



**National Outsourcing Association**

# **Awards**

**For Best Practice in Outsourcing**

**London Marriott Hotel Grosvenor Square  
Thursday 20th November 2014**

**ENTRY PACK**

## The 2014 National Outsourcing Association Awards (NOAAs), will be held in London on 20<sup>th</sup> November 2014

The 2014 National Outsourcing Association Awards (NOAAs) for Best Practice in Outsourcing invite you to enter a submission to this industry leading event that rewards innovation and pioneering best practice by suppliers, buyers and advisors.

Now in its eleventh year, and firmly established as the awards all outsourcers want to win, the NOA Awards will take place in a brand new location; the 5-star London Marriott Hotel Grosvenor Square.

With a planned attendance of 500 guests, the glittering evening will provide an ideal setting to entertain and network with leading players from the industry. The winners represent the length and breadth of the outsourcing industry, from banking to telecoms, small companies to large, individuals and major corporates.

The NOAAs are completely independent, and as such they are the most highly respected and coveted awards within the outsourcing industry.

### How to Enter

Entry to the NOAAs for Best Practice in Outsourcing 2014 is easy and straightforward.

Although there is no fee to make an award submission, all applicants must be at least an individual member of the NOA to be eligible to enter and in order to have access to the NOA Lifecycle Model to reference in their award submission.

The NOA offers a range of membership levels to suit every budget and need. If you are not a member, you can easily join online at [www.noa.co.uk](http://www.noa.co.uk). Individual membership starts at £90 per annum.

Please follow the three simple stages to ensure your entry/ies abide by the general entry rules.

For any queries please contact [admin@noa.co.uk](mailto:admin@noa.co.uk)

### Stage 1

**Decide which categories you wish to enter and familiarise yourself with the general entry rules.**

The same project can be submitted in more than one category.

However, each entry must be submitted with a separate entry form and should be tailored to meet the specific criteria for the relevant category. Some categories require references, please ensure you include these, if requested.

### Stage 2

**Complete an entry form for each submission and attach any relevant supporting material, according to the general entry rules.**

Please set out your submission using the key headings, the bullet points are suggestions to help you provide the content. Please also note that these key headings are weighted to help you identify areas of the utmost importance. Judges will give preference to award submissions that adhere strictly to the key headings. Entries that go over the word count will be penalised.

### Stage 3

**Send your hard copy submission to:  
NOA, 44 Wardour Street, London, W1D 6QZ  
Please also email a copy to [admin@noa.co.uk](mailto:admin@noa.co.uk)**

Each hard copy submission must include the following:

- 1 x entry form
- 2 x copies of your 1200 word entry (based on the key headings)
- 1 x 500 word synopsis (must adhere to the synopsis guidelines set out in this document)
- 1 x supporting material (if desired)

The categories will be judged solely on the information submitted as part of the 1200 word submission. The supporting material will be referenced to help distinguish finalists and winners, when results are very close. No feedback will be provided on the judging process and the judge's decision is final.

### Deadline for Entries

Entries must be received no later than 5pm, Friday 20<sup>th</sup> June 2014

# GENERAL ENTRY RULES

- All submitting organisations must be members of the NOA. To take part non-members will need to become at least individual members for £90pp per year + VAT
- All submissions must be received by 5pm on Friday 20th June 2014
- All submissions should correspond to live projects between January 2013 and June 2014
- Please supply two hard copies and one electronic copy of each 1200 word submission
- Please complete an entry form for each submission
- We are unable to return supporting materials provided
- Entries must include the UK in some stage of the case study/project, with the exception of category 1
- If a company is submitting the same entry in more than one category, each entry must be submitted separately in its own envelope or plastic file with a separate entry form, supporting materials etc.
- No feedback will be provided on the judging process and the judge's decision will be final

## Further Information

Please contact the NOA team on 0207 292 8680 or email [admin@noa.co.uk](mailto:admin@noa.co.uk) for further information.

## FAQs

### Q1. Is our submission still eligible given the other countries involved in the project?

With the exception of category 1, as long as the project in the submission involves a UK organisation at some stage of the project, this is eligible to submit. For example, if you are an Indian based organisation working with a UK client or alternatively, if your UK subsidiary worked with an international client or supplier to deliver a service, you are eligible to submit.

### Q2. Is our submission considered to be a live project between January 2013 and June 2014?

Whether the project in question is being formulated, implemented or has ceased to exist but was still on-going at any time between January 2013 and June 2014 this is considered to be live and therefore eligible for submission.

### Q3. Can we submit the same project more than once?

Yes, we do however request that you tailor each submission to reflect the requirements of each category. Please ensure you submit the correct number of copies for each submission.

### Q4. How do I gain access to the NOA lifecycle model?

Credit is given to those demonstrating use of the NOA's Outsourcing Lifecycle Model, this is to ensure best practice in outsourcing is adhered to. All award applicants must be NOA members in order to have access to the NOA Lifecycle Model via the NOA website. The Lifecycle Model is available in the Knowledge Centre of the NOA website for members.

