

blueprism[®]
Customer
Excellence
Awards 2021
Submission Guide

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- 2 The entry process on our award management platform (Award Force)
- 3 How to compile your entries for your best shot of winning
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Section 1: An introduction to the awards

Now in its fifth year, the Customer Excellence Awards 2021 celebrates the many groundbreaking successes our customers have achieved with a digital workforce. The Awards program is the perfect platform to showcase your inspiring innovations, creative projects and bold use of Blue Prism to transform your business.

This year, we're shaking things up and taking the competition to the next level by adding six new awards, which means we'll be awarding a total of 30 trophies.

Submissions are open from **1 February 2021 through to 5 March 2021 at 23:59 GMT** for all Blue Prism customers, both Enterprise and Cloud. Customers can submit entries for themselves or Blue Prism partners can submit entries on their customer's behalf.

There are also three individual awards, which can be entered by individuals themselves or by nomination from colleagues or peers. All submissions are judged anonymously by industry leaders and influencers, representatives from last year's winners and senior Blue Prism intelligent automation experts.

So why should you enter the awards?

- Further validate the value of intelligent automation to your wider business
- Benchmark your intelligent automation initiative against that of your peers
- Boost your team's motivation (and bragging rights) by being recognized as an award-winning organization
- Winners will receive an engraved trophy, digital badges, and mementos for team members

Entry Steps:

Download your pack

Read through these guidelines carefully

1

Choose your categories

Decide which categories you'll enter, using the guidelines to help you.

2

Prepare your entry

Complete your entry online. The entry platform supports save and resume for your convenience.

3

Submit your entry

4

Good Luck!



Section 2: What you need to know about the entry process

Key Dates

Deadline: 5th of March 2021 at 23:59 GMT

Finalists announced: 18th of May 2021 at Blue Prism World

Awards ceremony: 17th of June 2021

Create your account on our [submission platform](https://blueprismexcellenceawards.awardsplatform.com/)

Go to <https://blueprismexcellenceawards.awardsplatform.com/> to get started. Already have an Award Force (our award management platform) account from last year's Customer Awards? Simply log in on the link above. If you experience any issues then please contact awards@blueprism.com for anything further.

The screenshot shows the registration and login interface for the Blue Prism Excellence Awards 2021. The page has a dark blue background with the event title in yellow and white. On the left, there is a red 'Welcome' box with text about the awards launch and registration. The main content is divided into two columns: 'Register' and 'Log in'. The 'Register' column contains input fields for First name, Last name, Email, Mobile (optional), Password, and Confirm password, along with a checkbox for terms and conditions. The 'Log in' column contains a 'Blue Prism Staff Login' button, input fields for Email or mobile and Password, a 'Remember me' checkbox, a 'Log in' button, and a 'Forgot password' link. The browser window title bar is visible at the top right.

blueprism
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Welcome

This year's Blue Prism Excellence Awards will launch February 1 2021.

Entries for both the Customer Excellence Awards and Partner Excellence Awards will be submitted on this website.

To stay informed for when the nomination process starts, please make sure you are registered to receive communications by signing-up [here](#).

For any questions, please contact [email](#)

Register

First name

Last name

Email

Mobile (optional)

+1 201-555-0123

Password

Confirm password

By checking this box, you confirm you have read and agree to the awards [Terms and](#)

Log in

Blue Prism Staff Login

Email or mobile

Password

Remember me

Log in

[Forgot password](#)

Section 3: How to compile your entries

The following points must be considered and completed for each entry and in all categories:

- Submit by the deadline. We need your award entries by 5 March
- Pick your category carefully
- Tell a story: narratives are more powerful and compelling than plain facts

3.1 - Use our online submission/award management portal - Award Force

You can save your work on Award Force and return to it later. You can edit your entry until the deadline. All finalized entries entered by close of the submission phase will be considered final. Press submit when ready.

3.2 - Word count

Each submission must be no more than 1500 words in length.

3.3 - Keep the wording anonymous

Please use terms such as 'organization' or 'business' in place of your company name in the body of your entry. This makes anonymizing entries more streamlined for judging.

3.4 - Be concise and use evidence

Your entry should explain the facts in straightforward terms, with data and evidence to back up key points. Metrics are always powerful, and our judges love them! We understand that sharing data can sometimes make you (or your internal affairs team) a bit nervous, so please remember to mark potential sensitive information as confidential within your entry.

3.5 - Attachments and supporting material

You are welcome to include graphs, photos and any other supporting material that you feel could boost your entry, such as a website URL or videos. You can do this on the attachments section of the online submission portal. Caption all your attachments and reference them to your main text to make it easy for the judges to know what goes where. Please note however that this could potentially remove the anonymity of your entry.

3.6 - Blue Prism Partners

Partners can submit their customers for an award on their behalf, given permission from the customer. We also have an awards program to recognize the amazing work our partners do - the Partner Excellence Awards.

