

# CELEBRATING 13 YEARS OF SUCCESS

Announcing the 13<sup>th</sup> edition of Angel Business Communications' premier IT awards will be lucky for some!

This year, we're planning on making the SDC Awards bigger and better than ever, and that's why we're launching them so early – to give you plenty of notice to make sure that your product launches, customer success stories and overall company brilliance will be recognised during 2022. And we've also got our editor, Phil Alsop, on the case. He'll be spotting potential award winners via the news, case studies and articles he receives over the next few months, and we'll be inviting these companies to be a part of our awards as well.

The deadline for nominations is beginning of September. But we recommend that, as and when you do something that you think deserves recognition at our awards, please do send us an entry at the time, rather than wait until the very last minute. Not only will that ensure that you don't miss the deadline, but it also means that there will be more time for the voting and promoting process, as we'll be featuring the awards finalists extensively across our Digitalisation World media platform well ahead of the awards ceremony at the end of the year.

We're delighted to say that we already have a main sponsor for the SDC Awards 2022 – Exagrid – but there are plenty of other sponsorship opportunities available, and your company will receive extensive promotion ahead of the awards ceremony, on the night itself and in the post-event publicity. There are many great value packages to share with you, so please do get in touch.

## NOW, GET NOMINATING!

## WHY ENTER?

### MAXIMISE VISIBILITY

Free PR opportunities with 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 3<sup>rd</sup> party endorsement.

### NETWORKING

Over 300 industry leaders attend the gala awards evening.

### COMPETITIVE ADVANTAGE

Gain an advantage on your competitors.

### COMPETITIVE ADVANTAGE

The SDC 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 2022.

**WINNERS WILL BE ANNOUNCED AT A GALA EVENING IN NOVEMBER 2022 IN LONDON.**



# SDC AWARDS 2022





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## KEY DATES

Entries for the SDC Awards open on 7 February and the awards ceremony will take place in London in November 2022. We are encouraging all companies from within the Storage, Cloud and Digitalisation Industries to get involved.

**07**  
FEB

### NOMINATIONS OPEN

Entries open for the SDC Awards.  
Position your company as an innovator in your field

**02**  
SEPT

### NOMINATIONS CLOSE

Entries will close at 17:30 BST

**30**  
SEPT

### SHORTLIST ANNOUNCED

The list of finalists for the 2022 SDC Awards will be made public on the website

**03**  
OCT

### VOTING OPEN

Voting open to the public

**04**  
NOV

### VOTING CLOSES

Voting will close at 17:30

**TBC**  
NOV

### AWARDS CEREMONY

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

# CATEGORIES

The 2022 SDC Awards feature 30 categories across **SEVEN** groups.

Entries for all awards must refer to projects, innovations and initiatives which were completed/first available/launched in EMEA between 1 July 2021 and 31 August 2022 while the SDC Company Awards nominees must have been present in the EMEA markets prior to 1 January 2022.

## ■ SDC PROJECT AWARDS

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

## ■ SDC PRODUCT / TECHNOLOGY INNOVATION AWARDS

### STORAGE INNOVATION AWARDS

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

### DIGITALISATION INNOVATION AWARDS

- AI/Machine Learning Innovation of the Year
- Orchestration / Automation Innovation of the Year
- Data Management Innovation of the Year
- Open Source/DevOps Innovation of the Year

### CLOUD INNOVATION AWARDS

- Cloud Platform Innovation of the Year
- Cloud Storage Innovation of the Year
- Cloud Security Innovation of the Year
- Software-as-a-Service Innovation of the Year
- Infrastructure-as-a-Service Innovation of the Year



## ■ SDC CHANNEL AWARDS

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

## ■ SDC COMPANY AWARDS

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

# ASSESSMENT

With 30 categories to choose from, the SDC Awards 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 October. The selection of winners is based solely on the public votes received.

The winners will be announced at a gala evening event in London at the end of November 2022. 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 2021 and 31 August 2022.**

## 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](http://www.datacentre.solutions) (RRP £1185)



# SDC AWARDS 2022



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## 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](mailto: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

For sponsorship opportunities and/or to book your awards table, please contact:

[awards@sdcawards.com](mailto:awards@sdcawards.com) or call

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