### Q5. My organisation is not a member of the NOA and I do not have Individual Membership, can I still enter?

No, to enter you must be at least an Individual Member of the NOA. If you are not already a member you can join in two easy ways, join online at [www.noa.co.uk](http://www.noa.co.uk) or contact the NOA team for Corporate Membership at 020 7292 8686 or [admin@noa.co.uk](mailto:admin@noa.co.uk)

**If you have lost your NOA membership login details please contact the NOA team at [admin@noa.co.uk](mailto:admin@noa.co.uk) or by calling +44(0)207 292 8686**

# SYNOPSIS GUIDELINES

Each submission is invited to include a 500 word synopsis. Those selected as part of the shortlist will then achieve the positive PR of having their synopsis included in the NOA Award Commemorative Supplement, provided that it adheres to the below guidelines.

The supplement will be distributed as an e-book to the NOA's entire community – nationally and globally – making this is a powerful PR opportunity to showcase your capabilities before a qualified audience of over 18,000 outsourcing aficionados.

To assist you in providing an informative article which is assured to get published, please follow the below guidelines.

**If you do not submit a synopsis we will assume you do not wish to be included in the supplement.**

## **Format:**

- There is a suggested word limit of 500 words. Please deliver at least 450 and do not go over 550
- Use bullet-points to help include as much information as succinctly as possible
- Please write the article in the third person i.e. from the company perspective- not we/I

## **Content:**

The article should be set out to include sub-titles and bullet points addressing the key areas below (depending on award submission) and focused on a particular client project that is included in your main entry.

- Introduction – please intro the companies involved in the project including size, specialism and sectors
- Project objectives and business drivers (vis-à-vis the overall programme)
- Challenges within the project
- Approaches to best practice, governance and innovation
- Results of the project (including social outcomes, where applicable)
- Please include quotes from clients and internal end-users

## **Images:**

- Please provide photos of quoted spokespeople
- Alternative related images (which have copyright approvals to be published)
- A high resolution image of your logo

## **Notes:**

Please be aware that this article is not for the judges, and has no bearing on winning.

Due to the high quality editorial nature of this publication, we will not publish any marketing documents for companies, therefore if you submit such materials, your synopsis will not be included and you will miss out on this great PR opportunity.

**For any queries, please contact the team at [admin@noa.co.uk](mailto:admin@noa.co.uk) or on +44(0)207 292 8680**

## 01 INTERNATIONAL OUTSOURCING CONTRACT OF THE YEAR

The International Outsourcing Contract of the year is open to both client and supplier companies outside of the UK. This award aims to promote best practice from around the world and also to highlight excellence in outsourcing for the UK to learn from.

Unlike the other categories, projects submitted do not have to involve the UK in any way.

Please state the location/s, start date and completion date of the project and term.

### Scoring:

Judges will compare how well each submission has performed in the following 5 key headings:

#### Strategy: 15%

- Include the key project objectives
- Detail the outsourcing drivers and constraints
- Detail the business case and development of the strategic approach for delivery thereof

#### Partnership approach: 15%

- Demonstrate a partnering approach throughout all phases of the relationship
- Demonstrate flexibility within the relationship for handling changes and issues
- Detail your approach to open and honest communications
- Demonstrate your approach to building a continual collaborative environment

#### Benefits realisation: 35%

- What benefits were delivered to the client organisation against target?
- Demonstrate the value delivered throughout all stages of the project (to date)
- Detail the approach taken to benefits realisation: what mechanisms were used to speed up delivery and ensure certainty of outcome?
- How did the objectives compare to client deliverables achieved?
- It is essential to demonstrate the business case and provide statistics for the client's tangible Return on Investment (ROI), as well as other metrics for value creation

#### Best practice and governance: 20%

- What and how did this project achieve best practice?
- Demonstrate standardisation of processes and use of best practice
- Evaluation: how did you measure the success of the project? e.g. improved quality of service, improved SLAs / KPIs etc.
- Credit will be given to submissions demonstrating use of the NOA's Outsourcing Lifecycle Model

#### Innovation: 15%

- Please state what was unique or different about this project
- Please detail examples of innovation and your approach to ongoing service innovation

Maximum 1200 words split under the 5 headings

Companies that have submitted for the EOA Awards, may also submit for this Award.

## 02 OFFSHORING PROJECT OF THE YEAR

Open to buy-side, suppliers and support services using outsourced offshore delivery teams or organisations.

This category is for offshore projects and can be submitted to by suppliers, buyers or joint teams. The Offshoring Project of the Year will be judged on the basis of its ability to deliver both initial and ongoing business value to a client, incorporating both best practice and continuous service innovation through the use of at least one offshore operation. As such, this category is open to projects using either one offshore destination or a multi-shoring approach.

