

15th Annual



CANADIAN INFORMATION  
PRODUCTIVITY AWARDS

[WWW.CIPa.Ca](http://WWW.CIPa.Ca)

# COMPETITION GUIDELINES



EXTENDED ENTRY DEADLINE JUNE 21, 2007

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**CANADIAN INFORMATION PRODUCTIVITY AWARDS**  
IS THE PREMIER INFORMATION TECHNOLOGY AND INNOVATION AWARDS PROGRAM IN CANADA. CIPA'S MISSION IS TO CELEBRATE VISIONARY ORGANIZATIONS THAT HAVE IMPLEMENTED IT PROJECT SOLUTIONS THAT ADDRESS BUSINESS CHALLENGES OR MAXIMIZE OPPORTUNITIES IN AN INNOVATIVE WAY.



## WHO IS ELIGIBLE TO COMPETE?

The CIPA competition is open to every organization in Canada, public and private sector, that has successfully implemented an IT project that delivers measurable productivity gains for their organization. CIPA awards are for users of information technology and not for products. Suppliers of IT software / hardware and expertise that contribute to winning IT projects will be recognized at the CIPA Gala.

## ENTRY TO CIPA 2007 IS SIMPLE & FREE!

Simply go to [www.cipa.ca](http://www.cipa.ca) and download the 2007 Entry Form and Entry Release Form word documents; complete the two forms and **email your submission to [entries@cipa.ca](mailto:entries@cipa.ca) by 5:00pm EDT, June 21, 2007**. You will need to review the CIPA Competition Guidelines brochure and Official Rules in preparing your entry.

There is no fee to enter the CIPA competition. Organizations that are deemed finalists and successfully pass a due diligence review will receive CIPA Finalist Recognition Awards and compete for 2007 Awards of Excellence at the CIPA Gala. All Finalist organizations must send (at finalist expense) a minimum of one executive to the Gala as a condition of entering the competition.

## ORGANIZATION TYPE (Two Streams of Competition)

Entrants to CIPA first select their appropriate course of competition. Due to their distinct organizational characteristics and unique operational drivers, "for profit" businesses and "not for profit" organizations compete separately at CIPA for awards (like organization type against identical type). For example, CIPA will award a Diamond best in show Award of Excellence to each of a "For Profit" and "Not For Profit" organization.

### For Profit Business

All public and private businesses operating for-profit qualify for this category regardless of industry sector or product vs. service focus. You may be a business-to-business organization or be consumer and public facing.

### Not For Profit / Government & Public Institutions

Qualified entrants are federal, provincial, territorial, regional or municipal government departments, agencies or commissions as well as public institutions that are not government bodies but may be government funded, such as healthcare and education.

## ENTRY CATEGORIES:

Organizations submitting entries for a CIPA award choose from 5 entry categories according to 2 organization types. Each entry may be submitted in a maximum of two categories, as appropriate in the context of the system/solution.

### 1. Efficiency and Operational Improvements

Awards will recognize organizations that have implemented innovative information technology solutions to improve the performance of internal operations demonstrated by a boost in sales, reduced costs, or otherwise tangible competitive advantage for the organization.

### 2. Customer Centricity

Winners will have strategically applied information technology in unique or exceptionally innovative ways that make a difference in delivering superior service to external customers.

### 3. Collaboration

A major component of most successful IT projects is collaboration among executives and organizations. Award winners in this category have used collaboration with different internal and/or external parties, such as suppliers and alliance partners, as the critical element to achieve an exceptional outcome.

### 4. Organizational Transformation

Qualified entrants are organizations that have reinvented their business models, capabilities and processes through the application of information technology.

