

TIBCO Trailblazer Awards FAQ

Who is eligible?

All TIBCO customers who have accomplished tangible and substantial business results using TIBCO technology, demonstrating ingenuity and thought leadership in meeting the demands of the digital consumer.

How many categories can one company enter?

A company can enter all categories that are applicable to their business.

Does the customer need to divulge proprietary deployment information to the public?

Winners are not required to publicly detail their deployment. However, winning companies and individuals must agree to become a public reference and to the use of their name, logo and, testimonial in a news release, marketing materials, and in promotion through TIBCO channels.

What are the requirements of the customer post-event?

The customer will work with TIBCO Customer Marketing to share their success story publicly through online and offline channels.

Do the winners need to be present to receive their award?

Winners must send a representative to TIBCO NOW and be present to accept the award during the main stage ceremony. TIBCO will pay travel expenses, including accommodations, for the winners. If the winners cannot attend the awards ceremony, they will forfeit their entry and winnings.

What do the winners receive?

A hand-crafted, prestigious trophy presented during the awards ceremony, an exclusive VIP lunch / dinner with TIBCO executives, and public recognition / visibility in the industry.

What are the criteria by which winners are selected?

1. Business impact: Did productivity increase? Were business processes enhanced? Did the nominee overcome a business challenge by deploying TIBCO solutions? Did this result in a new best practice? Were operations streamlined?
2. Business results: Were significant, measurable business benefits achieved?
3. Vision: Did the implementation result in true business transformation?

How are the Trailblazer Award winners promoted publicly?

TIBCO will publicly promote/recognize the Trailblazer Award winners beginning on the day of the award ceremony in several ways:

1. **Award ceremony:** The Trailblazer Award winner will participate in a main stage ceremony at the TIBCO NOW conference. During the ceremony TIBCO will show to the live audience a 30-second video vignette highlighting the business transformation the Trailblazer winner has achieved and they will receive the trophy.
2. **Press release and media interviews:** A press release will be issued on the day of the Trailblazer Award ceremony summarizing the significant achievements the winner has made leveraging TIBCO technology. TIBCO will also engage the winner with members of the media, *if desired*, to share their achievements across additional, global technology industry publications.
3. **Trailblazer web page:** A photograph of the Trailblazer Award winner receiving their award along with their corporate logo will be featured on the webpage (on TIBCO's website).
4. **Social media:** TIBCO will promote the winners to tens of thousands of followers via LinkedIn, Twitter, Facebook, YouTube, and Google+.
5. **Video testimonial and case study:** The Trailblazer Award winners will be interviewed to produce a high quality 2-3 minute video testimonial and a 2-page case study showcasing the positive business outcomes they have achieved leveraging TIBCO technology. These assets, approved by the winning company, will then be promoted digitally over a ~3 month period to C-levels, VPs of IT, and IT directors.