



Google Cloud

Partner of the Year

Awards Guidebook

2019

A man is seen from the back, wearing a black jacket and a green and white plaid shirt. He is carrying a black backpack with the Google Cloud logo and the text "Google Cloud" printed on it. The background is a blurred exhibition hall with yellow carpeting and other people.

Google Cloud

Contents

Introduction	3
Navigating the submission form	6
Three tips for an outstanding submission	7
2019 categories and criteria	8

Choosing the winners	19
Frequently asked questions	20
Pre-entry checklist	21
Submission questions	22

Quick links

Register for [Partner Summit at Next '20](#) |

[Begin your submission](#) |

[Support](#) |

[Submission Template](#)



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 2019 Google Cloud Partner Awards recognize partners that have dedicated themselves to creating industry-leading solutions and strong customer experiences with Google Cloud.

Hi, Partners.



2019 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 2019 Google Cloud Partner Award, you must:

- Be a [Google Cloud partner](#)
- Be registered for [Partner Summit at Next '20](#)
- Complete and submit the full application by **January 31, 2020**

What

Enter for your chance to win a 2019 Google Cloud Partner of the Year Award.

Where

All awards will be presented at Partner Summit at Google Cloud Next '20 from April 6–8, 2020, in San Francisco.

When

These are the most important dates to remember.

Submission deadline:
January 31, 2020

Result notification:
Week of March 2, 2020

Partner Summit at Google Cloud Next '20:
April 6–8, 2020

Why

As a 2019 Google Cloud Partner Award winner, you'll receive:

- Google Cloud Partner of the Year custom trophy
- Google Cloud Partner Award designation for your company website
- Materials to support a press release
- Google Cloud blog post
- Photo with Google Cloud leadership at the awards ceremony
- Callout in the Google Cloud Partner Directory
- And more!

2019 award categories

Reseller Partner of the Year

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

NEW Expansion 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)

NEW Industry Solution Partner of the Year

One global winner

Technology Partner of the Year

One global winner • fourteen tech segment winners

{Specialization} Partner of the Year

Thirteen global winners

Breakthrough Partner of the Year

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

Diversity and Inclusion Partner of the Year

One global winner

Global Social Impact Partner of the Year

One global winner



Navigating the submission form

Google Cloud 2019 Partner of the Year Awards

IMPORTANT: Before beginning your application, we strongly suggest reviewing the official guidebook. It was designed to support you through the application process with helpful details about what you'll need to enter and how to submit award-winning responses.

Ready to get started? 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 are only eligible to win one award, and if selected as a winner in multiple categories, they will be granted the highest award for which they qualify.

Once your application is submitted, you can edit your responses until the deadline of January 31, 2020.

The written portion of your submission will be completed using Google Forms. The first section is required and covers general information about your company that you will not need to repeat with each submission.

Award categories

Select the Award Category that you would like to enter below.

Interested in entering more than one? Don't worry. You'll have the chance to come back to this page after you complete each entry.

Select the Award Category that you would like to enter. *

- Reseller Partner of the Year
- Expansion Partner of the Year
- Services Partner of the Year

You will be able to enter as many categories as you would like. Look for the option at the bottom of each page to return to the main category menu.

Keep in mind that you are only eligible to win one award, and if you are selected as a winner in multiple categories, you will be granted the highest award for which you qualify.

Ready to submit?

Yes

A copy of your responses will be emailed to the address you provided.

Never submit passwords through Google Forms.

When you're finished, you can select "Submit my application" at the bottom of any page and proceed to the final submission screen. You can edit your application through January 31, 2020. 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 his or her perspective. Or reach out to customers for quotes and testimonials as these will bolster your accomplishments.

"Earning a specialization in G Suite 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."



2019 categories and criteria

The 2019 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.



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 2019, **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 sales bookings
- Partner-sourced new business in 2019
- Growth rate (percent increase year over year and successful expansion)
- Contribution to Google Cloud pipeline

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 2019 by **effectively helping a large number of customers achieve better results** through the Google Cloud Platform and G Suite.

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

- Number of net-new business added to Google Cloud
- New logos and GCP and/or new seats on G Suite
- Growth of GC Practice

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:

- Material value and/or influenced revenue
- Number of certifications and/or specializations earned overall
- In-market solutions
- Total customer opportunities
- Partner-sourced new business in 2019

Industry Solution Partner of the Year

One global winner

Your organization must be approved for the **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.

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

- Material value and/or influenced revenue
- Number of certifications and/or specializations earned overall
- In-market solutions
- Total customer opportunities
- Partner-sourced new business in 2019

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 outstanding growth in its customer base and/or revenue.

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

- Google Cloud revenue growth rate
- Growth and retention of existing customer base
- Contribution to Google Cloud pipeline
- Number of certifications and/or specializations achieved by/in 2019

Global Technology Partner of the Year

One global winner

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 technologies in multiple technology segments** that deliver innovative solutions and customer satisfaction.

