

Google Cloud Partner of the Year Awards 2020

Submission template

To be as prepared as possible when completing your submission, we recommend using the following pages to develop your responses. The questions and character limits reflect exactly what you will see on the form.

You can formulate responses to the prompts that are relevant to the category or categories that you'd like to enter, share with relevant stakeholders, and check character counts.

Then, you can easily insert the complete responses into the form when you're ready.

2020 Award Categories:

[Breakthrough Partner of the Year](#)

[Expansion Partner of the Year](#)

[*NEW* Industry Solution Partner of the Year](#)

[*NEW* Public Sector Partner of the Year](#)

[Reseller Partner of the Year](#)

[Services Partner of the Year](#)

[{Specialization} Partner of the Year](#)

[Technology Partner of the Year](#)

[Diversity & Inclusion Partner of the Year](#)

[Social Impact Partner of the Year](#)

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Breakthrough Partner of the Year

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

This award recognizes one partner that **emerged and expanded its partnership with Google Cloud this past year**, resulting in outstanding growth in its customer base and/or revenue.

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

What did success look like for your company in 2020 (innovative customers solutions, new offerings, etc.)? (200 words or less)

How did your organization effectively engage with the Google Cloud team throughout the past year? Please provide specific examples. (200 words or less)

What makes your company the best choice for Breakthrough Partner of the Year? (200 words or less)

Please share one (1) case study from 2020 that demonstrates how you used Google Cloud to help achieve impressive results for your customer. (Google will keep this information private internally unless indicated as shareable.) (200 words or less)

Support materials Include up to 10 links that demonstrate your success (articles, customer testimonials, videos, and so on).

Are you able to share this customer success story publicly?

Yes

No

Expansion Partner of the Year

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

This award recognizes one partner that saw outstanding success in 2020 by **effectively helping a large number of customers achieve better results** through Google Cloud Platform and Google Workspace.

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

How did you add new customers and grow existing customer accounts in order to successfully expand your business in 2020? (200 words or less)

How did your organization effectively engage with the Google Cloud team throughout the past year? Please provide specific examples. (200 words or less)

What makes your company the best choice for Expansion Partner of the Year? (200 words or less)

Please share one (1) case study from 2020 that demonstrates how you used Google Cloud Platform to help achieve impressive results for your customer. (Google will keep this information private internally unless indicated as shareable.) (200 words or less)

Support materials Include up to 10 links that demonstrate your success (articles, customer testimonials, videos, and so on).

Are you able to share this customer success story publicly?

Yes

No

***NEW* Industry Solution Partner of the Year**

One global winner • Seven industry winners

This award recognizes one partner that leveraged Google Cloud solutions to **create comprehensive and compelling solutions** that made a significant impact on one industry across multiple regions.

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

Industry solutions include:

[Industry platforms: healthcare](#)

[Industry platforms: financial services and insurance](#)

[Industry platforms: media and entertainment](#)

[Industry platforms: retail](#)

[Industry platforms: manufacturing](#)

[*NEW* Industry platforms: telecommunications](#)

[*NEW* Industry platforms: public sector](#)

What did success look like for your company in 2020 (innovative technologies created, market and/or customer impact, etc.)? (200 words or less)

How did your organization effectively engage with the Google Cloud team throughout the past year? Please provide specific examples. (200 words or less)

What makes your company the best choice for Industry Solution Partner of the Year? (200 words or less)

Please share one (1) case study from 2020 that demonstrates how you used Google Cloud Platform to deliver best-in-class services and successful solutions for your customer. (Google will keep this information private internally unless indicated as shareable.)(200 words or less)

Support materials include up to 10 links that demonstrate your success (articles, customer testimonials, videos, and so on).

Are you able to share this customer success story publicly?

Yes

No

Industry platforms: healthcare

One global winner

This award recognizes one partner that helped customers in the **healthcare industry** achieve outstanding success in 2020 through Google Cloud Platform.

Industry platforms: financial services and insurance

One global winner

This award recognizes one partner that helped customers in the **financial services and insurance industries** achieve outstanding success in 2020 through Google Cloud Platform.

Industry platforms: media and entertainment

One global winner

This award recognizes one partner that helped customers in the **media and entertainment industries** achieve outstanding success in 2020 through Google Cloud Platform.

Industry platforms: retail

One global winner

This award recognizes one partner that helped customers in the **retail industry** achieve outstanding success in 2020 through Google Cloud Platform.

Industry platforms: manufacturing

One global winner

This award recognizes one partner that helped customers in the **manufacturing industry** achieve outstanding success in 2020 through Google Cloud Platform.