### 5. Innovation\*\*

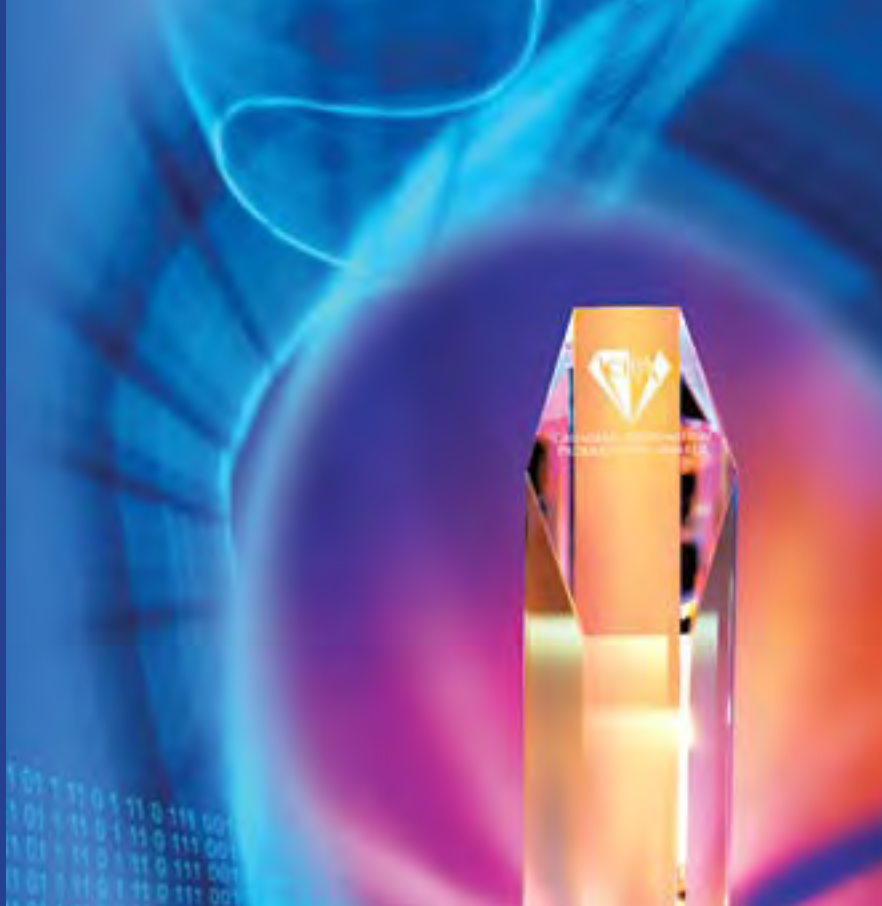
This category recognizes IT projects and/or the implementation of competitive strategies that exhibit superior innovation and stand out for the uniqueness of the approach. They may be projects that “push the envelope” utilizing a solution that sets a trend for others to follow and score extremely high in innovation above all other project components.

### \*\*Competition Notes:

Projects entered in all categories (except the Innovation Category) are eligible to win the Diamond Award of Excellence (best in show), as all these categories must demonstrate considerable “results achievement” as part of their judging assessment.

Entries that compete in the Innovation Category may lack the measurable results of projects in other categories and yet compete successfully in this category due to the extremely high “innovation” judging criteria weighting. Consequently, winning entries in this category will compete for special innovation awards at CIPA and are not eligible for the Diamond “best in show” award.

- Entrants may choose the Innovation category as one of their two category entry selections.
- CIPA judges reserve the right to move any submitted project to the category where the entered project will score its highest in the competition.
- Each submitted project, although entered in two categories, can only win a CIPA award in ONE category in any competition year.





## CRITERIA FOR JUDGING

Criteria for judging includes but is not limited to:

- Improved sales or revenues (does not apply to public sector organization type)
- Cost and time savings, and efficiency improvements
- Improved organizational effectiveness
- Benefits through collaboration
- Improvements to customer service
- Innovation and uniqueness in your sector
- Advancements that benefit stakeholders and Canadian society and/or economy (job creation, quality of life, export generation, etc.)

## CIPA HELP TO PARTICIPANTS

The following information has been posted on [www.cipa.ca](http://www.cipa.ca) under 2007 Awards Program to help you prepare your submission:

- Official Rules (mandatory reading for all entrants)
- Judging Criteria (outlines areas Judges focus to score your entry)
- Category Weightings (explains which judging criteria are most important for scoring in each category)
- Sample Entry provides actual submissions from past winning entries
- Help phone line and email questions – if you have specific questions on how to prepare your submission, send your enquiry to [entries@cipa.ca](mailto:entries@cipa.ca) or phone 905 695 6590.

## REWARDS OF PARTICIPATION

Finalists and winners receive...

- Recognition as an IT innovator and leader
- Extensive coverage of their organization and system/solution throughout the judging phases via various forms of marketing and communications (eg. press, advertising, Internet)
- Finalists receive CIPA Recognition of Achievement awards (subject to successful due diligence review) and compete at the November Gala for a “CIPA”
- Award of Excellence Winners are recognized through national media, CIPA partner publications, created success profiles, custom videos, postings on the internet at [www.cipa.ca](http://www.cipa.ca) and at the CIPA Gala.

## IMPORTANT DATES:

**Extended Entry Deadline – June 21**

**March 1** 2007 Competition Opens with Call For Entries

**March / April / May** Entry Form & Entry Release Form may be downloaded from [www.cipa.ca](http://www.cipa.ca) by entrants

**June 21** Extended deadline for completed entry package to be submitted to [entries@cipa.ca](mailto:entries@cipa.ca)

**June** Initial screening of entries

**July** Announcement of CIPA 2007 Finalists and notification to entrants

**July – September** Final Judging phase / due diligence reviews of finalist projects

**August - October** Active Gala promotional activity with national advertising, finalist stories and articles

**November 2007** CIPA Awards Gala – awards presentations to finalists and winners, receptions and dinner

**November – December 2007** Winners media coverage