Please state the start date and completion date of the project and term.

### Scoring:

Judges will compare how well each submission has performed in the following 5 key headings:

#### Strategy: 15%

- Include the key project objectives
- Detail the outsourcing drivers and constraints
- Detail the business case and development of the strategic approach for delivery thereof using an offshore location

#### Partnership approach: 15%

- Demonstrate a partnering approach throughout all phases of the relationship
- Demonstrate flexibility within the relationship for handling changes and issues
- Detail your approach to open and honest communications
- Demonstrate your approach to building a continual collaborative environment

#### Benefits realisation: 35%

- What benefits were delivered to the client organisation against target?
- Demonstrate the value delivered throughout all stages of the project (to date)
- Detail the approach taken to benefits realisation: what mechanisms were used to speed up delivery and ensure certainty of outcome?
- How did the objectives compare to client deliverables achieved?
- It is essential to demonstrate the business case and provide statistics for the client's tangible Return on Investment (ROI), as well as other metrics for value creation.

#### Best practice and governance: 20%

- What and how did this project achieve best practice?
- Demonstrate standardisation of processes and use of best practice
- Evaluation: how did you measure the success of the project? eg. improved quality of service, improved SLAs / KPIs etc.
- Credit will be given to submissions demonstrating use of the NOA's Outsourcing Lifecycle Model

#### Innovation: 15%

- Please state what was unique or different about this project
- Please detail examples of innovation and your approach to ongoing service innovation

Maximum 1200 words split under the 5 headings

Please note there is a separate Shared Services category for those operating either outsourced, offshored, in-house or hybrid projects (category 13)

## 03 OUTSOURCING SME OF THE YEAR

Open to supplier/support companies who have less than 250 employees and/or a turnover less than £11.2million.

This award will be judged on the basis of the company's focus to develop a unique offering, or approach to offering, for clients in outsourcing.

### Scoring:

Judges will compare how well each submission has performed in the following 5 key headings:

#### Strategy: 15%

- Detail your strategic vision

#### Entrepreneurial approach: 15%

- Detail your company ethos
- Detail your approach to open and honest communications
- Demonstrate your approach to building a continual collaborative environment

#### Benefits realisation: 35%

- Detail your company's own growth and performance against targets
- Demonstrate the value delivered throughout all stages of at least 2 recent client projects (to date). Include how the results compared to objectives (max one paragraph each)

- Detail your approach taken to benefits realisation: what mechanisms were used to speed up delivery and ensure certainty of outcome?
- Include a minimum of 2 external testimonials

#### Best practice and governance: 20%

- Detail your contribution to clients and the outsourcing industry
- What and how does your company work to achieve best practice for clients?
- Demonstrate standardisation of processes and use of best practice
- Evaluation: how do you measure the success of your projects? e.g. improved quality of service, improved SLAs / KPIs etc.

#### Innovation: 15%.

- Describe what makes you different from all other SME providers
- Please detail examples of innovation and your approach to on-going service innovation

Credit will be given to submissions demonstrating use of the NOA's Outsourcing Lifecycle Model.

Maximum 1200 words split under the 5 headings

Please note entrepreneurial initiatives can also be submitted for Innovation of the Year Award.

## 04 OFFSHORING DESTINATION OF THE YEAR

### Scoring:

Open to buy-side, suppliers, support services and destination management organisations who wish to nominate an offshoring location, be it an established destination or newcomer. We will be awarding the trophy to the country that demonstrates a strong recent performance vis-à-vis outsourcing rather than one company's performance in that country.

Judges will compare how well each submission has performed in the following 2 key headings:

#### Strategy: 40%

- Detail the country's overall strategic vision to outsourcing
- Share the country's approach to differentiation
- Detail the country's target markets and approaches to them
- Highlight the country's focus on skills development and talent management

- Demonstrate the country's approach to building an innovative continual collaborative environment

#### Results: 60%

- Detail the country's own growth and performance against targets
- Share the country's focus on and commitment to best practice
- Detail how the country is contributing to the on-going development of the global outsourcing industry
- Detail the top line projects of at least 2 UK companies who have recently (in the last two years) invested in the country
- Include a minimum of 2 different UK client testimonials that are currently active in the country (max one paragraph each)

Maximum 1200 words split under the 2 headings

## 05 TELECOMMUNICATIONS, UTILITIES AND HIGH-TECH OUTSOURCING PROJECT OF THE YEAR

Open to buy-side, supplier and support service organisations working in or with a telco, utilities or high-tech company. Open to both ITO & BPO projects within these sectors.

This award will be judged on the basis of its ability to deliver both initial and ongoing business value to the client, incorporating both best practice and continuous service innovation.

Please state the start date and completion date of the project and term.

