



# CUSTOMER **BREAKTHROUGH** AWARDS **2024**

Presented by **SugarCRM**

## Customer Breakthrough Awards FAQs

### **SUBMITTING A NOMINATION**

#### **Q: Who can make a nomination?**

*A: All customers, partners, and Sugar employees across the globe can make a nomination.*

#### **Q: Where is the link to the nomination form?**

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

#### **Q: Why do I need to provide my company logo and headshot?**

*A: In the event that you win an award, Sugar will use the assets to promote you and your company. This can be done through public statements, case studies, social media, etc.*

#### **Q: What is a company boilerplate?**

*A: A company boilerplate is a single paragraph that sums up your entire company – who you are, what you do, and why you exist. It's essentially a condensed version of a website's 'About Us' section and is used regularly in journalism, marketing, and recruitment to describe your company briefly.*

**Q: Why is a company boilerplate required in the submission?**

*A: Sugar will use it to feature in press releases if you should win, as it will include your company name and website URL exactly as your company wishes the information to appear in public statements.*

**Q: How can I make sure my nomination is strong?**

*A: To build a strong nomination and increase your chances of selection for an award, please include as many details as possible on your business mission, use case with SugarCRM, and business impact. We suggest including:*

- *Your company vision, services, and who you are as a business*
- *A compelling backstory and information on your business*
- *Your journey with SugarCRM*
- *Which solutions you use and how you use them to support the company initiatives and goals*
- *ROI, KPIs and measurable business impact*

**Q: Why am I being asked for additional marketing contacts?**

*A: When a customer is selected as a winner, we want to streamline the approval process for promotional materials as much as possible to reduce noise for the primary contact. Oftentimes, there is a communications contact at the customer business that we can work with directly for approvals and revisions. Therefore, you can add as many contacts as you deem necessary for efficiently obtaining approvals.*

**Q: What is the review process for determining winners?**

*A: All submissions will be reviewed by a committee at Sugar, who will select what they deem to be the award winners in their sole discretion. 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 December 4, 2023, if*

*chosen as a winner. Any public announcements of the winners will be paused until January 8, 2024, when Sugar releases an official press release.*

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

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

## **AWARD ELIGIBILITY**

**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](https://sugarcrm.com/customer-breakthrough-awards) under 'Who Should Submit?'*

**Q: Which awards are global?**

*A: All the awards will recognize one winner at a global level, except for the Customer of the Year Award, where there will be one winner by region.*

**Q: How many winners will be selected in total?**

*A: A minimum of 11 winners will be selected in total. Each award category has one global winner, except the Customer of the Year Award, which will be awarded to one customer per region. There may also be special mentions such as Judge's Choice per the discretion of the Judging Committee.*

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

*A: We encourage you to apply 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 last year?**

*A: If your company was selected as a winner last year, you will not be considered for an*

*award again until 2025 unless you are nominated for a different award category and/or have expanded your use of SugarCRM.*

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

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

**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.*

## **WHAT HAPPENS AFTER WINNING**

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

*A: 2024 Breakthrough Award 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 the next steps***

*Customers will be invited to participate in the Awards Ceremony, as well as in other 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.*

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

**Q: Is participation in special projects mandatory for winners?**

*A: No. While sharing your logo and your story as winners is part of the promotion that comes with winning an award, any subsequent project participation will depend on the customers' availability and interest. We do encourage customers to take advantage of these opportunities, as they are perfect occasions to amplify both brand and personal success, but the decision belongs fully to the customers.*

**Q: What will happen between winners being notified on December 4, 2023, and the official announcement going out on January 8, 2024?**

*A: In the five weeks between privately notifying winners on December 4, 2023, and the public announcement on January 8, 2024, the Sugar team will coordinate official communications, order physical awards for each winner, and work with the winners to prepare their success stories. We appreciate your patience and agreement to withhold announcements until we have the opportunity to issue the formal announcement.*