***\*Note: the following information may be published on the awards website regardless of whether your firm wins an award. Anything that should remain private or confidential, such as revenue, customer names, etc. should be labeled clearly as such within this document. It will not be seen by anyone other than our private judging team. Thank you for your application and for the service you provide to the HCM industry!***

|  |  |
| --- | --- |
| **Company Name:** |  |
| **Website URL:**  |  |
| **Insert Logo (JPG/PNG):** |  |
| **Key Customers:**  |  |
| **Main Category Entering (choose one):*** **Talent Acquisition**
* **Talent Management**
* **Core HR/HCM**
* **Learning**
* **Employee Experience**

**If unsure about best-fit category please** **contact us** **for assistance.** |  |

**About the Company**

*Please provide information about your firm, markets served, and any other relevant information for our judging panel. Maximum 500 words.*

**Problem(s) Your Technology Solves (10%)**

*Please provide information about the types of solutions your firm offers and the types of problems it solves for customers. This should be as concrete as possible with any supporting data included for judges to objectively review the information (retention rates, cost per hire, engagement scores, etc.) Answer judged for 10% of total points. Maximum 500 words.*

**Client Case Study (40%)**

*Please provide one client case study highlighting a customer’s problem, how they found your firm, and their key results that are directly attributable to leveraging your system to solve their problem. Metrics are ideal here for proving value/impact. If desired, you* ***may request*** *anonymity for this client in the final published version; however, you must identify the firm in this confidential entry form for it to be judged. Answer judged for 40% of total points. Minimum 200 words. No word count limit.*

**Demo (20%)**

*In order to thoroughly examine your technology, our judging panel requires at least one of two things:*

* *Access to a sandbox account for testing features and functionality, AND/OR*
* *At least one pre-recorded demo video highlighting key features and any product differentiators (minimum of 30 minutes, 60 minutes maximum)*

*Note: these access credentials and/or demo videos will be kept strictly confidential within the confines of this competition and will be removed from this form prior to any public sharing. Answer judged for 20% of total points. Access should be granted to these resources through May 1, 2021.*

**Key Differentiators (20%)**

*Please indicate any differentiators that make your product different, better, or more valuable than other solutions in the market. For example, if your reporting is more robust, provide use cases for how customers use it. Screenshots allowed in this section. Answer judged for 10% of total points. Maximum 500 words.*

**The Company Behind the Technology (10%)**

*Technologies take on the makeup of the company that develops them. Use this space to talk about: your firm and how it cares for its people, your Glassdoor ratings, how you support social responsibility, or how the company goes above and beyond in other notable ways. We’ve found in our research that companies that invest in their people and the industry in other ways are more likely to be successful long-term. This is your opportunity to show your own value. Answer judged for 10% of total points. Maximum 500 words.*

**Next Steps**

*Please upload this entry to our* [*Awards Submission Form*](https://www.surveymonkey.com/r/28PHY57)*. Submissions for this year’s program will be due by 11:59pm Central Standard Time on March 12th, 2021. If you are not going to be able to make the deadline please* *contact us* *about an extension. For additional details please visit our* [*awards page*](http://hrtechawards.org)*.*

*This entry will be judged by independent industry, academic, and practitioner subject matter experts that are required to sign a non-disclosure agreement as a prerequisite for serving as a judge. Thank you for your submission and your interest in the industry’s most comprehensive awards program.*