

2021

Partner of the Year Awards Guidebook

Updated: February 2022

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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 2021 Google Cloud Partner Awards recognize partners that have dedicated themselves to creating industry-leading solutions and strong customer experiences with Google Cloud.



2021 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 2021 Google Cloud Partner Award, you must:

- Be a [Google Cloud partner](#)
- Complete and submit the full application by **March 22, 2022**

What

Enter for your chance to win a 2021 Google Cloud Partner of the Year Award.

Where

Right from home! All applicants will be notified of results via email in **June 2022**.

When

These are the most important dates to remember.

Submission deadline:

March 22, 2022

Result notification:

June 2022

Why

As a 2021 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 and social posts
- Callout in the Google Cloud Partner Directory
- And more!

2021 award categories

Breakthrough Partner of the Year

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

Expansion Partner of the Year

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

Industry Solution Partner of the Year

*One global winner • eight
industry winners*

Public Sector Partner of the Year

*One global winner • four regional winners
(Canada, LA, EMEA, APAC) • three segment
winners*

Reseller Partner of the Year

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

Services Partner of the Year

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

Specialization Partner of the Year

*Fourteen global winners, one for each
specialization*

Technology Partner of the Year

One global winner • eight segment winners

Diversity and Inclusion Partner of the Year

One global winner

Social Impact Partner of the Year

One global winner

Navigating the submission form

Existing Account
Log in

New Account
Creation

Log in

Email

Password

Forgot your password? [Click here](#)

OR

[CREATE AN ACCOUNT](#)

[GET IT ON FACEBOOK](#)

[GET IT ON LINKEDIN](#)

Google Cloud Awards

Dashboard

Google Cloud Awards > Start

Applicant Panel

Start

Support

Logout

Create a new application

Google Cloud Awards

2020 Google Cloud Awards > Initial Application > Application Form

Applicant Panel

Start

Application Form

Overview

Score

Feedback

Search Programs

Support

Logout

May 14, 2021
Deadline

0% COMPLETE

IMPORTANT: Before you get started, please ensure you've reviewed the official guidebook. It's designed to help guide you through the submission process with helpful details about what you'll need to enter and how to prepare award-winning responses.

Ready to go? Please follow the instructions outlined below and make sure to complete every required field. You may enter as many categories as you would like. However, partners will only be eligible to win one award, and if submitted as a winner in multiple categories, they will be granted the highest award for which they qualify.

Once your form is submitted, you cannot edit your responses until the deadline of May 14, 2021.

After clicking “Apply now” from our Google Cloud awards website, you will be taken to the submission form which is hosted on our partner’s platform, YouNoodle.

Before you can begin the application, you will need to create a new account, or log in if you have already used the YouNoodle platform before.

You will be able to enter as many categories as you would like.

Click on “Create a new application” to begin the process. The first three sections of the submission form cover general information about your company.

In Section 4 of the submission form, you will be able to choose which category you would like to apply for. The questions for your selected category will automatically appear in Section 5 of the form for you to input your answers.

New this year, you may be eligible to win multiple awards: one in the Public Sector award category and one in the Commercial award category, if applicable.

You will be prompted to review your application before hitting “Submit my application” at the bottom of the final page.

You can edit your application through March 22, 2022. Use the unique URL that appears in your confirmation email to return to the form.

TIP All questions are included in the [Submission Template](#). We recommend making a copy to prepare your responses before submitting them.

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, solving big problems together with Google Cloud solutions."

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 their perspective. Or reach out to customers for quotes and testimonials as these will bolster your accomplishments.

"Earning a specialization in Google Workspace has opened up countless potential customer opportunities for our company."

— 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 how your business innovates to make a unique impact with the help of Google Cloud technology.

"Customer C wanted to reduce deployment and other costs. Company C developed a highly innovative and effective solution using Google Cloud's ability to automatically scale computing, memory, and storage resources."

2021

Categories and criteria

The 2021 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 following criteria.

Breakthrough Partner of the Year

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

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

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

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

- Total revenue
- Revenue growth rate
- New logos
- Total pipeline
- New public customer references in 2021
- New Certifications, Expertise, and Specializations earned in 2021 only

See [Submission Template](#) for individual category prompts.

