

***Information Management's 2009 Innovative Solution Awards***  
**Entry Guidelines**  
**Entries Due: September 2, 2009**

*Information Management* is recognized as the market-leading publication for business intelligence, analytics and data warehousing across all major industries. *Information Management* readers know that our focus on business intelligence is often cast in the context of two other issues, business process management and various aspects of technology integration. That is because data, process and integration are related, interdependent and increasingly entwined within today's business landscape.

*Information Management's* Innovative Solution Award was created to recognize solutions that are groundbreaking and provide quantifiable business value across this interdependent market. Innovation is about relevance. We are looking for solutions that involve innovative technology or the introduction of a new approach or idea to a company or an industry. Not many things are really new, but a unique combination of details may result in something that has never been done before, or an idea that works in one industry which may be applied successfully in another. Products might be used in ways that the implementer never originally intended but which reaped great benefit. *Information Management* wants to highlight these stories because they are creating competitive advantage and positively affecting the bottom line.

**RULES OF ENTRY**

One submission per vendor allowed per category.  
All software used must be generally available versions (not beta).  
Submissions must follow the entry guidelines.

**Deadline:** Wednesday, September 2, 2009.

**Submission Process:** Please send complete entries as Word documents via email to Adrienne Baker. (Adrienne.Baker@sourcemediacom). Entrance Certification form (page 4 of this entry form) may be returned to Adrienne via fax at (262) 782-9489.

**Winner Notification:** All entrants will be notified as to their status in October. Status notification will be directed to the individual who submitted the entry.

**Issue Featuring Winners:** Winners will be featured in the November/December 2009 issue of *Information Management*.

**Contact:**

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*Information Management*  
(262) 784-0444, ext. 218  
adrienne.baker@sourcemediacom

In order to provide a consistent base for the judges, all entries must adhere to the format requirements and entry guidelines.

**Entries that do not adhere to requirements and outline will not be considered.**

Please do not send additional marketing materials.

## ENTRY CATEGORIES

<b>Category</b>	<b>Category Description</b>
<b>Business Intelligence (BI)/ Analytics</b>	BI solutions provide individuals with the ability to easily access information for monitoring, analysis, reporting and decision-making purposes. This category includes OLAP, analytic applications, predictive analytics, data visualization and data mining.
<b>Business Process Management (BPM)</b>	BPM can be defined as the methods, techniques and tools to model, deploy, optimize and analyze operational business processes (repetitive business processes performed by organizations in the context of their day-to-day operations as opposed to strategic decision-making processes) involving humans, organizations, applications, documents and other sources of information. The activities which constitute BPM can be grouped into three categories: design, execution and monitoring, and include modeling, business rules, BAM and workflow management.
<b>Performance Management</b>	Performance management solutions enable an organization to understand, act on and influence its business performance through software, business processes and measures of business success (metrics, key performance indicators). This category includes planning, budgeting, financial consolidation, reporting, strategy planning, dashboards, data visualization and scorecarding tools.
<b>Data Integration</b>	Data integration solutions provide the capability to acquire, integrate and reconcile dispersed data for analytic purposes that organizations have maintained in multiple, heterogeneous systems. Data needs to be accessed and extracted, moved and loaded, validated, cleaned, standardized and transformed. This category includes ETL, EII, data quality, customer data integration and data transformation.
<b>Data Management</b>	Data management consists of software that converts data into a unified format by taking derived data to create new fields, merging files, summarizing and filtering data; it is the process of reading data from operational systems. This category includes metadata management, data modeling and databases as well as master data management, data profiling, data validation and data cleansing solutions. Other topics in this category include governance and centers of excellence.
<b>Data Warehousing</b>	Data warehouses are often at the heart of the strategic reporting systems used to help manage and control the business. The function of the data warehouse is to consolidate and reconcile information from across disparate business units and IT systems and provide a context for reporting on and analyzing. This category includes modeling, design, methodology, performance, change management and appliances.
<b>Enterprise Content Management (ECM)</b>	ECM consists of the technologies used to capture, manage, store, preserve and deliver content and documents related to organizational processes. ECM tools and strategies allow the management of an organization's unstructured information, wherever that information exists, including text mining, digital rights management, data asset management, search, taxonomies and ontologies.
<b>Enterprise Application Integration (EAI)</b>	EAI transcends the simple goal of linking applications and attempts to enable new and innovative ways of leveraging organizational knowledge to create further competitive advantages for the enterprise. Solutions regarding integration servers, application servers, enterprise service buses, enterprise services and service-oriented architectures will be considered.
<b>Other Innovative Solutions</b>	We will accept Innovative Solutions from other categories. Please query us to make sure it is appropriate

