

# **TECHNOLOGY STRATEGY IMPACT 2022 AWARDS**

## **Nomination Packet**

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## About The Award

Forrester is delighted to announce the opening call for your nomination for the highly anticipated, first global Forrester Technology Strategy Impact Awards.

This is the only assessment dedicated to recognizing excellence in technology strategy that drives an obsession with customer success and business growth.

We will assess and reward enterprises for their technology capabilities, including their ability to enable their business to be more adaptive, creative, and resilient with the help of platforms, partnerships, and practices that accelerate growth. We call this a future fit technology strategy.

Award recipients and finalists will be announced ahead of Forrester's Technology & Innovation events in North America, Europe, and Asia Pacific.

## Why participate?

You should participate if you are proud of what you have achieved with a modern, future fit technology strategy; if you support your company's strategy for customer obsession; and if you have helped your company grow with technology platforms, practices (including your people and IT operating model), and partnerships that focus on customer and employee success.

You will sharpen your story, reinforce your strategy, and grow your influence by participating, competing, and being recognized. All participants will celebrate their teams and deepen their success through this process.

## Who should apply?

This award is open to companies and organizations with 1,000 employees or more in sectors other than software or professional services that are executing a future fit technology strategy as defined by Forrester. We invite nominations from CIOs, CTOs, CDOs, enterprise architects, and other technology leaders.

## But What Is A Future Fit Tech Strategy?

A future fit tech strategy is a customer-obsessed approach to technology that enables an organization to quickly reconfigure business structures and capabilities to meet future customer and employee needs with adaptivity, creativity, and resilience.

### FUTURE FIT TECHNOLOGY

#### Adaptive

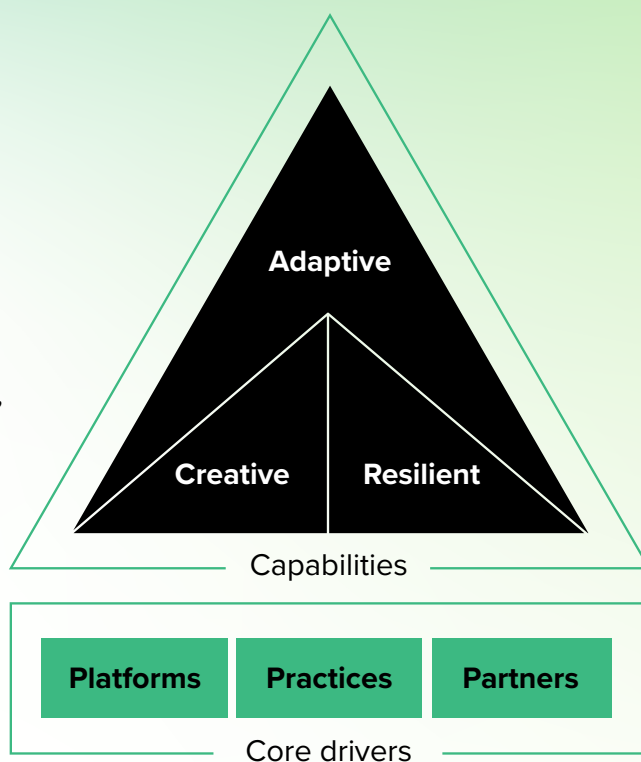
Able to reconfigure core business concepts

#### Creative

Bringing emotion and engagement into digital customer experiences

#### Resilient

Delivering on the product vision and brand promise, no matter the crisis



#### Platforms

Technology platforms and bundles will accelerate time-to-value.

#### Practices

Practices will align teams on outcomes, not strict processes.

#### Partners

Co-innovation partnerships will emerge as a critical advantage.

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## Judging Methodology

Shortlisted nominees are selected on the qualitative and quantitative depth of their nominations.

A judging panel (composed of Forrester analysts) will shortlist institutions per category, which will then be interviewed to carefully select the award recipients.

A proprietary, quantitative, and qualitative scoring methodology is applied to all submissions.

All responses will be treated as strictly confidential. If we wish to use anything from our conversation in published research, we will ask for your explicit permission.

2022  
AWARDS



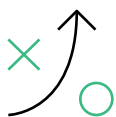
# The Forrester Technology Strategy Impact Award

This award recognizes a technology organization that has set and executed a future fit tech strategy in order to enable its firm to achieve a high level of customer obsession. Customer-obsessed firms grow their revenue at a pace that is radically higher than their competitors while realizing higher profitability, customer retention, and employee engagement than non-customer-obsessed firms.

The Forrester Technology Strategy Impact Award recipient will have demonstrated:

- A technology strategy that enables the firm's customer obsession: an enterprise wide technology strategy that puts the customer at the center of the firm's operating model.
- A high-performing IT operating model that leverages a continuous, iterative, and integrated strategy-to-value delivery process linking business objectives, through business capabilities, with end-to-end value streams.
- A mastery at: leveraging (at scale) modern technology platforms, adaptive business and technology practices, and co-innovation partners. These in turn enable competitive differentiation, accelerate time-to-value, and sustain delivery against the brand promise despite future disruptions.

