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Microsoft Australia
Partner Awards 2014

Frequently Asked Questions

MAPA
2014

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Each year, the Microsoft Australia Partner Awards (MAPA) are presented at the Australia Partner Conference (APC). This prestigious awards program recognises partners who have delivered exemplary solutions built on Microsoft technologies.

Answers to questions you may have about the Microsoft 2014 Partner Awards program can be found in the sections below but if you can't find the information you need, please email the **2014 Microsoft Australia Partner Awards** team. Please allow two (2) business days for a response.

Winner – Large Account Reseller 2013

AWARDS SUBMISSION TOOL QUESTIONS

ARE THERE INSTRUCTIONS ON HOW TO SUBMIT MY AWARD?

Yes! Once you create a profile in the **Award Submission Tool**, you will be emailed a link to the step-by-step tutorial (PDF). Or you can access it here.

WILL I BE ALLOWED TO ENTER IF I DO NOT MEET THE ELIGIBILITY REQUIREMENTS?

You will not be prevented from applying for an award regardless of your eligibility, but to be selected as an award winner or finalist your submission must meet the eligibility requirements specified for that specific award.

CAN I EDIT AN ENTRY?

If your entry is in 'Draft Mode', you're free to edit it at any time until the close of the **Award Submission Tool** at 11:59 P.M. Australian Eastern Standard on June 5, 2014. To edit your entry, log back into the **Award Submission Tool** and click on your appropriate entry. Please note: after you have submitted an entry you will no longer be able to edit the entry. You must have successfully submitted your award entry for it to be reviewed by the judging panels.

HOW DO I SUBMIT AN AWARD ENTRY?

Log in to the **Award Submission Tool** any time after it opens at 12:01 A.M. Australian Eastern Standard on May 1, 2014 and before it closes at 11:59 P.M. Australian Eastern Standard on June 5, 2014.

WILL I STILL BE ABLE TO SIGN IN TO THE AWARDS SUBMISSION TOOL AFTER SUBMISSIONS CLOSE?

Yes, you will be able to sign in and view your entry after that date, but you will not be able to make changes or withdraw your submission.

CAN WE ENTER MORE THAN ONE NOMINATION FOR THE SAME AWARD IF WE DEPLOYED DIFFERENT PRODUCTS OR HAVE ALTERNATIVE CASE STUDIES WE WANT TO HIGHLIGHT?

Yes, you can enter multiple award nominations for the same award or enter the same case study or story for more than one award category.

CAN I DELETE OR CHANGE MY ENTRY AFTER IT HAS BEEN SUBMITTED?

As long as your entry has <u>not been</u> submitted, you may edit or delete your entry at any time prior to the close of the Awards Submission Tool (11:59 P.M. Australian Eastern Standard on June 5, 2014). To check the status, Sign into the Awards Submission Tool and navigate to the dashboard page. If the entry shows a 'Submitted' status, you will not be able to change or delete the entry

CAN I ENTER SOME DATA AND THEN COME BACK AND COMPLETE MY SUBMISSION LATER?

Yes. Be sure to save your work along the way and do not submit the entry until you're fully satisfied with your entry. You may log out and when you log back in, you can go to your dashboard and click on the edit icon of the award you wish to update. Remember - once you have submitted your entry, you cannot edit or delete it.

CAN I UPLOAD VIDEO/DVD PRESENTATIONS TO MY ENTRY?

Yes, it's possible to upload files (up to 10 MB per file) as part of your award submission. However, we highly encourage you provide a URL for additional materials of this nature.

WHAT IS THE MAXIMUM NUMBER OF CHARACTERS THAT CAN BE ENTERED INTO AN ANSWER?

All answers are limited to 5,000 characters per answer, including spaces. We strongly recommend you create and finalise your answers in Microsoft Word before copying and pasting them in to the Award Tool. To see the character count for your answer in Microsoft Word, simply highlight your text and then click on the review tab. Select the Word Count option from the toolbar and reference the "Characters (with spaces)" count in the window displayed. Please make sure your answer is 5,000 characters or less.

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CAN YOU SEND ME THE QUESTIONS IN AN E-MAIL MESSAGE?

We are unable to e-mail the questions to you directly but you can download the questions **here.**

PROGRAM QUESTIONS

WHAT IS THE DEADLINE FOR SUBMITTING MY ENTRY?

The last day to submit an awards entry is 11:59 P.M. Australian Eastern Standard Time on June 5, 2014. This deadline is <u>FIRM</u> and <u>NO</u> extensions will be offered or given.

CAN I SUBMIT MORE THAN ONE ENTRY?

Yes, you can submit different entries or nominate different solutions for the same category, or enter the same solution in different categories (if it is appropriate for the award category).

NOTE: We ask that you not waste your time or that of the judge's. You must meet the requirements for the award category you are submitting for in order to be selected as a winner or finalist.

CAN I SUBMIT MY SOLUTION IN AN AWARD CATEGORY EVEN THOUGH I DON'T MEET THE ELIGIBILITY REQUIREMENTS?

To be selected as a winner or finalist in an award category, you must meet the specified eligibility requirements. This requirement cannot be waived.

WHAT AWARD SHOULD I APPLY FOR? CAN YOU REVIEW MY SOLUTION AND ADVISE ME?

Unfortunately, we cannot review solutions. However, if you have a Microsoft account manager, they may be able to offer your organisation guidance.