Section 4: The categories

This year, we have 13 categories in which you can win awards

- **6 company-wide categories** you can enter
- **3 individual categories** you enter yourself for or nominate other colleagues or peers
- **1 People's Choice Award:** With any team or individual submission, you can opt in for the chance to be entered into the public vote at Blue Prism World 2021
- **3 Blue Prism selected categories:** These are performance based and selected by the business

Company Categories

1. Business Value Driver Award:

Awarded to the Blue Prism customer that has used their digital workforce to drive the most value for their business.

What to include:

- Clear definition of the initial business goals, including success metrics
- Evidence of the extent to which the original return on investment targets have been surpassed
- Evidence and tangible examples that demonstrate how the Center of Excellence exceeded their goals

Winners: 1 global award winner, 3 regional all-stars (EMEA/APAC/AMERICAS)

2. ROM Excellence Award:

Awarded to the Blue Prism customer that has implemented the most robust Robotic Operating Model (ROM).

What to include:

- Extent to which the business is implementing the Robotic Operating Model into their Center of Excellence
- Evidence and strong examples that demonstrate how the Center of Excellence is using the Robotic Operating Model
- Evidence of the effective preparation of the Robotic Operating Model to enable scalability and growth

Winners: 1 global award winner, 3 regional all-stars (EMEA/APAC/AMERICAS)

Section 4: The categories

3. Innovation Excellence Award:

Awarded to the Blue Prism customer that has demonstrated the most innovative and creative use of their digital workforce.

What to include:

- Evidence that Blue Prism has been essential for digital transformation across existing systems and processes
- Demonstrated use of artificial intelligence, machine learning or other technologies to enhance the capabilities of Blue Prism
- Strong example of clever and creative use of a digital workers to automate new processes

Winners: 1 global award winner, 3 regional all-stars (EMEA/APAC/AMERICAS)

4. Best Newcomer Award:

Awarded to a new customer that has driven rapid value while using Blue Prism for less than a year.

What to include:

- Evidence of the extent and speed at which the initial goals were exceeded
- Efficient and demonstrated use of the Robotic Operating Model to set foundations for the future
- Tangible demonstration of short-term achievements

Winners: 1 global award winner, 3 regional all-stars (EMEA/APAC/AMERICAS)

Section 4: The categories

5. Strategic Transformation Award:

Awarded to a long-standing Blue Prism customer who has driven the most impactful and strategic digital transformation using intelligent automation.

What to include:

- Evidence the digital workforce has scaled across more than one business function
- Evidence of original goals being exceeded with additional benefits being delivered above and beyond
- Demonstrated use of artificial intelligence, machine learning, cloud or other technologies to enhance the capabilities of Blue Prism

Winners: 1 global award winner, 3 regional all-stars (EMEA/APAC/AMERICAS)

6. Blue Prism for Good Award:

Awarded to a Blue Prism customer who has achieved the most positive change using intelligent automation. The winner of this category will be able to choose a Blue Prism charity partner to whom we will donate £1000.

What to include:

- Evidence of driving positive change in either charity, inclusivity, supporting not-for-profits, or education via automation
- Examples of automated processes and use-cases
- Evidence of original goals being exceeded with additional benefits being delivered above and beyond

Winners: 1 global award winner

Section 4: The categories

Individual Categories

7. Intelligent Automation Developer of the Year:

Awarded to the developer who is proven to have built the highest quality automations. This award is open to self or peer-nomination.

What to include:

- Examples of initiatives in which the individual has gone above and beyond
- Examples of processes automated and record of efficient and accurate delivery
- References from peers, colleagues or managers of individual performance

Winners: 1 global award winner

8. Head of Intelligent Automation of the Year:

Awarded to a head of RPA/intelligent automation who has led the strongest adoption and business transformation thanks to intelligent automation across their business. This award is open to self or peer-nomination.

What to include:

- Evidence that the head intelligent automation has used Blue Prism as an essential tool for digital transformation
- Examples of initiatives in which the individual has gone above and beyond
- References from peers, colleagues or managers of individual performance

Winners: 1 global award winner

9. Woman In Intelligent Automation Of The Year:

Awarded to the individual that has proven to be a guiding voice and inspiration for women in the intelligent automation industry. This award is open to self or peer-nomination.

What to include:

- Proven advocate for women in STEM and intelligent automation
- Evidence of driving transformation to the business via automation
- References from peers, colleagues or managers of contribution to the industry

Winners: 1 global award winner

Section 4: The categories

Public Voting Category

10. People's Choice Award:

The awardee will be selected by the audience of Blue Prism World 2021 , who will choose from a pool of finalists. To be considered for this category, customers must accept that submission contents may be used for public promotion and marketing.

Winners: 1 global award winner

Blue Prism Performance Categories

11. DX Asset of the Year:

Single best Blue Prism Digital Exchange asset in the previous 12 months, based on tangible criteria. This award is handpicked by Blue Prism's DX team.