**Your submission will be judged against the actions you have taken to become future fit and the results achieved.**



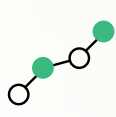
## Strategy

Unleashing creativity through sharing accountability and measuring for outcomes



## Platforms

Optimizing investments by leveraging cloud and automation for experience and operations solutions



## Practices

Increasing adaptivity by embracing the shift from project to product operating models, aligning teams to customer and employee experience outcomes



## Partners

Seizing opportunities by engaging co-innovation partners both large and small, using the ecosystem to co-innovate new sources of value



## People

Unlocking employee potential through workforce strategies that embrace the future of work



## Benefits

Creating value for customers and capturing value for the business, balancing efficiency and productivity with effectiveness

**WHY?**

**HOW?**

**WHAT?**

## Submission Guidelines

The following information should be included in each submission:

- A completed entry form to the Forrester Technology Strategy Impact Award.
- Please include other documents which can further support your nomination
- A high-resolution .JPG or .EPS company logo.

Submit all nominations to [awards2022@forrester.com](mailto:awards2022@forrester.com) on or before June 17, 2022.

Award recipients and finalists will be announced ahead of the Forrester's Technology & Innovation events in North America, Europe, and Asia Pacific.

### Important

- Entries received after the closing date will not be accepted under any circumstances.
- All entries and supporting material will be kept strictly confidential amongst our panel of judges and shall be securely destroyed upon request.
- We might request a further interview with the executive managing the program that is being nominated.
- The objective of the interview is merely to gain deeper insights for the purposes of judging.

# Entry Form

Name Of Institution

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Name Of Team

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Country

---

Name

---

Job Title

---

Department

---

Email

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Telephone

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## QUESTIONNAIRE

### 1. Introduction

Why is your organization being nominated for this award?

*Provide a summary here. We will ask you in detail about your technology strategy in the context of your business strategy. (300-word limit)*

## QUESTIONNAIRE

### 2. Your Firm's (Or Organization's) Business Strategy

What are the key elements of your business strategy, and how (from a business perspective) has it driven your tech organization to pursue a future fit tech strategy?

*Please provide a short summary of your organization's overall business strategy, including challenges, opportunities, and objectives. Please focus on business drivers such as market and business changes, increasing competitive pressure, and improving customer and employee experience. (300-word limit)*

## QUESTIONNAIRE

### 3. Your Technology Strategy's Customer-Obsessed Execution

Explain in detail how your future fit tech strategy is enabling your firm's customer obsession. How is this strategy enabling your firm to become customer-led, insights-driven, fast, and connected?

*How is your future fit tech strategy enabling your firm to become more customer-led? (200-word limit)*

*How is your future fit tech strategy enabling your firm to become more insights-driven? (200-word limit)*

## QUESTIONNAIRE

### 3. Your Technology Strategy's Customer Obsessed Execution (continued)

Explain in detail how your future fit tech strategy is enabling your firm's customer obsession. How is this strategy enabling your firm to become customer-led, insights-driven, fast, and connected?

*How is your future fit tech strategy enabling your firm to become fast? (200-word limit)*

*How is your future fit tech strategy enabling your firm to become more connected? (200-word limit)*

## QUESTIONNAIRE

### 4A. Tech Strategy Execution — Platforms

Please explain in detail the role that technology platforms play in your organization's future fit tech strategy — and the impact that has on the overall business strategy.

*Provide your definition of technology platforms and how they enable the success of both the technology and business strategies. (250-word limit)*

## QUESTIONNAIRE

### 4B. Tech Strategy Execution — Practices

Please explain in detail how your technology organization is changing its technology planning, delivery, and operating practices to support its future fit technology strategy — and the impact that has on the overall business strategy.

*Identify which major technology practices are changing and how they enable the success of both the technology and business strategies. (250-word limit)*



## QUESTIONNAIRE

### 4C. Tech Strategy Execution — Partners

Please explain in detail how your tech organization is leveraging third-party partners to support its future fit technology strategy — and the impact that has on the overall business strategy.

*Explain the role of these third-party partners and how they enable the success of both the technology and business strategies. (250-word limit)*

## QUESTIONNAIRE

### 5. People Strategies

Please explain in detail how your technology and overall organization invest in your employees to foster a healthy, diverse, and adaptive workforce.

*Please focus on the people-related changes that your organization/firm has made — and their relative priority — to drive a cultural change, focused on fostering characteristics like innovation, collaboration, and accountability. (250-word limit)*

## QUESTIONNAIRE

### 6. The Role Of Business Benefits/Outcomes

Explain how business objectives and key business results are impacting your tech organization's execution of its future fit tech strategy.

*(250-word limit)*

## About Forrester

Forrester is one of the most influential research and advisory firms in the world. We help leaders across technology, marketing, customer experience, product, and sales functions use customer obsession to accelerate growth. Through Forrester's proprietary research, consulting, and events, leaders from around the globe are empowered to be bold at work — to navigate change and put their customers at the center of their leadership, strategy, and operations. Our unique insights are grounded in annual surveys of more than 700,000 consumers, business leaders, and technology leaders worldwide; rigorous and objective research methodologies, including Forrester Wave™ evaluations; 70 million real-time feedback votes; and the shared wisdom of our clients.

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