### **Scoring:**

Judges will compare how well each submission has performed in the following 5 key headings:

#### **Strategy: 15%**

- Include the key project objectives
- Detail the outsourcing drivers and constraints
- Detail the business case and development of the strategic approach for delivery thereof

#### **Partnership approach: 15%**

- Demonstrate a partnering approach throughout all phases of the relationship
- Demonstrate flexibility within the relationship for handling changes and issues
- Detail your approach to open and honest communications
- Demonstrate your approach to building a continual collaborative environment

#### **Benefits realisation: 35%**

- What benefits were delivered to the client organisation against target?
- Demonstrate the value delivered throughout all stages of the project (to date)
- Detail the approach taken to benefits realisation: what mechanisms were used to speed up delivery and ensure certainty of outcome?
- How did the objectives compare to client deliverables achieved?
- It is essential to demonstrate the business case and provide statistics for the client's tangible Return on Investment (ROI), as well as other metrics for value creation

#### **Best practice and governance: 20%**

- What and how did this project achieve best practice?
- Demonstrate standardisation of processes and use of best practice
- Evaluation: how did you measure the success of the project? eg. improved quality of service, improved SLAs / KPIs etc.
- Credit will be given to submissions demonstrating use of the NOA's Outsourcing Lifecycle Model

#### **Innovation: 15%**

- Please state what was unique or different about this project
- Please detail examples of innovation and your approach to ongoing service innovation

Maximum 1200 words split under the 5 headings

## 06 PUBLIC SECTOR OUTSOURCING PROJECT OF THE YEAR

Open to buy-side, supplier and support service organisations working in or with the public sector.

The Public Sector Outsourcing Project of the Year will be judged on the basis of its ability to deliver both initial and ongoing business value to the public sector client, incorporating both best practice and continuous service innovation.

Please state the start date and completion date of the project and term.

### Scoring:

Judges will compare how well each submission has performed in the following 5 key headings:

#### Strategy: 15%

- Include the key project objectives
- Detail the outsourcing drivers and constraints
- Detail the business case and development of the strategic approach for delivery thereof

#### Partnership approach: 15%

- Demonstrate a partnering approach throughout all phases of the relationship
- Demonstrate flexibility within the relationship for handling changes and issues
- Detail your approach to open and honest communications
- Demonstrate your approach to building a continual collaborative environment

#### Benefits realisation: 35%

- What benefits were delivered to the client organisation against target?
- Demonstrate the value delivered throughout all stages of the project (to date)
- Detail the approach taken to benefits realisation: what mechanisms were used to speed up delivery and ensure certainty of outcome?
- How did the objectives compare to client deliverables achieved?
- It is essential to demonstrate the business case and provide statistics for the client's tangible Return on Investment (ROI), as well as other metrics for value creation

#### Best practice and governance: 20%

- What and how did this project achieve best practice?
- Demonstrate standardisation of processes and use of best practice
- Evaluation: how did you measure the success of the project? eg. improved quality of service, improved SLAs / KPIs etc.
- Credit will be given to submissions demonstrating use of the NOA's Outsourcing Lifecycle Model

#### Innovation: 15%

- Please state what was unique or different about this project
- Please detail examples of innovation and your approach to ongoing service innovation

Maximum 1200 words split under the 5 headings

## 07 FINANCIAL SERVICES OUTSOURCING PROJECT OF THE YEAR

Open to buy-side, supplier and support service organisations working in or with a financial services company.

The Financial Services Outsourcing Project of the Year will be judged on the basis of its ability to deliver both initial and ongoing business value to the FS client, incorporating both best practice and continuous service innovation.

Please state the start date and completion date of the project and term.

Scoring:

Judges will compare how well each submission has performed in the following 5 key headings:

### **Strategy: 15%**

- Include the key project objectives
- Detail the outsourcing drivers and constraints
- Detail the business case and development of the strategic approach for delivery thereof

### **Partnership approach: 15%**

- Demonstrate a partnering approach throughout all phases of the relationship
- Demonstrate flexibility within the relationship for handling changes and issues
- Detail your approach to open and honest communications
- Demonstrate your approach to building a continual collaborative environment

### **Benefits realisation: 35%**

- What benefits were delivered to the client organisation against target?
- Demonstrate the value delivered throughout all stages of the project (to date)
- Detail the approach taken to benefits realisation: what mechanisms were used to speed up delivery and ensure certainty of outcome?
- How did the objectives compare to client deliverables achieved?
- It is essential to demonstrate the business case and provide statistics for the client's tangible Return on Investment (ROI), as well as other metrics for value creation

### **Best practice and governance: 20%**

- What and how did this project achieve best practice?
- Demonstrate standardisation of processes and use of best practice
- Evaluation: how did you measure the success of the project? eg. improved quality of service, improved SLAs / KPIs etc.
- Credit will be given to submissions demonstrating use of the NOA's Outsourcing Lifecycle Model

### **Innovation: 15%**

- Please state what was unique or different about this project
- Please detail examples of innovation and your approach to ongoing service innovation