Expansion Partner of the Year

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

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

This award recognizes one partner that saw outstanding success in 2021 by **effectively helping a large number of customers achieve better results** through the Google Cloud Platform and Google Workspace.

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

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

See [Submission Template](#) for individual category prompts.

Industry Solution Partner of the Year

*One global winner • eight
industry winners*

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

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

Industry platforms: financial services and insurance

Industry platforms: geospatial and sustainability

Industry platforms: healthcare

Industry platforms: manufacturing

Industry platforms: media and entertainment

Industry platforms: public sector

Industry platforms: retail

Industry platforms: telecommunications

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

- Incremental ACV
- Total pipeline
- New public customer references
- Total revenue

See [Submission Template](#) for individual category prompts.

Public Sector Partner of the Year

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

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

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.

Segments include:

- US Education
- US Federal
- US SLG

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

- Incremental ACV in Public Sector
- Total Partner-sourced pipeline in Public Sector
- Total revenue in Public Sector

See [Submission Template](#) for individual category prompts.

Reseller Partner of the Year

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

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

This award recognizes partners that saw outstanding success in 2021, **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

See [Submission Template](#) for individual category prompts.

Services

Partner of the Year

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

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

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

See [Submission Template](#) for individual category prompts.

Specialization Partner of the Year

*Fourteen global winners,
one for each specialization*

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**.

This award recognizes partners with a **Specialization that excelled in that specific area throughout 2021**, resulting in substantial success for their customers.

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

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

- Total revenue
- Total pipeline
- Specialization achieved for award application category
- Total Certifications, Expertise, and Specializations earned
- New public customer references
- Training Specialization only:
 - Average trainer CSAT score
 - In-year growth rate
 - Increase and successful expansion (number of learners)
 - Number of training specializations (minimum of one)

See [Submission Template](#) for individual category prompts.

Technology Partner of the Year

*One global winner • eight
segment winners*

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

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

AI and machine learning
Application development
Data management
Infrastructure modernization

Marketplace
Productivity and collaboration
Security
Smart analytics

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

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

See [Submission Template](#) for individual category prompts.

Diversity & Inclusion Partner of the Year

One global winner

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

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 2021 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 their customer



Social Impact Partner of the Year

One global winner

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

This award recognizes one partner that went above and beyond in 2021, creating or promoting initiatives that **made a positive and lasting impact on the world**.



Choosing the winners

The 2021 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 in **June 2022**. Winners are under embargo until the official announcement.



Frequently asked questions

Are there any specific eligibility requirements?

Yes. In order to enter, you must:

- ✓ Be a Google Cloud partner
- ✓ Complete and submit the full application by **March 22, 2022**

How many times can my organization apply?

Each Google Cloud partner can submit one entry per award category.

Can I enter any category?

Your organization must be approved for a specific Engagement Model (Sell, Service, or Build) to qualify for certain awards.

Can my organization win more than one award?

Yes. A partner may be eligible to win multiple awards: one in the Public Sector award category and one in the Commercial award category, if applicable.

Will the info I submit be confidential?

Yes. Only the 2021 Google Cloud Partner of the Year Awards team and panel of judges will see the information that you submit.

Can I include information from 2020 or earlier?

No. Award entries will be judged based on your organization's 2021 performance only.

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

Yes. Once you've submitted your complete application, you can make edits until the **March 22, 2022** 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 and social posts
- Callout in the Google Cloud Partner Directory
- And more

When are winners announced?

Winners will be formally announced in June 2022. The Google Cloud team will notify all applicants, including those that did not win an award, via email that same month.

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.

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

Yes. Awards are considered based only on 2021 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 a [Submission Template](#) to help you develop your responses. The questions and character limits reflect exactly what you will see on the form.

Who can I contact if I have additional questions?

Please contact cloudpartnerawards@google.com with any questions about the 2021 Google Cloud Partner Awards.

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: 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:

- ❑ **Completed submission questions**
See [Submission Template](#) for specific requirements.
- ❑ **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).

Submission questions

To be as prepared as possible when completing your submission, we recommend using this [Submission Template](#) to develop your responses. The questions and character limits reflect exactly what you will see on the form.



Thank you.