AI, data & analytics
Organizations are drowning in data. Data lakes are turning into data swamps. What’s the right balance between centralized and edge data processing, who controls and uses the data, and how does it enable AI? Share your experience of managing data and AI to get useful customer insights and real-time operational efficiencies.

Autonomous operations
Deploying scalable and sliceable autonomous networks is key to unlocking the power of 5G and edge computing. Share your experience of navigating the hybrid challenge of operating legacy and new environments, detailing the business operations needed to develop new services at the edge.

Cloud native IT & networks
The industry is moving to open, cloud based architectures for IT and networks, to deliver faster time-to-value and dynamic zero-touch operations. Share your visions, victories and battle-scars from your cloud migration journey.

Customer experience & trust
Creating personalized, differentiated experiences that deliver value to both enterprise customers and consumers remains a priority for the industry. Share your successes in delivering differentiation, data-driven, customer-centric strategies and decision making, and harnessing AI to secure brand loyalty.

Beyond connectivity
The arrival of 5G and AI-enabled IoT systems is creating new B2B2x service opportunities. From new forms of media and entertainment, to smart manufacturing, robotics and logistics, transport, health and smart cities, each sector is experimenting with its own digital future. Share your experience of enabling tomorrow’s connected ecosystems, by blurring lines between physical and digital business.

Sustainability
While providing vital services to billions of people around the world, our industry is awake to its social and ethical responsibilities to create a sustainable future. Share your successes applying new technology and innovative solutions to enhance our societies and protect our environment.

The human factor
Organizational structures, mindsets and culture are evolving as a new generation of technology and business thinking is being used to drive digital transformation. Share your working with the new generation of leaders striving to optimize performance, drive business transformation and build the workforce of the future.

Submit an entry
To enter, use the online form here.

TM Forum’s Excellence Awards showcase members that are driving innovation in the rapidly evolving telecoms industry. Submit a nomination outlining your digital transformation business-case, with your commercial partner, before 14 April, 2022. Official nominees will be announced on 19 May 2022, followed by finalists from each of the seven categories being announced 30 June 2022. Finalists have the option to work with our writers to create compelling written case studies. All case studies will need to be complete by 8 August 2022. Case studies will be considered in the final judging scores.

A panel of judges will select Award winners based on the business impact of the case study, the degree of innovation and ingenuity shown, the measurable impact of the solution and the usage and value of TM Forum best practices and standards. Winners will be announced during Digital Transformation World in September 2022.
March 2022
Entry forms open

April 2022
Deadline for all entries

May 19, 2022
Nominees announced

June 30, 2022
Finalists announced

July - August 2022
Case study

August 8, 2022
Deadline for case study production

Winners will be announced during the Digital Transformation World in September 2022.

The submission form questions are the same for each category:
1. Give a brief overview of your entry, describing what makes it unique
2. What was the challenge you addressed?
3. How did you solve this challenge and what innovations did you use?
4. What was the measurable impact of your solution? (Please provide before-and-after KPIs and other proof points as evidence.)
5. Describe how you used TM Forum standards, frameworks, resources and activities to enable these achievements

The judges will be asked to score the entries based on the following criteria and weightings:

**Categories 1-4**
- Significance of the challenge addressed (weighted at 20%)
- Innovation (15%)
- Impact for the end customer (25%)
- Scale of the deployed solution (15%)
- Use of TM Forum standards and frameworks* (25%)

**Categories 5-7**
- Significance of the business challenge addressed (weighted at 20%)
- Innovation (20%)
- Impact for the end customer (30%)
- Scale of the deployed solution (15%)
- Use of TM Forum resources and activities* (15%)
- For the AI, Data & Insights, Autonomous Operations, Cloud Native IT & Networks and Customer Experience & Trust categories we will specifically look for use of Open Digital Framework assets. For Beyond Connectivity, Human Factor and Sustainability we will look for evidence that TM Forum resources and activities such as research, Catalysts and communities were used to assist the project.

**Notes:** The overview description provided above will be used in marketing your entry should you successfully progress to nominee phase. We only accept electronic entries.
Official nominees will be announced on 19 May 2022. Those nominees scoring the highest, based on the judging criteria explained above, will be announced as finalists in June 2021 and will have the option to work with the Forum to create a written case study.