HOW CAN I GET HELP IF I DON'T UNDERSTAND ONE OF THE QUESTIONS?

Email the 2014 Microsoft Australia Partner Awards team. Let us know which question you need assistance with and we will try to clarify it for you. Please allow two (2) business days for a response.

WHAT ARE THE JUDGING CRITERIA?

These vary by award. However, all entries are judged solely on your answers to the awards questions, so answer them to the best of your ability. Review the Suggestions and Helpful Hints from the Judges document to help you prepare your submission for an award. We also recommend you review the recorded "Award Submission Writing Course" on the Partner Learning Centre. This training course will not guarantee you a winning award but it will give you some tips and tricks to make your submission stand out.

HOW IS MY SUBMISSION JUDGED?

Each award has a judging team made up of a minimum of three judges. Our judges are assigned a number of entries that are within` their specific area of expertise and experience. We ensure that there is no conflict of interest and the adjudication process is carried out with the utmost confidentiality and objectivity. The judges assess every entry in their category in an online environment through our secure adjudication system.

WHAT MAKES A GOOD AWARD ENTRY?

Entries in the MAPA program are judged solely on the partners' answers to the award questions. As an example, partners often ask, "What can I do to create a winning entry?" or, "What is the judging criteria?" Because the information requests vary by each award category, there are no simple answers to these types of questions. However, you should ensure each entry includes strong examples of your solution(s) impact on the business in question. These could include return on investment, cost reductions, increased productivity or other critical business factors. Be sure to provide figures or numbers to demonstrate the impact your solution(s) had on the customer's business.

ARE YOU LOOKING FOR AN ANSWER FOR A SINGLE SOLUTION OR FOR MULTIPLE CUSTOMERS?

This depends on the solution you are nominating for. If this solution has been deployed with multiple customers, then answers to the award questions should apply to all your customers.

BY WHICH DATE MUST THE SOLUTION I AM NOMINATING HAVE BEEN DELIVERED TO MY CUSTOMER?

We are looking for new solutions. For this reason, you should nominate a solution that has been or will be delivered in the past 12 months: from July 2013 to July 2014.

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DO I NEED TO COMPLETE A CUSTOMER-RELEASE FORM?

No. The customer-release form is not required when submitting an award entry. If it is required at a later stage, we will contact you. We do however ask that you have the customer permission to tell us about your solution.

CAN I SUBMIT MY AWARD APPLICATION IN LANGUAGES OTHER THAN ENGLISH?

Your award application must be submitted in English, using the **Award Submission Tool.** However, the solution for which you are applying for an award need not have been localised into English. However, your customer must be located in Australia.

WHAT DO WINNERS AND FINALISTS RECEIVE?

The The Microsoft Australia Partner Awards 2014 winners and finalists will be recognised at APC in Gold Coast, September 2 - 4 2014. Partners recognised as finalists and winners will be acknowledged in press releases and will receive a marketing kit (award logos, local press templates and Web banners) with which to promote their accomplishments. Winners will be further recognised and acknowledged throughout APC. This recognition of excellence identifies winners as a select few who truly stand out in a distinguished, competitive field.

CAN I SUBMIT A SOLUTION THAT WAS SUBMITTED FOR WORLDWIDE PARTNER OF THE YEAR AWARDS?

Yes, you can submit your submission from the Worldwide Partner of the Year awards for the MAPA program. You will, however, need to enter the submission into the MAPA submission tool.

DO I HAVE TO ATTEND APC TO BE A FINALIST OR WINNER?

No, you are not required to attend APC to be a finalist or winner.

IS ANY CUSTOMER INFORMATION I PROVIDE CONFIDENTIAL?

If your customer has any proprietary rights in and to the solution you submit, as a condition of being named a winner in this Contest, your customer must be willing and able to grant to you and Microsoft the right and permission to feature and otherwise describe the Solution in a case study and to use the case study for promotional, editorial, demonstration or any other related purposes.

TELL ME MORE ABOUT THE CONFIDENTIALITY....

Any customer name or customer information you provide in your award submission will not be published immediately. You will, however, be asked to provide a signed customer release from the end customer if you are an award winner so we can possibly produce a case study.

In the award submission process, we recommend that if you have any privacy concerns, you add a note at the bottom of the last question in the nomination form that states the confidentiality concerns for this particular award submission. This will note will then be flagged with the Microsoft teams evaluating the nomination and will note the requirement of a release to publicise any customer information.

WILL MY CUSTOMER BE CONTACTED?

If you have provided customer references, judges may ask your permission to contact these references when making their final decision. Other than that, there will be no contact with your customer.

CAN AN INTERNAL PROJECT BE NOMINATED, OR MUST IT BE COMMERCIAL?

Only commercial solutions, for which you have at least one external customer, may be nominated for an Award.

CAN I SUBMIT A NOMINATION FOR A SOLUTION IF THE CUSTOMER IS MICROSOFT?

For reasons of fairness and the appearance of fairness, you cannot nominate a solution for which Microsoft is the only customer.

CAN I SEE OTHER PARTNERS' ENTRIES TO ASSIST ME WITH MY OWN?

All entries are confidential, so it is not possible to see entries from other partners.

WHEN WILL WINNERS AND FINALISTS BE ANNOUNCED?

The winners will be announced during the APC Keynote on September 2, 2014. Finalists will be announced late July.

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QUESTIONS?

Send an email to the **2014 Microsoft Australia Partner Awards team**. Please allow two (2) business days for a response.

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