

CELEBRATING 12 YEARS OF SUCCESS

Announcing the 12th edition of Angel Business Communications' premier IT awards – the Storage, Digitalisation + Cloud Awards 2021.

While the SDC Awards 2020 took place virtually, and were a great success, there's no doubt that getting the industry together for a night of celebration, comedy and dancing – not necessarily all at the same time or intentional(!) – in London is the way forward.

We may have to go some way to beat the record interest in last year's SDC Awards (300 nominations from 200 companies, across 38 categories), but we very much hope that the SDC Awards 2021 will be another great success but in a physical form this year. The event will take place in London on 24 November 2021

The SDC Awards 2021 will celebrate the achievements of end users and the IT community as they have innovated like never before to ensure business continuity in the challenging times over the past year. There are many projects which need to be recognised, there are many technology innovations which have made a difference, and there are the organisations and individuals who have made it all happen.

NOW, GET NOMINATING!

WHY ENTER?

MAXIMISE VISIBILITY

Free PR opportunities with 4 months of marketing utilising the Digitalisation World portfolio.

POSITIONING

Position your product or service as an innovator in your field.

INCREASED CREDIBILITY

An award win, shortlisting or nomination acts as a 3rd party endorsement.

NETWORKING

Over 300 industry leaders attend the gala awards evening.

COMPETITIVE ADVANTAGE

Gain an advantage on your competitors.

NOMINATION IS FREE OF CHARGE

The DCS Awards panel will validate entries and announce the final shortlist to be forwarded for voting by the readership of the Digitalisation World stable of publications in November 2021.

The winners will be announced at a gala evening at the **LEONARDO ROYAL ST. PAUL'S HOTEL, LONDON** on **24 NOVEMBER 2021**.



SDC AWARDS 2021





SDC AWARDS 2021

KEY DATES

Entries for the SDC Awards open on 26 July and the awards ceremony will take place at the Leonardo Royal St. Paul's Hotel, London on 24 November 2021. We are encouraging all companies from within the Storage, Cloud and Digitalisation Industries to get involved.

26

JULY 2021

NOMINATIONS OPEN

Entries open for the DCS Awards.

Position your company as an innovator in your field

10

SEPT

NOMINATIONS CLOSE

Entries will close at 17:30 BST

08

OCT

SHORTLIST ANNOUNCED

The list of finalists for the 2021 DCS Awards will be made public on the website

11

OCT

VOTING OPEN

Voting open to the subscribers of the Digitalisation World and Data Centre Solutions stable of publications

12

NOV

VOTING CLOSES

Voting will close at 17:30

24

NOV

AWARDS CEREMONY

After an evening of networking, food and entertainment, the awards presentation will take place

CATEGORIES

The 2021 SDC Awards feature 38 categories across SIX groups. Entries for all awards must refer to projects, innovations and initiatives which were completed/first available/launched in EMEA between 1 July 2020 and 31 August 2021 while the SDC Company Awards nominees must have been present in the EMEA markets prior to 1st January 2021.

SDC CHANNEL AWARDS

- Excellence in Service Award
- VAR/SI of the Year
- Vendor Channel Program of the Year
- Managed Services Provider Innovation of the Year
- IT Systems Distributor of the Year
- IT Systems Reseller/Managed Services Provider of the Year

SDC STORAGE INNOVATION AWARDS

- Data Security/Compliance Innovation of the Year
- Business Continuity/Disaster Recovery (BC/DR) Innovation of the Year
- Storage Hardware Innovation of the Year
- Storage Management Innovation of the Year
- Hyper-convergence Innovation of the Year
- Backup/Archive Innovation of the Year

SDC ARTIFICIAL INTELLIGENCE INNOVATION AWARDS

- AI/Machine Learning Innovation of the Year
- Augmented/Virtual Reality Innovation of the Year
- Orchestration/Automation Innovation of the Year
- Data Analytics Innovation of the Year
- Open Source/DevOps Innovation of the Year

SDC CLOUD INNOVATION AWARDS

- Cloud Platform Innovation of the Year
- Cloud Storage Innovation of the Year
- Cloud Security Innovation of the Year
- Cloud Automation Innovation of the Year
- Software-as-a-Service Innovation of the Year
- Hosting/Colocation Innovation of the Year