Maximum 1200 words split under the 5 headings

## 08 BEST CONTRIBUTION TO THE REPUTATION OF OUTSOURCING

This award was recently established to recognise those companies/individuals/teams who are working to best effect for the advancement of the outsourcing industry. The award will be given to the initiative/ programme which delivers the most significant benefits to improving the reputation of the outsourcing industry. Buyers, suppliers and advisors can submit projects for this award on behalf of individuals, teams or whole companies. Projects can relate to PR, marketing, market research, thought leadership, professional development, etc

### Scoring:

Judges will compare how well each submission has performed in the following 5 key headings:

### Objectives: 15%

- Explain the background of the initiative/programme and give the reasoning behind it
- Detail the project objectives and strategy

### Implementation: 30%

- How was the project delivered to ensure it met set objectives?

- How were the decisions made?
- Please state the start date and completion date of the project

### Evaluation: 30%

- Who were the stakeholders and what did the programme/initiative deliver to all stakeholders?
- It is essential to demonstrate the business case and provide statistics for deliverables for all the stakeholders
- If the initiative is not for your own company expand on how you achieved the objectives for your client?

### Innovation: 15%

- Please state what was unique or different about this project and why you should win this award

### Future: 10%

- Please indicate the future plans for this initiative

Maximum 1200 words split under the 5 headings

Please note there is a separate category specifically for CSR (see below)

## 09 AWARD FOR CORPORATE SOCIAL RESPONSIBILITY

Open to buy-side, supplier and support service organisations that have either developed their own CSR initiative or a one joint one through their outsourcing relationship/partnership.

We will be accepting charitable, community development and green initiatives within this CSR category.

### Scoring:

Judges will compare how well each submission has performed in the following 5 key headings:

### Objectives: 15%

- Explain the background of the initiative and give the reasoning behind it?
- Detail the project objectives

### Implementation: 30%

- How was the project delivered to ensure it met set objectives?

- How were the decisions made?
- Please state the start date and completion date of the project

### Evaluation: 30%

- Who were the stakeholders and what did the CSR initiative deliver to all stakeholders?
- It is essential to demonstrate the benefits and provide statistics for deliverables for all the stakeholders
- If the CSR initiative is not for your own company expand on how you achieved the objectives for your client?

### Innovation: 15%

- Please state what was unique or different about this project and why you should win this award

### Future: 10%

- Please indicate the future plans for this initiative

Maximum 1200 words split under the 5 headings

## 10 BPO CONTRACT OF THE YEAR

Open to buy-side, supplier and support organisations.

BPO contracts can include all horizontals including FAO, KPO, LPO, HRO, RPO etc.

The BPO Contract of the year will be judged on the basis of its ability to deliver both initial and ongoing business value to the client, incorporating both best practice and continuous service innovation.

Please state the start date and completion date of the project and term.

### **Scoring:**

Judges will compare how well each submission has performed in the following 5 key headings:

#### **Strategy: 15%**

- Include the key project objectives
- Detail the outsourcing drivers and constraints
- Detail the business case and development of the strategic approach for delivery thereof

#### **Partnership approach: 15%**

- Demonstrate a partnering approach throughout all phases of the relationship
- Demonstrate flexibility within the relationship for handling changes and issues
- Detail your approach to open and honest communications
- Demonstrate your approach to building a continual collaborative environment

#### **Benefits realisation: 35%**

- Demonstrate the value delivered throughout all stages of the project (to date)
- Detail the approach taken to benefits realisation: what mechanisms were used to speed up delivery and ensure certainty of outcome?
- How did the objectives compare to client deliverables achieved?
- It is essential to demonstrate the business case and provide statistics for the client's tangible Return on Investment (ROI), as well as other metrics for value creation

#### **Best practice and governance: 20%**

- What and how did this project achieve best practice?
- Demonstrate standardisation of processes and use of best practice
- Evaluation: how did you measure the success of the project? eg improved quality of service, improved SLAs / KPIs etc.
- Credit will be given to submissions demonstrating use of the NOA's Outsourcing Lifecycle Model

#### **Innovation: 15%**

- Please state what was unique or different about this project
- What benefits were delivered to the client organisation against target?
- Please detail examples of innovation and your approach to ongoing service innovation

Maximum 1200 words split under the 5 headings

## 11 IT OUTSOURCING PROJECT OF THE YEAR

Open to buy-side, supplier and support service organisations.

The ITO Project of the Year will be judged on the basis of its ability to deliver both initial and ongoing business value to the client, incorporating both best practice and continuous service innovation.

Please state the start date and completion date of the project and term.