***NEW* Industry platforms: telecommunications**

One global winner

This award recognizes one partner that helped customers in the **telecommunications industry** achieve outstanding success in 2020 through Google Cloud Platform.

***NEW* Industry platforms: public sector**

One global winner

This award recognizes one partner that helped customers in the **public sector** achieve outstanding success in 2020 through Google Cloud Platform.

***NEW* Public Sector Partner of the Year**

One global winner • Three segment winners • Five regional winners (Canada, LA, EMEA, APAC, Japan)

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.

Public sectors include:

[Public Sector Partner of the Year - US SLG](#)

[Public Sector Partner of the Year - US Federal](#)

[Public Sector Partner of the Year - US Education](#)

What did success look like for your company in 2020 (partner attach, sourced pipeline, resold and non-resold revenue)? (200 words or less)

How did your organization effectively engage with the Google Cloud Public Sector team throughout the past year? Please provide specific customer examples. (200 words or less)

What makes your company the best choice for Public Sector Partner of the Year? (200 words or less)

Please share one (1) case study from 2020 that demonstrates how you used Google Cloud solutions to help achieve impressive results for your customer. (Google will keep this information private internally unless indicated as shareable.) (200 words or less)

Are you able to share this customer success story publicly?

Yes

No

Public Sector Partner of the Year - US State & Local Governments

One global winner

This award recognizes one partner with a **solution based focus that addresses the needs of state and local governments** leveraging GCP or Google Workspace offerings. Must highlight key customer wins in FY2020.

Public Sector Partner of the Year - US Federal

One global winner

This award recognizes one partner with a **solution based focus that addresses the needs of federal agencies** leveraging GCP or Google Workspace offerings. Must highlight key customer wins in FY2020.

Public Sector Partner of the Year - US Education

One global winner

This award recognizes one partner with a **solution based focus that addresses the needs of Educational institutes** leveraging GCP or Google Workspace offerings. Must highlight key customer wins in FY2020.

Reseller Partner of the Year

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

This award recognizes partners that saw outstanding success in 2020, **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.

What did success look like for your company in 2020 (deals landed, new partnerships, etc.)? (200 words or less)

How did your organization effectively engage with the Google Cloud team throughout the past year? Please provide specific examples. (200 words or less)

What makes your company the best choice for Reseller Partner of the Year? (200 words or less)

Please share one (1) case study from 2020 that demonstrates how you used Google Cloud Platform to help achieve impressive results for your customer. (Google will keep this information private internally unless indicated as shareable.) (200 words or less)

Support materials Include up to 10 links that demonstrate your success (articles, customer testimonials, videos, and so on).

Are you able to share this customer success story publicly?

Yes

No

Services Partner of the Year

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

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.

What did success look like for your company in 2020 (innovative customer solutions, new customers acquired, etc.)? (200 words or less)

How did your organization effectively engage with the Google Cloud team throughout the past year? Please provide specific examples. (200 words or less)

What makes your company the best choice for Services Partner of the Year? (200 words or less)

Please share one (1) case study from 2020 that demonstrates how you used Google Cloud Platform to deliver best-in-class services and successful solutions for your customer. (Google will keep this information private internally unless indicated as shareable.) (200 words or less)

Support materials Include up to 10 links that demonstrate your success (articles, customer testimonials, videos, and so on).

Are you able to share this customer success story publicly?

Yes

No

{Specialization} Partner of the Year

13 global winners, one for each specialization

This award recognizes partners with a **Specialization that excelled in that specific area throughout 2020**, resulting in substantial success for their customers.

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

Specializations include:

[Application Development](#)
[Cloud Migration](#)
[Data Analytics](#)
[*NEW* Data Management](#)
[Education](#)
[Infrastructure](#)
[IoT](#)
[Location-based services](#)

[Machine Learning](#)
[Marketing Analytics](#)
[*NEW* SAP on Google Cloud](#)
[Security](#)
[Training](#)
[Work Transformation](#)
[Work Transformation - Enterprise](#)

What did success look like for your company in 2020 (innovative customer solutions, new customers acquired, etc.)? (200 words or less)

How did your organization effectively engage with the Google Cloud team throughout the past year? Please provide specific examples. (200 words or less)

What makes your company the best choice for {Specialization} Partner of the Year? (200 words or less)

Please share one (1) case study from 2020 that demonstrates how you used your expertise in {Specialization} to help achieve impressive results for your customer. (Google will keep this information private internally unless indicated as shareable.) (200 words or less)

Are you able to share this customer success story publicly?

