing, or modernizing workloads on Google Cloud's global, secure, and reliable infrastructure.

Technology: Infrastructure - Networking

This award recognizes one partner that helped their customers excel with simplified cloud migrations through network modernization with Google Cloud infrastructure.

Technology: Infrastructure - Storage

This award recognizes one partner that helped their customers excel by providing solutions for scalable, performant, secure storage with Google Cloud infrastructure.

Technology: Infrastructure - Virtualization

This award recognizes one partner that helped their customers excel by virtualizing their infrastructure, reducing expenses, and improving efficiency and agility with Google Cloud infrastructure.

Technology: Marketplace - Collaboration

This award recognizes one partner with a collaboration product in Google Cloud Marketplace that helped our mutual customers achieve outstanding business outcomes with Google Cloud.

Technology: Marketplace - Data & Analytics

This award recognizes one partner with a data & analytics product in Google Cloud Marketplace that helped our mutual customers achieve outstanding business outcomes with Google Cloud.

Technology: Marketplace - Infrastructure

This award recognizes one partner with an infrastructure product in Google Cloud Marketplace that helped our mutual customers achieve outstanding business outcomes with Google Cloud.

Technology: Marketplace - Security

This award recognizes one partner with a security product in Google Cloud Marketplace that helped our mutual customers achieve outstanding business outcomes with Google Cloud.

Technology: Marketplace - Sustainability

This award recognizes one partner with a sustainability product in Google Cloud Marketplace that helped our mutual customers achieve outstanding business outcomes with Google Cloud.

Technology: Productivity & Collaboration

This award recognizes one partner that helped transform and improve how their customers work together by building and broadening their solutions to the Google Workspace platform across organizations.

Technology: Productivity & Collaboration - CCAI

This award recognizes one partner that helped their customers deliver seamless interactions driven by AI-powered conversations and empower these organizations with actionable insights.

Technology: Security - Analytics

This award recognizes one partner that expertly augmented Google Cloud security solutions to enable visibility and auditability of user and system activities in their customers' infrastructure, while providing policy-driven alerting and reporting.

Technology: Security - Configuration, Vulnerability Mgmt & GRC

This award recognizes one partner that expertly augmented Google Cloud security solutions to visualize and inspect their customers' network and application deployments for vulnerabilities, security and compliance risks, and assisted with remediation, to protect and secure their customers' information.

Technology: Security - Data Protection

This award recognizes one partner that expertly augmented Google Cloud security solutions to protect their customers' data from unauthorized access, as well as internal and external threats, through encryption, key management, and policy-driven data loss prevention controls.

Technology: Security - Identity & Endpoint Protection

This award recognizes one partner that expertly augmented Google Cloud security solutions to manage and govern user identities throughout their life cycle, strengthen authentication, and simplify secure access to cloud resources.

Technology: Security - Infrastructure

This award recognizes one partner that expertly augmented Google Cloud security solutions to protect their customers' hybrid cloud infrastructure and applications from cyber attacks.

Training Partner of the Year

One global winner • five regional winners (APAC, EMEA, LA, NA, Japan)

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.

Your organization must be approved for the **Service Engagement Model** and a **Google Cloud Training product** to qualify for this award.

Q: What makes your company the best choice for Training Partner of the Year? Think certification opportunities and how your organization effectively engaged with the Google Cloud team. (400 words or less)