



# RESELLERNEWS INNOVATION AWARDS 2018

October 10 | Cordis Auckland

**Reseller News has been tracking, reporting on and championing the New Zealand ICT Industry for two decades. This will again be evident at the celebration dinner in 2018, taking place on Wednesday 10 October in Auckland.**

## Partner Value

When entering nominations in the partner categories, keep customer value at the centre of submission.

Showcase that one piece of transformation, that one strip of innovation that reinvented the business of your customer. Outline how you leveraged technology and unique IP to make a difference.

## New-look categories

- Emerging Technologies
- Homegrown Innovators
- Partner Value
- Vendor Value
- Distributor Value
- Entrepreneurship Innovation
- Channel Choice
- Hall of Fame

## Vendor Value

When entering nominations in the vendor categories, submit through the eyes of the partner.

Outline the value you provide to partners and crucially, how you are helping partners deliver innovation to customers.

These awards will not recognise the industry's largest vendors, they will not be judged on size, revenue or market share. Partners value much more.

They will acknowledge true channel strategies and exceptional partner philosophies, irrespective of tier-1, tier-2 or tier-3 rankings.

## Distributor Value

When entering nominations in the distributor categories, look across the entire supply chain.

In operating at the beating heart of the channel, distributors must juggle the needs of a vendor, with the requirements of a partner and the demands of a customer.

Value-added is a clichéd and over-used word and while it's imperative for distributors to get the basics of logistics and finance right — warehouses are warehouses and boxes are boxes.

How are you evolving as new technologies flood the market? How are you sourcing and recruiting new breeds of partners? Distributors will be judged on reinvention, rather than tradition.

## Top tips to make your nomination stand out

- 1** A well-written nomination should firstly answer each question in full, offering a clear, direct and specific statement of why a particular company or individual should win an award
- 2** Each category has three to four questions as part of the award criteria — please make sure you specifically answer the criteria, but also limit your responses to the 200-maximum word count set per question
- 3** Strong nominations list the most important information in the first few sentences and then elaborate as necessary, including enough information for the panel to become familiar with the work and achievements of the nominee
- 4** Also, judges advise against nominees resting on their laurels in terms of brand reputation and work within the channel, stating that if it isn't written on the submission, then it cannot be judged as outside influences do not count
- 5** Finally, please note that multiple copies of the same submission are not allowed. You can, however, nominate across multiple awards and categories

**Submit your nominations here**

[www.reseller.co.nz/innovation\\_awards/nominations/](http://www.reseller.co.nz/innovation_awards/nominations/)