

ORACLE

MARKIE AWARDS

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Customer and Partner Pitch Deck—  
Your guide to submitting a compelling nomination

[oracle.com/cx/markie-awards](https://oracle.com/cx/markie-awards)





# Overview

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The Oracle Markies Awards celebrate the achievements of our CX customers and partners. The Markies have a rich history of success, and this year's 16th annual program promises to be the most engaging and exciting yet. After a two-year hiatus, Markie winners will be recognized in person at a gala celebration during Oracle's premier conference, Oracle CloudWorld 2022 (subject to change based on conditions at the time of the event).

Submitting a nomination for your organization or another Oracle customer or partner is not complicated but, by being wholly prepared, you're more likely to get your submission in on time and ensure it will be one that puts your nominee's best foot forward. ***If you follow the guidance in this Pitch Deck, it will take you 20-30 minutes to complete your nomination.***

This pitch deck is divided into the following sections:

1. Resources that will help you learn more about the awards
2. Guidance on how to craft a compelling nomination
3. Information you will need to submit your nomination
4. Nomination questions by submitter role

Throughout this document, you will be reminded to thoroughly review all this information before logging into the awards system and starting your nomination.





## Key Resources that will help you learn more about the awards

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The Oracle Markies Awards website, <https://www.oracle.com/cx/markie-awards/>, is your one-stop source for everything you need to know about the program. There are four tabs:

1. **Awards**—This is the home page which provides basic information about the program, including important dates and identification of the awards categories, along with descriptions for each. During the awards nominations period, the “Submit Your Nomination” button will be active in the page header.
2. **FAQs**—This page, <https://www-sites.oracle.com/cx/markie-awards/#tab2>, provides answers to common questions regarding the awards program.
3. **2021 Gallery**—this page, <https://www-sites.oracle.com/cx/markie-awards/#tab3>, identifies the 15<sup>th</sup> Annual (2021) Markies Awards finalists and winners, along with videos for each category featuring highlights from their nominations.
4. **Rules**—We provide a link to a downloadable pdf identifying the rules associated with the awards program.



# Guidance on how to craft a compelling nomination

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1. **Read this entire document**—*Before you sign into the awards submission tool* (via the “Submit your nomination” button), you should understand the entire process, from gathering information all the way through clicking the “Submit” button. Submitting a nomination is not hard, but you want to put your customer’s best foot forward.
2. **Read the official rules document**—Posted to the home page, this document will help ensure that the organization you are nominating is eligible, inform you of key dates, and inform you of the judging criteria for nominations.
3. **Get permission**—The customer nominee must agree to be nominated for an award. When you submit your nomination, the nominee will receive an email confirming that they have given permission to be nominated.
4. **Submit your Markie submission weeks before the end of the nominations period**—Every year, some nominations are disqualified for not meeting the awards submission criteria. By acting early, the Oracle awards team will have time to review your submission to identify any issues that may imperil your nomination.
5. **Make sure you’re submitting your nomination for the right Category**—Read the Category Name and Description carefully to understand the spirit of the award and identify which Oracle Cloud CX products are relevant.



## Guidance on how to craft a compelling nomination (continued)

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5. **Provide complete answers for all the questions**—Incomplete or vague responses to the questions and requests for information will leave the judges wanting more. On that note...make sure you follow through and complete the nomination, clicking on the “submit” button so that your submission moves from “Incomplete” to “Pending Approval” in the awards system. Attachments are good but don’t take the easy way out by just adding attachments and not answering the questions in full.
6. **Tell a good story**—A great nomination should contain all the elements of a great story. And that’s how the Oracle Markies Awards nominations form is designed. Your plot and narrative should describe how the nominee organization solved a business problem with Oracle’s Cloud CX solutions.
  - I. The hook—Write one or two sentences that will capture the attention of and evoke interest for our judges.
  - II. Set the scene—Share any background information that helps the judges envision the situation.
  - III. Challenges that needed to be overcome—Identify the source of the conflict that needs to be resolved.
  - IV. Why Oracle—Explain why the customer chose to partner with Oracle.
  - V. The results—Provide both the qualitative and quantitative benefits that were realized.
  - VI. The human elements—Describe the way stakeholders felt before and after the solution was rolled out.