Winners: 1 global award winner

12. Community MVP of the Year:

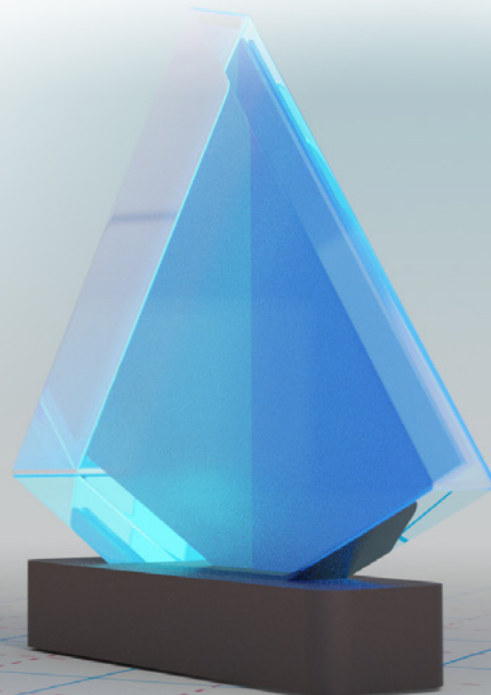
Awarded to the top contributor on the Blue Prism Community site. This award is handpicked by Blue Prism's Community team.

Winners: 1 global award winner

13. Pinnacle Award:

CEO's Choice is the highest honor given by Blue Prism and recognizes businesses whose digital workforce is shaping how it approaches assigning roles within the business, as well as how it competes and differentiates itself in the market. This award is handpicked by Blue Prism's executive team.

Winners: 3 regional all-stars (EMEA/ APAC/AMERICAS)



Section 5: The Judging Process

13 Categories. 30 Trophies.

Our judging panel is selected from industry leaders and influencers, representatives from last year’s winners and senior Blue Prism intelligent automation experts. Their names will be shared ahead of the judging phase.

“Narratives are inherently more powerful, interesting, and compelling than dry recitations of facts. The application template itself offers a guide. How did the initiative arise? What business problem or challenge did you seek to address? What drove your technology selection and implementation? What challenges or issues did you encounter in your implementation? How did you overcome them? What proved to be the most important leverage points?”

John Hindle
Managing Partner at Knowledge Capital Partners
and Head Judge

Keen on being part of the judging panel? Judges won't be judging for categories in which they have entered. All judging will be done anonymously and subject to a confidentiality clause.

[Submit your interest](#)

**Submit your entries
by March 5th, 2021**

1

Judging Commences

Judging will be completed
by industry leaders

2

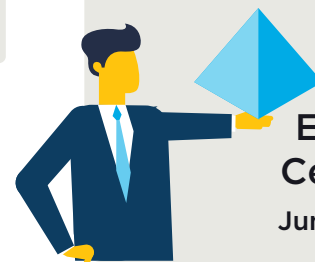
Finalists Announced

On May 18th at
Blue Prism World 2021

3

**Register for the
virtual awards
ceremony**

4



**Enjoy the
Ceremony!**
June 17th, 2021

Section 6: What are the judges looking for?

Judging Criteria

Specific judging criteria will apply to each category, with judges scoring in accordance with the criteria. Any ties will be broken by the head judge.

How To Win Over the Judges

- **Hit the high points:** Think of your application as an executive-level summary or report. You want to communicate strategy and process to guide the judges through your story, with enough meaningful detail to assess impact, but don't make it a forensic post-op.
- **Gains and Improvements:** What kinds of gains did you primarily seek in your business case? What additional or unexpected gains did you realize as a result of your implementation?
- **Efficiency:** accuracy, quality, speed, cost, etc.
- **Effectiveness:** agility, responsiveness, analytics, employee/customer satisfaction)
- **Enablement:** digital platform, new products/services/businesses, increased revenue/profit/market share, differentiated customer experience, etc.)
- **Metrics:** Be as specific as possible about business outcomes and impact (use percentages, fractions and multiples to give a sense of scale where company policy prohibits exact figures – e.g., x% faster, halved delivery times, doubled ROI, record customer sat scores, etc.)
- **Learnings:** What did you learn from your experience that will help others?

Privacy

We'll acknowledge your success by publishing award-winning case studies online , and will ensure to share all content with you prior to publication for review and potential editing. We realize that in order to win an award you may have to share information you would not want to disclose publicly. Don't forget to mark this information as confidential. Simply add the word 'CONFIDENTIAL' next to any sensitive content. To view Blue Prism's Privacy Policy please follow [this link](#).

Remember These Key Dates

Deadline

March 5th, 2021

Finalists Announced

May 18th, 2021

Winners Announced

June 17th, 2021

For any questions, please post questions on [the Awards thread on the Community](#) or send an email to awards@blueprism.com