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

- Total Google Cloud revenue and growth (product specific)
- Total number of offerings and/or integrations

Technology Partner of the Year

(Segments)

*14 global winners, 1 for
each technology segment*

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

This award recognizes partners for excellence and innovation in **individual Google Cloud technology segments**.

Productivity and collaboration
Application development
Infrastructure modernization
NEW Data management
Smart analytics
Marketplace
AI and machine learning
Security

Industry platforms: healthcare
Industry platforms: financial services and insurance
Industry platforms: media and entertainment
Industry platforms: retail
NEW Industry platforms: manufacturing

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

- Total Google Cloud revenue and growth (product specific)
- Total number of offerings and/or integrations

{Specialization}

Partner of the Year

13 global winners, 1 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 **Service Engagement Model**.

This award recognizes partners with a **Specialization that excelled in that specific area throughout 2019**, resulting in substantial success for their customers.

Application development
Cloud migration
Data analytics
Education
Infrastructure
IoT
Location-based services

Machine learning
Marketing analytics
Security
Training
Work transformation
Work transformation - enterprise

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

- Total Google Cloud revenue and growth (influenced and reselling)
- Year-over-year revenue growth
- Confirmation that Specialization was achieved prior to Dec. 31, 2019
- Training only
 - Average trainer CSAT score
 - In-year growth rate
 - Increase and successful expansion (number of learners)
 - Number of training specializations (minimum of two)

Diversity & Inclusion Partner of the Year

One global winner

Your organization must be approved for either the **Sell, Service, or Build 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 partners that:

- Prioritized diversity and inclusion initiatives for their organization in 2019 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



Global Social Impact Partner of the Year

One global winner

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 went above and beyond in 2019, creating or promoting initiatives that **made a positive and lasting impact on the world.**



Choosing the winners

The 2019 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 the week of March 2, 2020. Winners are under embargo until the official announcement at Partner Summit at Next '20.



Frequently asked questions

Are there any specific eligibility requirements?

Yes. In order to enter, you must:

- ✓ Be a Google Cloud partner
- ✓ Register for [Partner Summit at Next '20](#)
- ✓ Complete and submit the full application by **January 31, 2020**

How many times can my organization apply?

Each Google Cloud partner can submit one entry per qualifying 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.

Will the info I submit be confidential?

Yes. Only the 2019 Google Cloud Partner of the Year Awards team and panel of judges will see the information that you submit, including customer case studies.

Can I include information from 2018 or earlier?

No. Award entries will be judged based on your organization's 2019 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 January 31, 2020, 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 of the Year custom trophy
- Google Cloud Partner Award designation for your company website
- Materials to support a press release
- Google Cloud blog post
- Photo with Google Cloud leadership at the Awards Ceremony
- Callout in the Google Cloud Partner Directory
- And more

When are winners announced?

Winners will be formally announced at the Partner Summit at Next '20. The Google Cloud team will notify all applicants, including those that did not win an award, via email the week of March 2, 2020.

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.

Can my organization win more than one award?

No. Partners will only be eligible to win one award, and if selected as a winner in multiple categories, they will be granted the highest award for which they qualify.

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

Yes. Awards are considered based only on 2019 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 2019 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.](#)

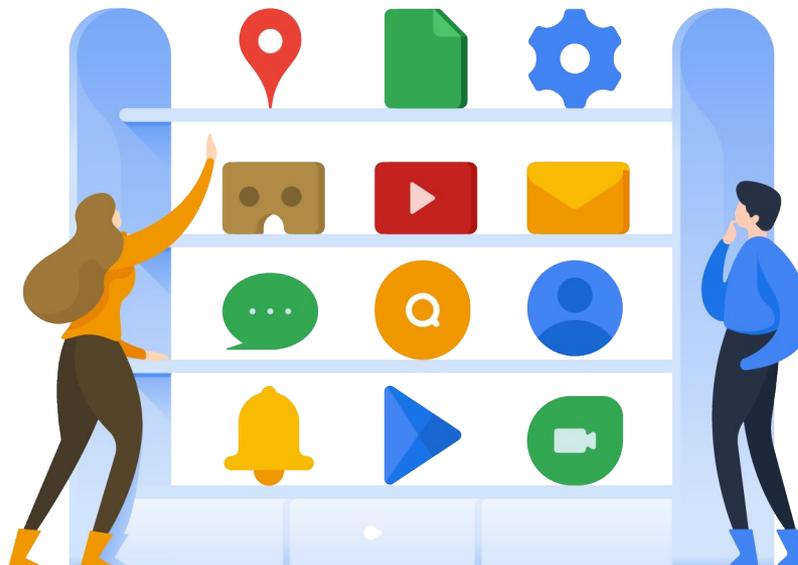
All applicants

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 answer 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.

Google Cloud