CONTEST RULES

Sitecore Experience Awards 2020
April 2020
The Sitecore Experience Awards (SEA) 2020 recognize brands that have built truly customer-centric digital experiences with Sitecore technology. The SEA are awarded to Sitecore customers (and their partners) whose entries clearly demonstrate that their Sitecore solution delivers an outstanding experience for all users whether partner developers, internal customer marketers, business and IT users, or end-user customers. Please be sure to consult the following SEA contest rules before submitting your entry, these SEA contest rules apply to each entry and to the contest as a whole.
The 2020 SEA categories are:
1. Most impactful human connections in a changing world
2. Most intelligent content optimization
3. Best innovation with emerging technologies
4. Most sophisticated Sitecore implementation

The 2020 SEA winners will be recognized in the following regions:
• Americas
• UK
• Nordics
• Central & Eastern Europe
• Southern Europe
• MEA (Middle East & Africa)
• ANZ (Australia / New Zealand)
• Asia

Bonus category: Ultimate Experience Award
Additionally, all entries will automatically be considered for the Ultimate Experience Award. Four winners will be selected from each of the four categories. The four Ultimate Experience Award winners will be invited to accept their awards during Sitecore Symposium 2020 (with complimentary registration).

Please note:
• You may enter as many different categories as you like, with the same or different projects.
• There will be only one overall winner per category in each region listed above, regardless of industry, for a total of 32 winners maximum.
• The Ultimate Experience Award does not require a separate entry.

To increase your chances of being selected, please focus your time and effort on an excellent award entry, rather than on submitting multiple entries that lack measurable outcomes and results.
General rules

- The Sitecore Experience Awards recognize the most successful entries within each category, based upon the value criteria specified on the entry form for each category and ultimately as determined by the judges, as described below.
- All projects entered must have been implemented by a Sitecore Certified Partner or a Sitecore customer who has purchased a license from Sitecore.
- The SEA contest is subject to federal, state, and local laws and regulations and is void where prohibited by law.
- All projects entered must have gone live by 1 May 2020 or have demonstrated significant Sitecore enhancements as an evolving project during that period. Implementation must have occurred during that timeframe of any one or combination of Sitecore Experience Cloud™ products (version 8 and above), which include the Sitecore® Experience Platform™, Sitecore® Experience Manager, Sitecore Content Hub, and/or Sitecore Experience Commerce™.
- Previous Sitecore Experience Award submissions, including winning submissions, can be entered if there is evidence of significant new performance data or enhancements during 2019 and through 1 May 2020 in an evolving project that were not available for inclusion in the original entry.
- Sitecore must receive all entries by 4:00 pm US Pacific Time on Friday, 12 June, 2020. No extensions will be given.
- Winners will be announced on or before 31 August 2020 and will be notified by email.
- By entering a project for consideration for the SEA, entrants agree to the terms of Sitecore’s Privacy Policy, which informs SEA entrants of the types of information Sitecore collects, including the reason we collect such information, how we share it, and how we safeguard it. By submitting an entry form, entrants will be required to affirmatively consent to Sitecore’s use of entry form information to contact you, including by email communications from Sitecore, our affiliates, and authorized third parties from time to time pertaining to Sitecore’s business in accordance with our Privacy Policy.
- The content you submit on the entry form (either as a customer or as a partner on behalf of a customer) is considered approved for use by Sitecore for Sitecore’s marketing purposes. By submitting your entry form you are confirming that you have all necessary consents to submit information on behalf of the third parties featured in your submission (whether partners,
customers or individuals), and you are confirming that such third parties are aware of and have agreed to the use of the submitted material for Sitecore marketing purposes. You understand that Sitecore may require you to produce evidence of such third-party consent in the form of a confirmation email from each such third party. You and your communications team will also have many opportunities to co-market your award win and/or customer success story with Sitecore which – at a minimum -- will include a spotlight profile repurposed from information in your entry.

- Each entry will be judged by a panel of sales, marketing, and customer service leadership within Sitecore from that entry’s region, based on the information provided in the entry form. There are eight regions and five judges within each region that will evaluate and approve all regional selections based on the below selection and scoring criteria.
- Sitecore reserves the right to change or remove categories prior to 29 May 2020.
- All entries will be automatically entered in the Ultimate Experience Award competition by default, and the Ultimate Experience Awards will be selected by a panel of four Sitecore senior executives. The winners in each of four categories will receive one complimentary registration pass to attend Sitecore Symposium 2020 and will be invited to showcase their winning entry. Note: For legal and regulatory compliance purposes, winners are responsible for their own travel expenses (airfare, hotel, etc.).
- In the event of a tie, judges will give greater weight to measurable business outcomes.

