CELEBRATING
11 YEARS OF SUCCESS

The Storage, Digitalisation + Cloud Awards 2020 - 11th edition!

In what has been, and continues to be, extraordinary times for the business world, it seems doubly important to recognise the projects, innovations and individuals which have made such a huge difference during 2020. Almost overnight, employees switched from office working to working from home, and the new, or next, normal, means that, into the future, what might be called a ‘hybrid work’ model looks set to evolve, with flexible working very much the order of the day. What was already becoming a trend as part of many organisations’ digital transformation programmes, has been accelerated.

Over the past 11 years the SDC Awards has firmly established itself as a key annual celebration within the IT community, celebrating the innovative, great and good!

The 2020 SDC Awards consist of many broad categories, allowing companies to receive recognition for their work in the Storage, Digitalisation and Cloud sector and are voted for in their thousands by the readers of Digitalisation World’s multi media platform as well as peers, clients and other aspects of the supply chain.

The 2020 SDC Awards must be virtual, so we are embracing some new ways of getting the awards highlighted, shared, voted for and generally promoting our industries crusade for excellence!

SO, WHAT IS DIFFERENT?

We will still have a huge marketing campaign to encourage voting, via our own publishing channels as well as partner/supporter channels. We will still encourage our nominating companies to encourage voting through their databases and networks. The standout winners and runners up will still be celebrated!

With no ceremony we cannot bring together the industry in a room for an evening of fun and networking, but while it’s impossible for us to provide the same party atmosphere, we can create a cacophony of noise celebrating the very best of what the industry has to offer!

The shortlist will be revealed via videos placed on the awards website for each category of the awards, where voters/visitors can see the shortlisted finalists. We will drive people to visit the website to see the reveals.

on 3 December the winners of each category will be revealed on individual videos. there will not be a ‘ceremony’. there will be a winner’s page, where sponsors will announce the runners up and winners for each category in an exciting video reveal!
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**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/Big Data 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
**KEY DATES**

- **19 OCT**
  - SHORTLIST + VOTING OPEN
  - The list of finalists for the 2020 SDC Awards will be made public on the website

- **20 NOV**
  - VOTING CLOSES
  - Voting will close at 17:30 GMT.

- **3 DEC**
  - AWARDS CEREMONY
  - Awards will be announced at 15:00 GMT

**ASSESSMENT**

The SDC Awards 2020 feature a number of categories, providing 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 and November. The selection of winners is based solely on the public votes received.

**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.digitalisationworld.com](http://www.digitalisationworld.com) (RRP £1185)

For sponsorship opportunities please contact:
awards@sdcawards.com or call
T: +44 (0)2476 718 970
SPONSORSHIP

WHY SPONSOR?
- Get your brand noticed by the infrastructure and IT industry, supply chain and key customers. Potential customers are far more likely to welcome a commercial conversation from a recognised brand.
- Align yourself to a category or categories to associate your brand within that area of excellence.
- Strong though leadership opportunities through an editorial interview in the magazine and a promoted in depth video interview with Digitalisation World.
- Included three month advertising campaign for your company.

Leading up to the 2020 SDC Award winner announcements, we will deliver over 750,000 email impressions and over 400,000 banner impressions via our various channels to market, alongside a heavy social media engagement programme. Beyond the announcements, there will be special features within the Digitalisation World platform (magazine/website/newsletters) where we will be interviewing the winners, runners up and sponsors.

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## SPONSORSHIP PACKAGES

<table>
<thead>
<tr>
<th>Headline Sponsorship:</th>
<th>Voting Sponsor:</th>
<th>Category Sponsor:</th>
</tr>
</thead>
<tbody>
<tr>
<td>£10,495</td>
<td>£8,495</td>
<td>£2,495</td>
</tr>
<tr>
<td>✅ Lead sponsor of the awards</td>
<td>✅ Sponsored by logo on every ‘thank you for voting’ email sent to over 10,000 voters</td>
<td>✅ 1 category sponsorship</td>
</tr>
<tr>
<td>✅ Front cover package of Digitalisation World Magazine in 2021</td>
<td>✅ 2 category sponsorships</td>
<td>✅ Dedicated Sponsor welcome announcement on LinkedIn</td>
</tr>
<tr>
<td>✅ Webinar organised and marketed by Digitalisation World</td>
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