Finalists will be encouraged to work with the Forum to create a written case study; this will be optional but completed and ‘signed-off’ case studies produced before 8 August 2022 will be considered in determining the winners.

The judges will judge the finalists on a combination of:
- Significance of the challenge addressed
- Scale of the deployed solution
- The degree of innovation and ingenuity shown
- The measurable impact for the end customer
- The usage and value of TM Forum best practices and standards.

For the AI, Data & Insights, Autonomous Operations, Cloud Native IT & Networks and Customer Experience & Trust categories we will specifically look for use of Open Digital Framework assets. For Beyond Connectivity, Human Factor and Sustainability we will look for evidence that TM Forum resources and activities such as research, Catalysts and communities were used to assist the project.

Note: Production of a published case study will count towards the final judging scores.

Tips & tricks for award submissions:
- Read the Judging Criteria for the category you’d like to enter very carefully.
- The judges favor results over intentions – be sure to provide factual results which demonstrate the impact of your entry, and ensure those results can be verified.
- Be concise, factual and to the point – avoid ‘marketing speak’ and focus on what makes your entry unique and worthy of winning an award.
- Make sure the entry form is completed in full and easy to understand from somebody not involved in the project or initiative.
- Make sure your entry reflects every element of how you achieved your objectives.
- Prepare a 100-word summary of your entry, including main points and results written in 3rd person. This will be used in marketing your entry should you successfully progress to nominee phase.

Tips for writing successful award entries:
When preparing your submission, below are a couple of tips to keep in mind to help you produce a winning submission.

Respect the deadlines.

Do: Submit by 14th April at the latest; try to submit before the actual deadline to allow for a buffer in the event that additional information may be required to complete your entry.

Don’t: Leave it until the last minute to submit your entry; there may be additional information required to complete your entry once you have submitted online.
**Tell a story.**

Your submission is your opportunity to shine; be clear about the challenges faced, your achievements, and the impact they made. Tell your story in a way that others understand it, even if they are new to the project or initiative. People inherently love stories, so make them feel part of something great.

**Example:** “In the wake of digital disruption from smaller operators who could offer new propositions faster, with a better customer experience, this company realized that to remain relevant and achieve growth, they needed to realign their services and IT operations. At that time their Net Promoter (NPS) score and their customer trust was at an all-time low (+11). The specific challenges addressed were:.....”

**Example:** “In 2020, this company overcame a multitude of challenges to achieve a successful customer experience transformation.”

**Stay on topic.**

Make sure you use short and clear expressions and focus on telling your story. Make your message memorable. Make it clear and focused at the start of your entry.

**Example:** “This company decided to overhaul the digital experience across all channels and adopt new ways of working. They leveraged cloud and microservices-based architecture with a new IT operating model. Most importantly, the team adopted a culture of innovation that embraced modern practices like DevOps and continuous integration, continuous deployment and continuous testing...”

**Example:** “Project X was this company’s overarching strategic initiative and the Marketing Service Application (MSA) supports 69,765 nationwide activities, supporting 2,190,000 gross impressions. The company overhauled digital experience across all channels and adopted a multi-layer optimization model to build a life-cycle customer experience management system compliant to measure 18.6.5 and integrating XYZ server architecture....”

**Verify the facts.**

Be honest with your achievements. Be sure to verify any facts (and quote any sources) you use in support of your entry.

**Example:**
- As per Frost and Sullivan, Digital Maturity of our business functions moved from evolving to driving stage with overall score of Digital capability maturity index increasing from 3.54 in 2018 to 4.07 2019 (on an overall scale of 5).
- We were classified as Digital Champions in McKenzie’s Digital Quotient (DQ), scoring 58 which put the company in the top quartile for telecom service providers globally.

**Example:**
- Digital capability maturity index increased from 3.54 to 4.07
- We were classified as Digital Champions in 2019
**Quantify the results.**

One of the key criteria that the judges consider is your ability to provide measurable results. Quantifiable facts prove the value of your entry and help highlight the strength of your submission; include as many as you are able but aim for a minimum of five.

**Example:*
- Mobile internet NPS improved by 7 points YoY, broadband NPS improved by 13.8 points YoY
- System costs reduced by US$14.3 million per year, from US$X to US$X
- Accumulated net profits up 458% in first year from US$X to US$X

**Massive increase in customer satisfaction**
- Reduction in system costs
- Increase in profits

**Answer every question completely.**

Be sure to answer every question in full. Do not skip any questions and check that you are including the appropriate level of detail being requested for each answer. If you do not understand what is being asked of you, ask one of the awards team for help.

