

CELEBRATING 11 YEARS OF SUCCESS

Announcing the 11th edition of the premier IT awards:
The Storage, Digitalisation + Cloud Awards 2020.

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.

The SDC Awards 2020 will celebrate the achievements of end users and the IT community as they have innovated like never before to ensure business continuity in these challenging times. This year more than any other, please do make sure that you enter our SDC Awards. There's no limit to the number of entries, all of which are free of charge, and we'll be promoting all the short-listed entries via Digitalisation World's multi-media platform over the coming months, ahead of the awards ceremony. We really do want to celebrate and recognise the many amazing achievements which have come about in response to the coronavirus.

WHY ENTER?

MAXIMISE VISIBILITY

Free PR opportunities with 5 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 AND VOTING IS
DONE BY THE READERSHIP OF THE DIGITALISATION
WORLD STABLE OF PUBLICATIONS.**



SDC AWARDS 2020





SDC AWARDS 2020

KEY DATES

Entries for the SDC Awards open on 8 July and the awards ceremony will take place at the **Leonardo Royal St. Paul's Hotel, London** on **3 December 2020**. We are encouraging all companies from within the Storage, Cloud and Digitalisation Industries to get involved.

08
JULY

ENTRIES OPEN

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

18
SEPT

ENTRY DEADLINE

Entries will close at 17:30 BST.

16
OCT

SHORTLIST ANNOUNCED

The list of finalists for the 2020 SDC Awards will be made public on the website.

19
OCT

VOTING OPEN

Voting is opened to the public.

20
NOV

VOTING DEADLINE

Voting will close at 17:30 BST.

03
DEC

AWARDS CEREMONY

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

CATEGORIES

The 2020 SDC Awards consists of many broad categories, allowing companies to receive recognition for their work in the Storage, Digitalisation and Cloud sector.

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

ASSESSMENT

The SDC Awards 2020 feature a number of categories, providing a wide range of options for organisations and individuals involved in the IT 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.

The winners will be announced at a gala evening event at **Leonardo Royal St. Paul's Hotel, London, on 3 December 2020.**

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 2019 and 31 August 2020.



SDC AWARDS 2020



SDC AWARDS 2020

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
	£2,995	£2,795	£1,595

SPONSORSHIP OPPORTUNITIES

HEADLINE SPONSORSHIP

£12,495

- 1 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

£6,495

- 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

£5,495

- 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

£1,595

- 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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