Prizes

There is no monetary prize for Sitecore Experience Award winners, and there is no cost to you to enter. Award winner benefits include:

- Customized logos that help you showcase your company as an award-winning Sitecore customer and/or partner
- Recognition in our Sitecore Experience Award winners promotional materials
- A listing on the Sitecore Experience Award page of the Sitecore website
- For Ultimate Experience winners, a personalized, engraved Sitecore Experience Award trophy
- For Ultimate Award winners, one complimentary registration pass to attend Sitecore Symposium 2020 Note: For legal and regulatory compliance purposes, winners are responsible for their own travel expenses (airfare, hotel, etc.).
For all categories, the entrant needs to show how it used its Sitecore solution, and where applicable, has made significant, measurable progress in terms of experience or content management for customers, business users, and stakeholders (often together with other business systems).

**What defines customer experience?**

Customer experience starts with the first interaction a consumer has with a brand, through browsing across channels, pre-purchase, purchase, post-purchase, and beyond to long-term customer engagement, loyalty, advocacy, and re-purchase.

Customers now want to engage with brands at any time, via the device or channel of their choice—online, mobile, or offline—and enjoy an integrated omnichannel experience that conveniently recognizes who they are, what they’ve viewed, what they put in their cart or bought, etc. This results in a personalized, relevant, and contextual experience in real time wherever the consumer is—whether they’re in a store, on a customer service call, visiting a web page, or interacting with a digitally connected device. Ideally, a brand will develop an engagement plan for a specific customer, or a customer persona group, to ensure they always cater to the next step of the customer’s journey.

Using Sitecore products, marketers benefit from bringing multiple, real-time data sources together to gain the insights they need to deliver personalized marketing with dynamic experiences that can change to suit the customer, with engagement plans and Sitecore Engagement Value-driven goals guiding the experience. By delivering the experience that matters most to their customers, marketers are rewarded with increasing Sitecore Engagement Value relevant to their organization, whether it is increased sales lead generation, downloads of a target publication, or sales value.

The experience extends to developers as well, who benefit from using Sitecore’s flexibility and scalability to help marketers, business users, and their customers to deliver rich, engaging experiences.
Entries will be judged on the value of their responses to the category-specific questions included in the entry form. Scoring criteria varies by category, as follows:

1. **Most impactful human connections in a changing world**
   Share how you’re using Sitecore to create human connections or community during circumstances of significant change, and/or social impact. As we are experiencing across the globe, there are times when brands have to respond or adapt to a changing world. Demonstrate the impact as part of your digital solution during these circumstances. Please include quantifiable ROI/metrics.

2. **Most intelligent content optimization**
   Share how you’ve used Sitecore product offerings to solve the content crunch, create personalized digital experiences, and/or deliver connected commerce to provide better customer experience. Please include quantifiable ROI/metrics.

3. **Best innovation with emerging technologies**
   Share how you’re differentiating your brand for the future. Demonstrate how you have framed technologies such as deep learning, machine learning, artificial intelligence, and augmented reality alongside Sitecore to better compete in your industry. Please include quantifiable ROI/metrics.

4. **Most sophisticated Sitecore implementation**
   Share how you’re taking your Sitecore solution to the next level. Demonstrate how you have been taking your solution beyond your initial implementation by leveraging product features, add-ons, and/or Sitecore Connectors. Please include quantifiable ROI/metrics.

**Entry forms are available at:**
[sitecore.com/experience-awards](http://sitecore.com/experience-awards)
SEA timeline at a glance

Key dates

- Submissions acceptance between 14 April and 29 May, 2020
- Category winner notifications and announcements in August 2020
- Showcasing of Ultimate Experience Award winners during Sitecore Symposium 2020.

About Sitecore

Sitecore delivers a digital experience platform that empowers the world’s smartest brands to build lifelong relationships with their customers. A highly decorated industry leader, Sitecore is the only company bringing together content, commerce, and data into one connected platform that delivers millions of digital experiences every day. Leading companies including American Express, ASOS, Carnival Cruise Lines, Kimberly-Clark, L’Oréal, and Volvo Cars rely on Sitecore to provide more engaging, personalized experiences for their customers. Learn more at Sitecore.com.