■ SDC PROJECT AWARDS

- Business Continuity/Disaster Recovery (BC/DR) Project of the Year
- Data Security/Compliance Project of the Year
- Storage Transformation Project of the Year
- Intelligent Automation Project of the Year
- Edge Project of the Year
- Digital Transformation Project of the Year
- Cloud/MSP Project of the Year
- Hybrid Infrastructure Project of the Year
- Cloud Transformation Project of the Year
- Remote Working Project of the Year
- Data Analytics Project of the Year

■ SDC COMPANY AWARDS

- Storage Company of the Year
- Intelligent Automation Company of the Year
- Cloud Company of the Year
- Digital Transformation Company of the Year

ASSESSMENT

With over 30 categories to choose from, the SDC Awards 2021 provides a wide range of options for organisations and individuals involved in the data centre industry to participate. Our editorial staff will only validate entries ensuring they have met the entry criteria outlined for each category. We will then announce the 'shortlist' to be voted on by the readers of the Digitalisation World stable of titles. Voting takes place in May and June. The selection of winners is based solely on the public votes received.

The winners will be announced at a gala evening event at **Leonardo Royal St. Paul's Hotel, London**, on **24 November 2021**. Should your nomination be successful and reach the shortlist ALL material submitted will appear on the website for the public vote. Please do not include confidential information in your submission.

Entries for all awards must refer to projects, innovations and initiatives which were completed / first available / launched in EMEA between 1 July 2020 and 31 August 2021.

ENHANCE YOUR NOMINATION: £495.00

Opportunity to enhance your nomination.

- Enhance your nomination on the voting page to include a video elevator pitch for your nomination
- **Advertise your company:** Website Banner advertising with 30,000+ impressions on www.datacentre.solutions (RRP £1185)



SDC AWARDS 2021



SDC AWARDS 2021

SPONSORSHIP

All tables sold on a first come, first served basis.

All packages include the welcome reception and three course meal with wine and water. Champagne Table Package includes four bottles of champagne. A waiter/pay-bar service is available throughout the evening for other refreshments.

To book your award table, please contact awards@sdcawards.com or call +44 (0)2476 718 970

TABLE PRICES

Features	Champagne Table	Standard Table	Half Standard Table
Number of Seats	10	10	5
Bottles of House Wine	3	5	3
Bottles of Champagne	4	-	-
3 Course Meal & Coffee	YES	YES	YES
Drinks Reception	YES	YES	YES
	£3,395	£2,995	£1,795

SPONSORSHIP OPPORTUNITIES

HEADLINE SPONSORSHIP

£18,495

- 2 x Champagne table of 10
- Extensive corporate branding prior, at and after the awards ceremony via online and print promotion (credits on/in website, email blasts, publications)
- Branding of category of sponsor's choice
- Presentation of award for chosen category
- Sponsor logo, link and sponsor profile on awards website
- Sponsor logo in awards programme
- Sponsor logo in loop on AV screen throughout the evening
- Sponsor has the right to provide additional branding material at the awards ceremony to their own requirements (subject to organiser's approval)
- Sponsor credits mentioned on eNewsletters and websites

COCKTAIL RECEPTION SPONSORSHIP

£10,495

- 1x Champagne table of 10
- Extensive corporate branding prior, at the Cocktail Reception and after the awards ceremony via online and print promotion (credits on/in website, email blasts, publications)
- Sponsor has the right to provide additional branding material for Cocktail Reception to their own requirements (subject to organiser's approval)
- Sponsor logo, link and sponsor profile on awards website
- Sponsor logo in awards programme
- Sponsor logo in loop on AV screen throughout the evening
- Sponsor credits mentioned on eNewsletters and websites

ENTERTAINMENT SPONSORSHIP

£10,495

- 1 x Champagne table of 10
- Extensive corporate branding prior to and post the Awards Ceremony via

online and print promotion (credits on/in website, email blasts, publications)

- Presentation and on screen branding of category of sponsor's choice
- Sponsor logo in awards programme
- Sponsor logo in loop on AV screen during entertainment and during sponsored category
- Sponsor credits mentioned on eNewsletters and websites

AWARD CATEGORY SPONSORSHIP

£1,995

- Extensive corporate branding prior, at and after the Awards Ceremony via online and print promotion (credits on/in website, email blasts, publications)
- Presentation and onscreen branding on category of sponsor's choice
- Sponsor logo in awards programme
- Presentation of award for sponsored category
- Sponsor logo in loop on AV screen and during sponsored category
- Sponsor credits mentioned on eNewsletters and website

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