### Scoring:

Judges will compare how well each submission has performed in the following 5 key headings:

#### Strategy: 15%

- Include the key project objectives
- Detail the outsourcing drivers and constraints
- Detail the business case and development of the strategic approach for delivery thereof

#### Partnership approach: 15%

- Demonstrate a partnering approach throughout all phases of the relationship
- Demonstrate flexibility within the relationship for handling changes and issues
- Detail your approach to open and honest communications
- Demonstrate your approach to building a continual collaborative environment

#### Benefits realisation: 35%

- What benefits were delivered to the client

organisation against target?

- Demonstrate the value delivered throughout all stages of the project (to date)
- Detail the approach taken to benefits realisation: what mechanisms were used to speed up delivery and ensure certainty of outcome?
- How did the objectives compare to client deliverables achieved?
- It is essential to demonstrate the business case and provide statistics for the client's tangible Return on Investment (ROI), as well as other metrics for value creation

#### Best practice and governance: 20%

- What and how did this project achieve best practice?
- Demonstrate standardisation of processes and use of best practice
- Evaluation: how did you measure the success of the project? eg. improved quality of service, improved SLAs / KPIs etc.
- Credit will be given to submissions demonstrating use of the NOA's Outsourcing Lifecycle Model

#### Innovation: 15%

- Please state what was unique or different about this project
- Please detail examples of innovation and your approach to ongoing service innovation

Maximum 1200 words split under the 5 headings

## 12 AWARD FOR INNOVATION IN OUTSOURCING

Open to buyers, suppliers and the support industry. This award will recognise an exemplary approach to innovation and can relate to an innovative company / model / approach or an innovative solution to a given project. It is not focused on the launch of an innovative product unless that product brings direct innovation to the outsourcing industry.

### Scoring:

Judges will compare how well each submission has performed in the following 4 key headings:

#### Strategy: 30%

- Detail the business case for the innovation
- Highlight the objectives of the innovation and overall targets to deliver

#### The innovation: 20%

- Detail what is unique about this innovation

#### Benefits: 30%

- Details the benefits delivered throughout all stages of the project/lifecycle and contrast to objectives
- Share how this innovation contributes to the broader outsourcing industry

#### Best practice: 20%

- Detail how this innovation relates to setting new standards for industry best practice
- Credit will be given to submissions demonstrating use of the NOA's Outsourcing Lifecycle Model

Maximum 1200 words split under the 4 headings

## 13 GLOBAL BUSINESS SERVICES MODEL/SHARED SERVICE CENTRE OF THE YEAR

Open to buy-side or supplier organisations operating a Shared Service Centre or buyers operating a Global Business Services (GBS) model – either outsourced, offshored, in-house or hybrid.

The GBS model or Shared Service Centre will be judged on the basis of its ability to deliver both initial and ongoing business value, incorporating both best practice and continuous service innovation. Submissions should demonstrate increased added value to the organisation through the implementation of such a model.

### Scoring:

Judges will compare how well each submission has performed in the following 5 key headings:

#### Strategy: 15%

- Outline your organisation's chosen model to delivering services and include the key objectives for the GBS model/Shared Service Centre
- Detail the structure of the GBS model/Shared Service Centre and demonstrate where you have applied an integrated approach across business functions
- Detail the business case and development of the strategic approach for delivery thereof

#### Partnership approach: 15%

- Demonstrate your approach to partnerships throughout all phases of the relationship/s – please outline those that are outsourced, in-sourced or are shared services
- Demonstrate flexibility within the relationships for handling changes and issues
- Detail your approach to open and honest communications
- Demonstrate your approach to building a continual collaborative environment
- Detail approach to culture and culture change management
- Detail approach to branding

#### Benefits realisation: 35%

- What benefits have been delivered to your organisation against the targets? Please outline the value add you have created from your GBS model/ Shared Service Centre
- Detail the approach taken to benefits realisation: what mechanisms were used to speed up delivery and ensure certainty of outcome?
- How did the objectives compare to deliverables achieved?
- It is essential to demonstrate the business case and provide statistics for the tangible Return on Investment (ROI), as well as other metrics for value creation
- Demonstrate the added value delivered to the wider business as a result (to you and your internal/external customers)
- Detail the end customer response

#### Best practice and governance: 20%

- Demonstrate standardisation of processes and use of best practice
- Evaluation: how do you measure the success of the GBS model/Shared Service Centre? eg improved quality of service, improved SLAs / KPIs etc.

#### Innovation: 15%

- Please state what was unique or different about your GBS model/Shared Service Centre
- Please detail examples of innovation and your approach to ongoing service innovation

Maximum 1200 words split under the 5 headings

## 14 OUTSOURCING ADVISORY OF THE YEAR

Open to consultancies, law firms, marketing consultancies, recruitment consultancies, advisories, analysts, etc.

This award will be judged on the basis of an advisory's ability to deliver both initial and ongoing business value to clients, incorporating both best practice, continuous service innovation and also demonstrable commitment to the development and future of the industry.

