



CUSTOMER **BREAKTHROUGH** AWARDS **2022**

Presented by **SugarCRM**

Customer Breakthrough Awards FAQs

Q: Who can make a nomination?

A: Customers, partners, and Sugar employees can all make a nomination.

Q: What is the link to the nomination form?

A: Please use [this link](#) to make a nomination.

Q: Who is eligible or best suited for each award?

A: The awards program is open to all SugarCRM customers in good standing, regardless of their location, deployment type, product, use case, or industry. We've provided more explicit instructions on who should submit for each award category on sugarcrm.com/customer-breakthrough-awards under 'Who Should Submit?'

Q: Which awards are global?

A: All of the awards except for the Customer of the Year and Technology Partnership awards are global, meaning one customer winner will be chosen at a global level.

Q: How many winners will be selected in total?

A: 20 winners will be selected in total. Each award category has one global winner, except:

- The Technology Partnership Award will be awarded jointly to one partner and one customer pair, and winners will be selected per region for NA, LATAM, APAC, and EMEA. For example, one winner in North America for the award will make up a partner and customer (two parties.)*
- The Customer of the Year Award will be awarded to one customer per region.*

Q: What is the benefit to those who are selected winners?

A: As a 2022 Breakthrough Award winner, winners will receive special recognition as thought-leaders and experts in their space and will have opportunities to share their stories with analysts, peers, and the public. Winners will receive a luxury award to put on display.

Additionally, winners will receive a media kit with:

- *An exclusive digital badge for use on social media profiles, their website, and digital content*
- *A press release template to customize and share as they wish*
- *Instructions on next steps*

Customers will also be asked to participate in special projects that will amplify their brand and success and earn them their Raving Fans status, such as analyst interviews, case studies, video testimonials, speaking opportunities, reference calls, and more. Five customers will be invited to receive their awards in person at our Analyst Summit in Santa Cruz, California, on November 9-10.

***If a Partner is selected as a winner of the Technology Partnership Award, Partners will also receive a media kit alongside the customer.*

Q: What is the review process for determining winners?

A: All submissions will be reviewed by a team at Sugar, who will select what they deem in their sole discretion to be the award winners. We have provided tips below for building a strong nomination but cannot guarantee your nomination will be selected as the award winner.

Q: When will I know if my nomination has been chosen?

A: Those who made the nomination will be notified via email on October 17, 2022, if chosen as a winner. Since a handful of winners will be invited to accept their awards in person at our Analyst Summit on November 9, 2022, any public announcements of the winners will be paused until November 10, 2022, when SugarCRM releases an official press release.

Q: What if I was nominated last year and wasn't selected as a winner?

A: We encourage you to nominate the customer again! Strengthen your submission by incorporating more details and KPIs to tell a compelling story for a chance at being chosen as a winner.

Q: Can my company win an award again if we were selected as a winner in 2021?

A: If a customer was selected as a winner in 2021, they will not be considered for an

award again until 2023 unless they are nominated for a different award category and/or have expanded their use of SugarCRM.

Q: Who will be invited to the Analyst Summit in November?

A: We've budgeted for five customers to join us in Santa Cruz, California, at the Chaminade Resort and Spa on November 9-10 to accept their awards in person at our Analyst Summit. All expenses will be covered for customers, and customers can expect to participate in the event, enjoy a wine blending event at the winery, and meet with industry analysts. Sugar's team will select the five winners to invite in October based on varying criteria, such as industry, use case, ROI, region, etc.

Q: What will happen between winners being notified on October 17, 2022, and the official announcement going out on November 10, 2022?

A: In the three weeks between privately notifying winners on October 17, 2022, and the public announcement on November 10, 2022, the Sugar team will coordinate official communications and order physical awards for each winner. We appreciate your patience and agreement to withhold announcements until we can issue a formal announcement on November 10, 2022.

Q: If we are nominated for an award, can we win a different award?

A: Yes, if a customer is nominated for an award, the Sugar team may deem in their sole discretion that the customer is better suited for recognition in a different award category.

Q: Can we submit a nomination in our native language?

A: At this time, we can only accept nominations in English.

Q: Can Partners nominate themselves for the joint Partner/Customer Technology Partnership award?

A: Yes, partners can nominate themselves for the joint Technology Partnership award but must get consent from the customer to do so.

Q: Which awards are partners eligible to win?

A: Partners are only eligible to win the joint Technology Partnership Award, which is awarded jointly to a Partner and Customer.