

MSP 501 2024 Special Awards



After applying for the MSP 501 awards, each company is given the option to apply for a special award. You will be automatically redirected to this document after you apply and given a special link to submit your special award application through.

The special award categories are as follows:

- The Vanguard Award: Leading the Way
- Lifetime Achievement Award
- The Newcomer of the Year Award
- Digital Innovator of the Year Award
- The Executive of the Year
- The MSP of the Year

Please scroll below to read the full description for each.

Questions about the special awards or need help finding your custom link?
Email msp501@informa.com.

MSP 501 2024 Special Awards

For each award you submit an entry, create a separate Word file clearly naming your file with your company name and the award.

The Vanguard Award: Leading the Way

This award is given to a company that is at the forefront of technology and service innovation — cloud, security, AI, 5G, etc. — in the managed services and technology channel. To qualify, please outline what your company has done in terms of innovative and original thinking in meeting clients' needs and how this has contributed to your company's overall financial success.

Please answer as many of the following questions as you can. (Be specific.)

- How are you leading the managed services and technology channel?
- What advanced digital services did you provide (e.g., proprietary products, custom programming)?
- How are you advancing your company and your team? What innovative technology/processes are you using internally to reduce your teams' workloads and add more value to the company?
- How are you leading the way in revenue?
- How did your innovative technology/processes — both internal and external — contribute to revenue profit?
- Please provide at least one example of innovative/original thinking that you think puts you ahead and sets you apart from other companies.

***Please limit your nomination to 3,000 characters**

At the start of your nomination please provide:

- Nominee name:
- Nominator details (name, title and company):

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Lifetime Achievement Award

This Channel Futures MSP 501 Lifetime Achievement Award is presented to an individual for exceptional contributions to the technology channel and outstanding service to the industry. The award is presented to an executive who has demonstrated commitment, perseverance, creativity and ingenuity over an entire career. To qualify, please nominate a candidate who has been in the industry for at least 10 years. Describe what they have done to distinguish themselves in the managed services and technology channel. This individual will have made significant contributions to companies and individuals in the channel and impacted channel strategy, customer satisfaction and business outcomes, partner program development and vendor direction, etc.

Please answer as many of the following questions as you can. (Be specific.)

- What is the nominee's extent and impact of lifetime contribution to the technology channel? Please list awards, peer recognition, leadership positions including any volunteer roles and any other awards received.
- What specific contributions to the IT channel has the nominee made?
- What are some specific accomplishments of the nominee in terms of business building, serving as a role model, partnerships with vendors and suppliers?
- What specific accomplishments stand out for the nominee? Give an example of where the nominee made a sustainable impact on a large number of individuals and organizations.
- In what ways is the nominee an innovator?
- Provide two examples that clearly define the nominee's top leadership traits and character.
- Provide an example of where the nominee's leadership and actions had a positive impact on diversity, equity and inclusion in a business or community.
- Describe an example where the nominee built a strategic relationship with a vendor or partner to overcome a business challenge or enable success.
- What superhero best describes the nominee and why?

***Please limit your nomination to 3,000 characters**

At the start of your nomination please provide:

- Nominee name
- Years of contribution
- Company affiliation at time of contributions
- Nominator details (name, title, company):

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The Newcomer of the Year Award

The award is bestowed upon an MSP 501 organization appearing on the list for the first time. This company represents the next generation of managed services provider poised to exert their influence. It has had a unique trajectory and journey to the MSP 501, led by an entrepreneur focused on tech innovation, service and customer success.

Use the form below to nominate yourself or someone you know for the Newcomer of the Year award. To qualify, please describe your company's journey, including its history, market position, business model and go-to-market strategy.

Please answer as many of the following questions as you can. (Be specific.)

- In what ways has this company displayed exceptional vision, leadership and innovation in:
 - Building a new company
 - Developing a new product or service
 - Creatively developing a way to deliver an existing product or service to the marketplace.
- How is the company's business model unique, and how has it propelled them forward in the competitive market?
- In what ways has the nominee had to quickly adapt to and adopt new working practices to survive?
- What idea(s), program(s) or procedure(s) has the company implemented that were designed to enhance or improve upon existing or outdated processes?

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Digital Innovator of the Year Award

This award is given to a company that demonstrates excellence in intellectual property development in cloud, security, industry-focused solution or other emerging areas. To qualify, please submit an application that describes your company's homegrown product or service, complete with details as to what makes it innovative from a functionality, pricing and / or competitive point of view. Be sure to describe what market need this product or service fulfills, its price and target customer segment.

Please answer as many of the following questions as you can. (Be specific.)

- What advances in the productivity and potential of business applications has this product or service made? Please provide details about any technology that contributed significantly to improved efficiency, productivity and the performance of your organization.
- What is the name of your product or service?
- What made the product or service different from your competitors'?
- What market need has the product or service fulfilled? Include any customer feedback you may have.

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The Executive of the Year

This award is for an executive who has demonstrated commitment, perseverance, creativity and ingenuity over an entire career. This award goes to an individual who has distinguished themselves in the managed services and technology channel.

You can use the form below to nominate yourself or someone else for the Channel Futures MSP 501 Executive of the Year. To qualify, applicants must be senior leaders of technology providers (MSPs, cloud service providers, solution providers, value-added resellers, IT service providers or other channel partner organizations).

Nominees must be members of the C-suite or the founders, chairman or top leader of their organization. Please provide how this individual sets their company apart from the rest. Describe the specific achievements of your nominee based on the criteria below. You can include links to other information to make the case for yourself or your nominee.

Please answer as many of the following questions as you can. (Be specific.)

- What are the financial achievements of your or the nominee's organization year over year? Include company growth, any M&A activity, sales gains, profit increases, company value increases, stock price increases, new investments, etc.
- What are your or your nominee's accomplishments as a leader? Include how you or your nominee motivated employees, improved or changed company culture, improved team performance, etc.
- How did you or your nominee lift the company brand/visibility via marketing initiatives?
- How did you or your nominee improve the customer experience or bring in new customers? Include big customer wins, improved relationships examples, etc.
- What has been your or your nominee's impact on the local community via service or outreach programs (e.g., mentoring, DE&I initiatives, etc.)?

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The MSP of the Year

This award is given to five exceptional companies that truly stand above the rest. These companies are the best of the best when it comes to delivering managed services. They demonstrate excellence in business efficiency and agility in the face of an evolving market and business model innovation. These organizations have separated themselves from all others through innovative growth strategies, a keen focus on customers, the value of partnering and motivating its employees.

The MSP of the Year companies have taken active measures to develop their executives and employees as thought leaders, and work to promote their thought leadership. These businesses actively contribute to the growth and quality of life within the organization; their practices contribute to a sense of community and cooperation.

These organizations have deeply and truly distinguished themselves in the market and have evolved to meet and exceed customer, employee and market needs.

Please answer as many of the following questions as you can. (Be specific.)

- What is the hallmark of your organization? What sets it apart from other MSPs?
- Do you have any specialties? If so, how did you come to focus on them?
- What were/are your accomplishments in terms of business innovation and performance?

- What were/are your specific achievements in terms of customer success?
- What change in the market impacted you the most over the past year? How did you respond to it?
- What do you consider to be your organization's greatest achievement in the past year?
- Consider your organization at the beginning of last year and at the end. What changed? Why?
- Please list any awards or commendations that your organization received last year.

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