### Scoring:

Judges will compare how well each submission has performed in the following 5 key headings:

#### Strategy: 15%

- Detail your strategic vision

#### Partnership approach: 15%

- Detail your partnership ethos
- Show your approach to talent management
- Demonstrate a partnering approach throughout all phases of the relationship
- Demonstrate flexibility within the relationship for handling changes and issues
- Detail your approach to open and honest communications
- Demonstrate your approach to building a continual collaborative environment

#### Benefits realisation: 35%

- Detail your company's own growth and performance against targets
- Demonstrate the value delivered throughout all stages of at least 2 recent client projects (to date). Include how the results compared to objectives
- Detail your approach taken to benefits realisation: what mechanisms were used to speed up delivery and ensure certainty of outcome?
- Include a minimum of 2 external testimonials (max one paragraph each)

#### Best practice and governance: 20%

- Detail your contribution to clients and the outsourcing industry
- What and how does your company work to achieve best practice for clients?
- Demonstrate standardisation of processes and use of best practice
- Evaluation: how do you measure the success of your projects? eg. improved quality of service, improved SLAs / KPIs etc.

#### Innovation: 15%

- Describe what makes you different from all other service providers
- Please detail examples of innovation and your approach to ongoing service innovation

Credit will be given to submissions demonstrating use of the NOA's Outsourcing Lifecycle Model

Maximum 1200 words split under the 5 headings

## 15 OUTSOURCING CONTACT CENTRE PROVIDER OF THE YEAR

Open to service providers.

This award will be judged on the basis of a supplier's ability to deliver both initial and ongoing business value to clients, incorporating both best practice, continuous service innovation and also demonstrable commitment to the development and future of the industry.

### Scoring:

Judges will compare how well each submission has performed in the following 5 key headings:

#### Strategy: 15%.

- Detail your strategic vision

#### Partnership approach: 15%

- Detail your partnership ethos
- Show your approach to talent management
- Demonstrate a partnering approach throughout all phases of the relationship
- Demonstrate flexibility within the relationship for handling changes and issues
- Detail your approach to open and honest communications
- Demonstrate your approach to building a continual collaborative environment

#### Benefits realisation: 35%

- Detail your company's own growth and performance against targets
- Demonstrate the value delivered throughout all stages of at least 2 recent client projects (to date). Include how the results compared to objectives
- Detail your approach taken to benefits realisation: what mechanisms were used to speed up delivery and ensure certainty of outcome?
- Include a minimum of 2 external testimonials (max one paragraph each)

#### Best practice and governance: 20%

- Detail your contribution to clients and the outsourcing industry
- What and how does your company work to achieve best practice for clients?
- Demonstrate standardisation of processes and use of best practice
- Evaluation: how do you measure the success of your projects? eg. improved quality of service, improved SLAs / KPIs etc.

#### Innovation: 15%

- Describe what makes you different from all other service providers
- Please detail examples of innovation and your approach to ongoing service innovation

Credit will be given to submissions demonstrating use of the NOA's Outsourcing Lifecycle Model

Maximum 1200 words split under the 5 headings

## 16 OUTSOURCING SERVICE PROVIDER OF THE YEAR

Open to all supplier companies.

This award will be judged on the basis of a supplier's ability to deliver both initial and ongoing business value to clients, incorporating both best practice, continuous service innovation and also demonstrable commitment to the development and future of the industry.

### Scoring:

Judges will compare how well each submission has performed in the following 5 key headings:

#### Strategy: 15%

- Detail your strategic vision

#### Partnership approach: 15%

- Detail your partnership ethos
- Show your approach to talent management
- Demonstrate a partnering approach throughout all phases of the relationship
- Demonstrate flexibility within the relationship for handling changes and issues
- Detail your approach to open and honest communications
- Demonstrate your approach to building a continual collaborative environment

#### Benefits realisation: 35%

- Detail your company's own growth and performance against targets
- Demonstrate the value delivered throughout all stages of at least 2 recent client projects (to date). Include how the results compared to objectives
- Detail your approach taken to benefits realisation: what mechanisms were used to speed up delivery and ensure certainty of outcome?
- Include a minimum of 2 external testimonials (max one paragraph each)

#### Best practice and governance: 20%

- Detail your contribution to clients and the outsourcing industry
- What and how does your company work to achieve best practice for clients?
- Demonstrate standardisation of processes and use of best practice
- Evaluation: how do you measure the success of your projects? eg. improved quality of service, improved SLAs / KPIs etc.

#### Innovation: 15%.

- Describe what makes you different from all other service providers
- Please detail examples of innovation and your approach to ongoing service innovation

Credit will be given to submissions demonstrating use of the NOA's Outsourcing Lifecycle Model

Maximum 1200 words split under the 5 headings

## 17 OUTSOURCING BUYER OF THE YEAR

Open to buyers of outsourcing services only. Buyers can self-submit or be nominated by suppliers. The submission can look at an overall approach to outsourcing covering many outsourcing projects, or focus on just one.

