



The next horizon of Digital Transformation is here



IDC Future Enterprise Awards Award Categories

2021 – 2022 North America Nomination Guide

IDC North America Future Enterprise Awards →

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Awards Categories

The **IDC Future Enterprise Awards** reflect a changed world. Digital transformation itself is changing, bringing in a new chapter where organizations and their CEOs are reprioritizing their agendas. The categories and criteria represent the accelerated pace of organizations, working towards bringing their businesses into the Future.



Best in Future of Digital Innovation

This award recognizes the enterprise that best transforms itself from mere software consumer into full-blown, large-scale software innovator. It is often said that every company will become a software company. In the move toward producing software-based products and services, a winning organization shows that its project or initiative is able to augment or develop software IP (intellectual property) to create enhanced value for customers or users.



Best in Future of Digital Infrastructure

This award recognizes that a large percentage of a digital enterprise's revenue depends upon the responsiveness, scalability, and resiliency of the infrastructure deployed within its own facilities and its ability to take advantage of third-party provided and operated infrastructure resources delivered as a service. Digital infrastructure focuses on the fast delivery of innovative infrastructure hardware, software, resource abstraction, and process technologies to support the development and continual refinement of resilient digital infrastructure across data center, edge, and public cloud service platforms.



Best in Future of Work

This award recognizes the organization that is able to rethink the way works get done. It is a fundamental shift in the work model to one that fosters human-machine collaboration, enables new skills and worker experiences, and supports an intelligent and dynamic environment unbounded by time or physical space. Work transformation is critical for effectively scaling digital transformation initiatives.



Best in Future of Trust

This award recognizes the organization that can maintain the trust amid the evolving needs of its customers. The role of IT in maintaining the trust of customers and other stakeholders in their enterprises has historically centered around preventing cyberattacks and data breaches while helping business leaders achieve regulatory compliance. As the digital transformation age unfolds, however, many are pursuing initiatives focused on customer experiences and empathy at scale, enterprise and ecosystem intelligence, smart and autonomous devices, and other efforts that introduce new trust threats, challenges, and opportunities.



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Best in Future of Intelligence

This award recognizes the organization that is able to rethink the way they synthesize information from raw data, learn from these insights and leverage them at scale across the entire enterprise. It is a fundamental shift in the effective use of human knowledge and computer-generated insights, fostering greater human-machine collaboration, and supporting an intelligent and dynamic operating environment unbounded by traditional knowledge or data silos.



Best in Future of Connectedness

This award recognizes the organization that is able to rethink the way people, things, processes and applications connect to enable the seamless flow of data and drive business outcomes. It is a fundamental shift in the definition of strategies to create, consume and collaborate around the data driven in the enterprise ecosystem. It is an enterprise-wide approach that fosters human-machine collaboration, enables new skills and worker experiences, and supports an intelligent and dynamic environment unbounded by time or physical space.



Best in Future of Industry Ecosystems

This award recognizes an organization's ability to generate value by its participation in a new digital economy. New business models will emerge, maybe driven by new customer requirements and ways of operating, that will spur the creation of innovative, digital ecosystems that leverage software platforms to deliver scale and speed.



Best in Future of Customers and Consumers

This award recognizes the organization that is able to rethink and effectively transform the way customer-related initiatives are done in the organization (e.g. customer engagement, customer experience, customer service). The Future of Customers and Consumers is characterized by the changing and shifting nature of the relationship between customers and brands through a lens or prism of technology.



Best in Future of Operations

This award recognizes the organization that is able to rethink the way operations is managed. It is a fundamental shift in the operations model to one that fosters resilient operational decision making in the context of the enterprise and supports operational strategies that are designed to support increased personalization and improved customer experience rather than centrally focused on delivering efficiency above all else. Operational transformation is critical for effectively scaling digital transformation initiatives.