**Example:** “TM Forum’s Open APIs and Business Process Management Framework enabled simplified and optimized adoption across the organization. The Business Process Management Framework helped define end-to-end business processes; we used it mainly in the services layer, where our workflow creation environment fits inside the eTOM model to speed up and simplify new business service launches by integrating with current IT systems.”

**Example:** Example: “Open APIs, Business Process Framework were used.”

**Use evidence and supporting material to highlight your story.**

If you have a video, a press release, testimonials, or other supporting material, be sure to include links to this within your entry. This helps to add colour and external advocacy to your story.

**Example:** “Read more about our clients’ successes in this press release <<link>> and watch this video interview <<link>> with Fred Mercury, CTO of Queen Systems....”

**Example:** “The response from our customers has been overwhelmingly positive.”

**Ensure sign-off from all parties involved early on.**

If you are submitting a joint entry, ensure that your commercial partner is aware of what is required of them in the entire process. For example, if you would like them to agree to work on a case study should you progress to the finalist stage, get prior approval for this to avoid any miscommunication or wasted effort.

For more information or help with your entry please contact awards@tmforum.org with any questions you may have regarding the TM Forum Excellence Awards.
**FAQs for award submissions**

**Do I need to be a member to enter the Awards?**
Award submissions must be made by a TM Forum member company, and our primary contacts for marketing (eg the case study) must be with the TM Forum member. But non-member companies can be acknowledged in the award entry and will be recognized as partners in the project when we publish shortlists and winners. To confirm that your company is a TM Forum member, please see the member list.

**When should the business case have taken place in order to qualify for entry?**
The business case being highlighted should have taken place between the start of 2021 to the current time to qualify for entry into the current awards cycle.

**How are the nominees per category chosen?**
Entries are initially assessed based on the judging criteria, and high-quality entries are declared official nominees.

**Who will produce the written case study?**
If you are chosen as a finalist, you will have the option to work with TM Forum on a written case study. If you wish to, we will assign a writer to work with you on this. All parties that are submitting the award MUST agree to be featured publicly in the write-up. Once the case study is complete, all involved will be given an opportunity for edits and final approval before any publication of the material.

**What format is the written case study?**
Click here for a sample of a previous case study.

**What is involved in the production of the written case study?**
The background you submit online as part of your award entry will provide initial detail for the writer. A few simple follow-up questions/clarifications and direct quotes will be taken before we come back with to get a draft case study for your edits and approval.

**Is it optional to produce a written case study?**
Yes. Production of a written business-case study is optional but will be considered in final judging scores.

**Can I submit multiple entries per category?**
Multiple entries may be submitted for consideration. Normally we will only declare one official nominee per category from the same company, so it is in your interest to submit only your strongest entries for consideration.

**Do I have to publicly name an end customer?**
Except in The Human Factor and Sustainability categories, suppliers/solution providers must enter jointly with an end customer, who must be willing to be named publicly. Confirmation of the customer’s agreement to be named publicly must be provided by May 1st 2022, before the nominees are announced.

**Who are the judges?**
Judges comprising senior industry executives from around the world assess the entries based on material submitted and determine the winners of each award.

**When are the finalists chosen?**
Finalists will be announced in June 2022.

**The Final Winner**
There will be seven final Winners, announced during Digital Transformation World. The judges will chose the winners based on the business impact of the case study, the degree of innovation and ingenuity shown, the measurable impact of the solution and the usage and value of TM Forum best practices and standards. Published case studies will also be taken into consideration.

**Awards Promotion**
TM Forum will promote the Awards nominees, finalists and winners in various ways:
- Through a press release naming them; entrants are encouraged to do the same.
- On TM Forum’s website, social media, Inform content channel, newsletter features, email marketing campaigns and other channels.
- Published case studies will be used as part of the event marketing campaign.
- Video interviews will be conducted with the winners.

Digital toolkits will be provided to entrants at each stage (including social banner, web banner, hashtag, internal and external email comms) to allow members to promote their status at each stage.

[www.tmforum.org/awards](http://www.tmforum.org/awards)