### Scoring:

Judges will compare how well each submission has performed in the following 4 key headings:

#### Strategy: 25%

- Detail your strategic vision and the role of the outsourcing/s in helping to achieve that
- Detail the business case and the outsourcing drivers and constraints
- Detail the development of the strategic approach to outsourcing
- Demonstrate how your organisation has implemented an outsourcing strategy with examples of successful outsourcing project/s
- Include the key project objectives

#### Partnership approach: 15%

- Detail your partnership ethos
- Detail your programme for talent management around outsourcing
- Demonstrate your partnering approach with supplier/s throughout all phases of the relationship
- Detail your approach to open and honest communications
- Demonstrate your approach to building a continual collaborative environment

#### Benefits realisation: 40%

- Detail your company's own growth and performance against targets overall
- Demonstration of the business case including statistics for your organisation's return on investment (ROI)
- Demonstrate the value delivered throughout all stages of the project/s. Include how the results compared to objectives
- Detail your approach taken to benefits realisation: what mechanisms were used to speed up delivery and ensure certainty of outcome?
- It is essential to demonstrate the business case and provide statistics for the project's tangible Return on Investment (ROI), as well as other metrics for value creation

#### Best practice and governance: 20%

- What and how did this project achieve best practice?
- Demonstrate standardisation of processes and use of best practice
- Evaluation: how did you measure the success of the project? eg. improved quality of service, improved SLAs / KPIs etc.
- Detail your contribution to the broader outsourcing industry
- What and how does your company work to achieve best practice in outsourcing
- Detail your approach to standardisation of processes and use of best practice

Credit will be given to submissions demonstrating use of the NOA's Outsourcing Lifecycle Model

Maximum 1200 words split under the 4 headings

## 18 OUTSOURCING WORKS – AWARD FOR DELIVERING BUSINESS VALUE IN OUTSOURCING

This award has been established to recognise the real business value outsourcing can deliver. The award will be given to the outsourcing project which delivers the most significant business benefits against the original business case. Buyers, suppliers and advisors can submit projects for this award. Open to public and private sectors for ITO or BPO projects.

### Scoring:

Judges will compare how well each submission has performed in the following 5 key headings:

### Business objectives: 15%

- Detail the overall business objectives of undertaking the outsourcing
- Share the explanation of the business case for outsourcing

### Project overview: 10%

- Detail the scope of the project
- Highlight what you believe to be distinctive about this project

### Business value: 55%

- Detail the results of the project against objectives
- Demonstrate tangible ROI
- Detail other results
- How has this project changed the business?

### Best practice: 10%

- Detail how this project delivers best practice
- Share how this project contributes to the overall outsourcing industry
- Share lessons learned from this project

### The future: 10%

- Detail how this project may impact future plans for further outsourcings or has changed the industry

Maximum 1200 words split under the 5 headings

# ENTRY FORM

All fields must be completed for an eligible submission. Your responses on this page have nothing to do with the overall judging process.

Main Contact Person: (this person will be notified of shortlist and final results)

Title: \_\_\_\_\_ First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Job Title: \_\_\_\_\_ Organisation Name: \_\_\_\_\_

Address: \_\_\_\_\_

Post Code: \_\_\_\_\_ Country: \_\_\_\_\_

Tel: \_\_\_\_\_ Email: \_\_\_\_\_

Description of Organisation: including size, geographic location, number of employees etc

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## I wish to enter the following category

(please tick one category as a new form is required for each category entered)

- 01 - International Outsourcing Contract of the Year
- 02 - Offshoring Project of the Year
- 03 - Outsourcing SME of the Year
- 04 - Offshoring Destination of the Year
- 05 - Telecommunications, Utilities and High-Tech Outsourcing Project of the Year
- 06 - Public Sector Outsourcing Project of the Year
- 07 - Financial Services Outsourcing Project of the Year
- 08 - Best Contribution to the Reputation of Outsourcing
- 09 - Award for Corporate Social Responsibility
- 10 - BPO Contract of the Year
- 11 - IT Outsourcing Project of the Year
- 12 - Award for Innovation in Outsourcing
- 13 - Shared Service Centre of the Year
- 14 - Outsourcing Advisory of the Year
- 15 - Outsourcing Contact Centre Provider of the Year
- 16 - Outsourcing Service Provider of the Year
- 17 - Outsourcing Buyer of the Year
- 18 - Outsourcing Works - Award for Delivering Business Value in Outsourcing

Please contact the NOA team if you have any queries on +44(0)207 292 8680 or [admin@noa.co.uk](mailto:admin@noa.co.uk)

Should my submission be shortlisted, I confirm the 500 submitted synopsis adheres to the required guidelines and can be used for inclusion in the NOA Awards supplement after the event

Should my submission be shortlisted, I permit the use of my client's name in the awards shortlist announcement and on the night of the ceremony – this will be formatted as "Supplier name and Client name"

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

