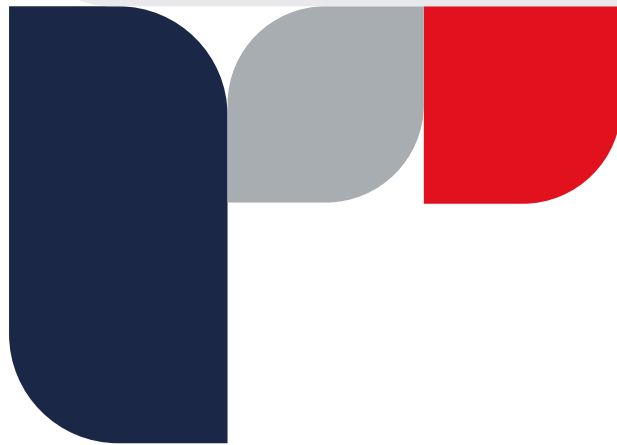
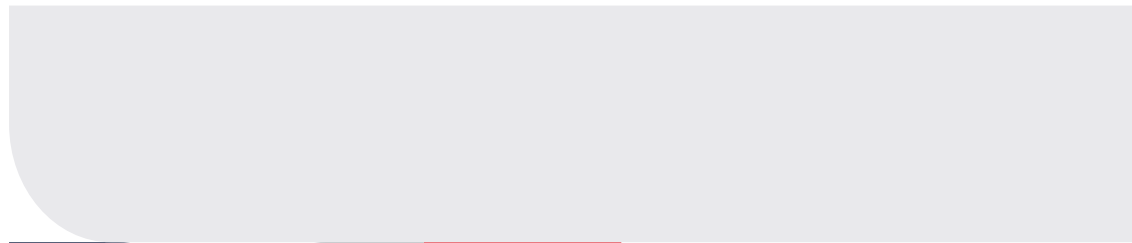


tmforum  
**excellence** **2024**  
**awards**



# award nomination guide

TM Forum's Excellence Awards identify and celebrate the fastest growing and most innovative companies in our rapidly evolving industry. Submit a nomination outlining your digital transformation business case, with your commercial partner, before 2 February 2024.

Official nominees will be announced on 11 March 2024, followed by finalists from each of the six categories being announced on 25 March 2024. Finalists will then be encouraged to submit a 5-minute video with further project details; this

will be optional, but videos submitted before 3 May 2024 will give credit towards the final judging scores and will be featured on the Excellence Awards website.

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 DTW24 - Ignite in June 2024.

## award categories



### Excellence in ODA implementation

For achieving outstanding business-impacting results through application of ODA.



### Excellence in network monetization

For pioneering double-digit business growth.



### Excellence in autonomous networks

For leadership in realizing next generation autonomous networks.



### Excellence in AI innovation

For achieving significant business impact through AI innovations.



### Excellence in customer experience

For mastering differentiated developer and customer experiences including partnered solutions.



### Excellence in innovation for people & planet

For outstanding innovations positively impacting people's lives or protecting our planet.

## key dates



**December 4, 2023**  
Entry forms open



**February 2, 2024**  
Deadline for all entries



**February 12, 2024**  
Customer confirmation to publicity



**March 11, 2024**  
Nominees announced



**March 25, 2024**  
Finalists announced



**May 3, 2024**  
Submit video

Winners will be announced during **DTW24 - Ignite**, 18-20 June 2024

Submitting an entry | To enter, use the [online form here](#)

# submission form

The submission form questions are the same for each category:

- 1 Give a brief overview of your entry:** describe the primary claim of your submission, providing a summary of the achievement, the resulting impact and duration of observation. Minimum requirement of one year proven deployed evidence, except for “AI application for business impact” award.
- 2 Describe the challenge addressed** and why resolving this is important to the business/industry
- 3 How was this challenge solved,** from an operational, business and/or technology point of view, and what innovations were used?
- 4 What was the measurable impact of the solution?**  
Please provide before-and-after KPIs and other proof points as evidence, and endorsements by the customer.
- 5 Describe how you used, and/or extended TM Forum standards, frameworks, resources and activities to enable these achievements.** Please also capture where extensions of TMF assets or learnings were shared back to the community for maximum industry benefit.
- 6 Upload a maximum of five supporting PowerPoint slides** that include relevant infographics, graphs, links, etc. (optional)

## scoring

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

- **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%)

\*Where appropriate, we will specifically look for use of Open Digital Framework assets. Where this is less relevant, we will look for evidence that TM Forum resources and activities such as research, Catalysts, communities and events were used to assist the project.

## selection of nominees and finalists

Official nominees will be announced on 11 March, 2024. Those nominees scoring the highest, based on the judging criteria explained above, will be announced as finalists on 25 March, 2024.