Please refer all questions to Adrienne.Baker@sourcemedia.com, (262) 784-0444, ext. 218.

## **Judging Criteria**

The judges for these awards are industry experts in the field of business intelligence/data warehousing, performance management and process management. The number of awards in each category is up to the determination of the judges – if the judges determine that there is more than one Innovative Solution in a given category, they will present more than one award in said category. Conversely, if the judges believe that none of the entries in a category is an Innovative Solution, no award will be given in that category.

This award is for Innovative Solutions, not products. Entries must describe the solution provided to a corporation and give specific examples of how the solution functions within said organization. We are not looking for product brochures or white papers. Entries using marketing boilerplates do not fulfill the judging criteria and will be rejected.

Judges will evaluate the entries based on completion of the following questions. (Forms available for download at <http://www.information-management.com/about/awards.html>.)

**Complete the following items 1-6. Responses provided may be published if the implementation is selected as a winner. Please limit responses to a maximum of 250 words per question.**

1. Explain the problem you were intending to solve. Describe the business drivers for initiating this solution.
2. Describe the successful solution, including time required to implement and its scope (including information regarding users of the solution and project team). What products were used and what function did they perform?
3. Innovation: Why should this solution be considered an Innovative Solution? What makes it unique, groundbreaking and superior? What unintended results did you realize?
4. Quantitative results: How was the effectiveness of the solution measured (metrics, ROI, etc.)? Please provide a quantitative analysis of the benefits of the solution.
5. Qualitative results: What “soft” or intangible benefits has the organization received as a result of this solution?
6. Sustainability: How does the solution adapt to changing business requirements and deliver long-term sustainable value?

## ***Information Management Innovative Solution Award Submission Form***

**Please indicate the category that best fits your Innovation Solution**

	BI/Analytics		Data Integration		Enterprise Content Management
	Business Process Management		Data Management		Enterprise Application Integration
	Performance Management		Data Warehousing		Other Innovative Solutions

**Name of Solution Provider (vendor)**

Company name \_\_\_\_\_

Mailing address \_\_\_\_\_

Web address \_\_\_\_\_

Name of submitter/contact \_\_\_\_\_  
(Please print)

Title of submitter \_\_\_\_\_

Submitter's email address \_\_\_\_\_

Submitter's phone \_\_\_\_\_

**Innovative Solution Implementer**

Company with Innovative Solution \_\_\_\_\_

Contact name and title \_\_\_\_\_  
(must be available for interview by our judges if chosen as a finalist)

Contact's phone \_\_\_\_\_

Contact's email address \_\_\_\_\_

We certify that all entry information is true and that the entry content has been approved by all individuals/companies mentioned for submission to *Information Management's* Innovative Solution Award competition. *Information Management* and associated judges may retain all entries, and any part of this entry may be published in *Information Management* and *Information Management.com* if the entry is selected as a winner. Certification form may be faxed to Adrienne Baker at (262) 782-9489. Questions? Call (262) 784-0444, ext. 218.

Signature \_\_\_\_\_ Date \_\_\_\_\_  
(Signature of individual submitting entry)