# Information you will need to submit your nomination

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1. **Award Category**—selected from one of the categories listed on the awards web site
2. **Nominator information**—Relationship to nominee (self or on behalf of), Organization Name, Contact Name, Job Title, Email, Phone, City, State/Province, Country, Region
3. **Nominee Information**—Organization Name, Contact Name, Job Title, Email, Phone, City, State/Province, Country, Region, Industry
4. **Nominee opt-in**—provide name and email for the nominee to receive an opt in email, to agree to be considered for the awards
5. **Disclosure**—if Nominee is an employee or official of a government organization/agency or government-owned or controlled entity, public international organization, or political party, or candidate?
6. **Disclosure**—that (if partner) you have read and understand Oracle's Partner Code of Conduct, and based on that information, that the nomination complies with the Partner Code of Conduct



# Nomination questions: Oracle Employee or Partner nominating a customer

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1. Give us your elevator pitch. Why should the company you are nominating win this award?
2. Tell us about the company you are nominating—what it does, its mission statement, and what makes it unique.
3. Describe the challenges the company you are nominating needed to address and whether the project was part of a business transformation strategy. Include any issues or factors that may have made the situation daunting.
4. Please provide the human element of how these challenges impacted individuals and teams at the company you are nominating. How did the situation make them feel?
5. What benefits - qualitative and quantitative - were achieved? How did these results align to the company's mission and vision?
6. Tell us how achieving these benefits improve conditions for individuals and teams at the company you are nominating. How do they feel now?
7. Why did the company you are nominating choose to partner with Oracle, including other solutions that were considered?
8. Describe all the solutions involved (Oracle or 3rd party providers) and how they work together.
9. What's next, e.g., how will the company you are nominating build on what they've achieved?
10. Please include screenshots, pertinent files, or documents that support your submission.



# Nomination questions: Partner nominating own organization

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1. Give us your elevator pitch. Why should your organization win this award?
2. Tell us about the customer who is featured in your project. If multiple customers, what do they have in common?
3. Describe the challenges that your customer or customers were facing that led them to embark on this project. Include any issues or factors that may have made these scenarios more daunting.
4. Please provide the human element of how these challenges impacted individuals and teams at your customer(s) and/or within your project team. How did the situation make them feel?
5. What benefits - qualitative and quantitative - have your customer or customers achieved? How did these results align to their transformational strategies?
6. Tell us how achieving these benefits improve conditions for individuals and teams at your customers and/or for your team. How do they feel now?
7. Why did your customer or customers choose to partner with your company and Oracle, including other solutions that were considered?
8. Describe all the solutions involved (Oracle or 3rd party providers) and how they work together.
9. What's next, e.g., what is the natural next step for your customers who have adopted this solution? What's next for your company and Oracle Cloud CX?
10. Please include screenshots, pertinent files, or documents that support your submission.





# Nomination questions: Customer nominating own organization

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1. Give us your elevator pitch. Why should your company win this award?
2. Tell us about your company—what it does, its mission statement, and what makes it unique.
3. Describe the challenges your company needed to address and whether the project was part of a business transformation strategy. Include any issues or factors that may have made the situation daunting.
4. Please provide the human element of how these challenges impacted individuals and teams at your company. How did the situation make them feel?
5. What benefits - qualitative and quantitative - were achieved? How did these results align to your company's mission and vision?
6. Tell us how achieving these benefits improve conditions for individuals and teams at your company. How do they feel now?
7. Why did you your company choose to partner with Oracle, including other solutions that were considered?
8. Describe all the solutions involved (Oracle or 3rd party providers) and how they work together.
9. What's next, e.g., how will your company build on what you've achieved? What's next in your Oracle relationship?
10. Please include screenshots, pertinent files, or documents that support your submission.



The new primary logo/imagery



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