Yes

No

Application Development

One global winner

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 in 2020.

Cloud Migration

One global winner

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 Platform throughout 2020.

Data Analytics

One global winner

This award recognizes one partner with the **Data Analytics Specialization** that helped their customers turn large amounts of data into insights that drove their business forward in 2020.

NEW Data Management

One global winner

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.

Education

One global winner

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 succeed in 2020.

Infrastructure

One global winner

This award recognizes one partner with the **Infrastructure Specialization** that helped their customers succeed in 2020 by building strong customer infrastructure and workflows on Google Cloud Platform.

IoT

One global winner

This award recognizes one partner with the **Internet of Things Specialization** that helped their customers thrive in 2020 by connecting, processing, storing and analyzing device data both at the

edge and in the cloud to drive new business value.

Location-Based Services

One global winner

This award recognizes one partner with the **Location-Based Services Specialization** that used Google Maps Platform and Google Cloud Platform to build and manage successful applications for their customers in 2020.

Machine Learning

One global winner

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 in 2020.

Marketing Analytics

One global winner

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 throughout 2020.

NEW SAP on Google Cloud

One global winner

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.

Security

One global winner

This award recognizes one partner with the **Security Specialization** that kept their customers' information safe in 2020 by successfully securing data and workflows through Google Cloud Platform.

Training

One global winner

This award recognizes one partner with the **Training Specialization** that demonstrated success in delivering our Google Cloud Platform 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 Platform.

Work Transformation

One global winner

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).

Work Transformation - Enterprise

One global winner

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).

Technology Partner of the Year

One global winner • Eight 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.

[Productivity and collaboration](#)

[Application Development](#)

[Infrastructure modernization](#)

[*NEW* Data management](#)

[Smart analytics](#)

[Marketplace](#)

[AI and machine learning](#)

[Security](#)

What did success look like for your company in 2020 (innovative integrations, introducing new offerings, etc.)? (200 words or less)

How did your organization effectively engage with the Google Cloud team throughout the past year? Please provide specific examples. (200 words or less)

What makes your company the best choice for Technology Partner of the Year? (200 words or less)

Please share one (1) case study from 2020 that demonstrates how you used Google Cloud solutions to help achieve impressive results for your customer. (Google will keep this information private internally unless indicated as shareable.) (200 words or less)

Are you able to share this customer success story publicly?

Yes

No

Productivity and Collaboration

One global winner

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 in 2020.

Application Development

One global winner

This award recognizes one partner that consistently and **successfully deployed container-based applications** in 2020, helping their customers test, innovate and optimize.

Infrastructure Modernization

One global winner

This award recognizes one partner that helped their customers excel in 2020 by **migrating or modernizing workloads** on Google's global, secure, and reliable infrastructure.

NEW Data Management

One global winner

This award recognizes one partner that **effectively helped enterprises in 2020 to manage their data**, resulting in impactful business outcomes and increased success.

Smart Analytics

One global winner

This award recognizes one partner that helped their customers in 2020 to **seamlessly generate or unlock business insights** and removed operational complexities from analyzing data.

Marketplace

One global winner

This award recognizes one partner that leveraged **GCP Marketplace** in extraordinary ways to help their customers achieve outstanding business outcomes in 2020 on the Google Cloud Platform.

AI and Machine Learning

One global winner

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.

Security

One global winner

This award recognizes one partner that expertly **applied Google Cloud Platform security systems** to protect and secure their customers' information throughout 2020.

Diversity and Inclusion Partner of the Year

One global winner

At Google, we know that championing diversity in our work is important and that a mix of voices leads to better discussion, decisions and outcomes for everyone.

This award recognizes one partner that:

- prioritized diversity and inclusion initiatives for their organization in 2020 in an effort to transform and strengthen their own business

or

- created a unique solution that brought about the benefits of diversity and inclusion in the workplace — greater satisfaction, more creativity, the capacity for solving complex problems, and so on — for your 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:

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

What was the outcome? It's up to you how you'd like to quantify your success. Customer testimonials are always a plus. (Google will keep this information private internally unless indicated as shareable.) (750 words or less)

Are you able to share this customer success story publicly?

Yes

No

Social Impact Partner of the Year

One global winner

This award recognizes one partner that went above and beyond in 2020, 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 social impact story
We want to know:

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

What was the outcome? It's up to you how you'd like to quantify your success. Customer testimonials are always a plus. (Google will keep this information private internally unless indicated as shareable.) (750 words or less)

Are you able to share this customer success story publicly?

Yes

No