# what makes a great entry?

Suppliers / solution providers must enter jointly with an end customer, who must be willing to be named publicly. However, you can submit internal projects (where the supplier is the same organization as the end customer) in appropriate categories. You must provide confirmation of your customer's agreement to be named publicly by 12 February 2024 (before the Nominees are announced on 11 March 2024).

You can submit multiple entries for consideration, but **we will only declare one official Nominee per category from the same submitting company**, so it is in your interest to submit only your strongest entry for consideration.

The best entries will:

- **Have an exceptional industry benefit claim** which is clear and precise, with strong business impact
- **Be proven in industry** with at least one year of data to support the business impact claim (excluding the "AI application for business impact" award).
- **Have succinct outcomes** that are demonstrated quantitatively and / or qualitatively.
- **Have business outcomes** that are endorsed by the customer.
- **Include precise descriptions** with all essential relevant information clearly captured.
- **Capture relevant use or extension of TM Forum assets** precisely.
- **Describe key learnings** effectively that are open to sharing with the community.

## tips & tricks for award submissions

- Read the judging criteria 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 easily understood by somebody not involved in the project or initiative.
- Make sure your entry covers all the ingredients which helped you achieve your objectives.
- Respect the deadlines. Be aware of the key dates and ensure that you meet the deadlines. Give yourself enough time to approach the research and writing of your entry, taking into account time it may take to verify details with others.



**Do:** Submit by 2 February 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.

**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.

# tips for writing successful award entries

## 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 2022, 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 2022 to 4.07 2023 (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 2022

# tips for writing successful award entries

## 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 results.

### 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:** “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 color 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 video 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](mailto:awards@tmforum.org) with any questions you may have regarding the TM Forum Excellence Awards.

# FAQs for award submissions

## **What's the history of the Awards?**

Since 2007, TM Forum's Awards have recognized the world's leading companies for their innovative achievements.

## **What are the benefits of entering the Awards?**

There are a number of benefits to being acknowledged as a Nominee, Finalist or Winner of the TM Forum Excellence Awards. All qualified entries will be featured on the TM Forum Excellence Award webpage and the DTW24 - Ignite website, along with other digital channels including press releases, TM Forum newsletters and TM Forum's news channels.

## **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 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.

## **How do I enter the Awards?**

Entries must be submitted via the online entry form (available from 4 December 2023). Each entrant will need to create a Profile. Once your Profile has been created, the Submission tab will appear at the top of the entry form homepage.

## **Will I be sent an acknowledgment and/or receipt for my entry?**

Once you have completed your entry form(s), you will receive confirmation via e-mail. Please e-mail [awards@tmforum.org](mailto:awards@tmforum.org) if you have any questions concerning your entry.

## **How are the Nominees per category chosen?**

Entries are initially assessed based on the judging criteria, and high-quality entries are declared official Nominees. Please note that a maximum of one entry per submitting company will be nominated in each category.

## **Can I submit multiple entries?**

Multiple entries may be submitted for consideration, but we will only declare one official Nominee per category from the same submitting company, so it is in your interest to submit only your strongest entry for consideration in each category.

## **Does the submission need to demonstrate use of TM Forum standards?**

The judges will specifically look for use of TM Forum's Open Digital Framework assets (i.e. standards and best practices developed by our collaboration projects), and/or evidence that TM Forum resources and activities such as research, Catalysts and communities were used to assist the project.

## **Will TM Forum write case studies for all the Finalists?**

Unlike previous years, TM Forum will not write case studies for all the Finalists for consideration by the judges in their final selection of the Winners. Instead, Finalists will be encouraged to submit a short (max 5-minute) video with further details of your project; this will be optional, but videos submitted before 3 May 2024 will give credit towards the final judging scores and will be featured on the Excellence Awards website. Winners will also be invited to work with TM Forum on case studies for publication on our website.

## **Must I name the end customer for my project submission?**

Yes. 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 12 February 2024, before the Nominees are announced. All parties that are named in the award submission MUST agree to be featured publicly in announcements of Nominees and Finalists and Winners. Internal projects (where the supplier is the same organization as the end customer) may be accepted in appropriate categories.

## **Who decides the winners?**

The finalists and winners in all categories will be decided by an impartial group of expert judges. The decision of the judges is final. No discussion will be entered into regarding the selection process or final decisions.

## **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.

## **How does the judging process work?**

Details of the judging panel meetings will not be disclosed. Information regarding the participating judges will not be released until the Award ceremony takes place during DTW24 - Ignite.

## **How will the Awards be promoted?**

Award winners will be presented their award during DTW24 - Ignite. Company logos will be prominently displayed. TM Forum will issue a press release naming the winners and winners are encouraged to do the same.

## **What is the entry fee?**

There is no entry fee.