

IBPAP[®]
IT & Business Process Association
PHILIPPINES

THE IT-BPM AWARDS

Primer

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Section 1: Guidelines

Overview of the awards

The IT-BPM Awards aim to recognize achievements within the Philippine Information Technology and Business Process Management (IT-BPM) industry. This initiative serves as a platform to celebrate efforts and accomplishments that propel our sector forward.

Objectives of the IT-BPM awards

1. **Recognizing Excellence:** We aim to honor outstanding achievements, exemplifying excellence within the Philippine IT-BPM industry.
2. **Fostering Collaboration:** We seek to cultivate networking and collaboration among industry stakeholders, fortifying a sense of community and shared objectives.
3. **Showcasing the Finest:** We aim to highlight contributions that inspire continuous improvements in the dynamic IT-BPM sector.

Award categories

- BPM Company of the Year
- Global Capability Center of the Year
- Technology Company of the Year
- SME of the Year
- Company for Regional Development of the Year
- Innovative Program of the Year

Companies are allowed to nominate themselves for any or for multiple award categories provided they meet the specific criteria for each.

- IT-BPM Company of the Year

This award is open to all companies that have nominated themselves for any of the categories. There is no separate nomination required for the IT-BPM Company of the Year. The winner will be the company that has demonstrated the most significant overall impact on the IT-BPM industry for the past year.

Minimum qualifications

- Open to all IT-BPM organizations registered in the Philippines
- Participation is free of charge

Important dates

- **April 30:** Deadline for submission of requirements
- **May 13:** Notification of finalists via e-mail
- **June 13:** Awards ceremony

Submission instructions

Companies must complete an online nomination form during the nomination process, providing all required organizational details.

- Companies to complete the online nomination form via <https://www.surveyhero.com/c/IT-BPMAwards2024>, which covers overall organization details.
- Deadline for submission: April 19, 2024; 11:59 PM Manila Time.

Upon completion, the companies will receive a link from the IBPAP Awards team. This link gives the company access to an online folder dedicated to a company. This is where companies will upload supplementary documents to support their nomination. Full completion of the online nomination form is necessary to access the online folder.

Supporting documents criteria and instructions

Company nomination submission should include the following documents, organized for clarity and relevance to the chosen award category:

- **Company overview** (2-3 pages): Provide a comprehensive summary highlighting your company's qualifications, achievements, and relevance to the specific award category. This document should clearly articulate why your company stands out in this category.
- **Case studies:** Submit detailed case studies showcasing your company's significant achievements and contributions that align with the award category's criteria. Each case study should be succinct, focused, and demonstrate clear results and impact. Ensure these are relevant and provide a comprehensive view of your initiatives and their outcomes.

- **Financial statements:** Include audited financial statements for 2022 and 2023 to support your submission and provide insight into your company's financial health and growth.
 - Should the aforementioned audited financial statements be unavailable for submission within the designated timeframe, nominees are obliged to furnish a duly completed form that indicates their revenue figures and full-time employees (FTEs). The said document must be executed and returned in PDF with a signature by a duly authorized representative for verification purposes.
- **Awards and recognitions:** List any relevant awards or recognitions your company has received, local or international, during 2023 that pertain to your operations in the Philippines.
- **Company logo:** Provide a high-resolution company logo in .png format with a transparent background, suitable for various media and background colors.

Key points:

- Documents must be in PDF format, converted from PowerPoint.
- Include a cover page with each submission, clearly stating the award category and summarizing the key points of your application.
- Submissions should not exceed 15 pages for PowerPoint (excluding audited financial statements).
- There is no prescribed template for case studies; however, they should be structured to clearly outline objectives, strategies, actions, and results.
- Utilize metrics and data to illustrate the impact and outcomes of your initiatives, directly correlating them to the criteria of the award category.
- You are encouraged to include links to additional materials such as videos, testimonials, or any other supporting content that could strengthen your case.
- Ensure that all initiatives, projects, or achievements mentioned were implemented or achieved after December 2022 to meet the relevant criterion.

Verification of submissions:

- IBPAP may contact companies for further information to assess the application. All submissions must be made exclusively through the online nomination form and the online dedicated folder.

Section 3: Organization Details

Organization Details

Company Name
Year of establishment in the Philippines
FTE headcount in the Philippines (ending Dec 31, 2022)
FTE headcount in the Philippines (ending Dec 31, 2023)

How would you best describe your operations in the Philippines?

<input type="checkbox"/>	Global Capability Center/Global In-house Center/Captive: Provide IT-BPM services to internal group of companies or parent company in a shared services model
<input type="checkbox"/>	Third Party Service Provider: Provider of IT-BPM outsourcing services for external client companies
<input type="checkbox"/>	Both Global Capability Center/Global In-house Center/Captive and Third Party Service Provider

Key services provided from the Philippines

<input type="checkbox"/>	Animation Services
<input type="checkbox"/>	Business process services for corporate functions (e.g., F&A, HR, Procurement, etc.)
<input type="checkbox"/>	Contact Center Services
<input type="checkbox"/>	Game Development Services
<input type="checkbox"/>	Healthcare & Lifesciences (e.g., Clinical & Documentation Services, Healthcare IT, etc.)
<input type="checkbox"/>	Industry specific business services (e.g., Banking, Insurance, Industrial, Retail, etc.)
<input type="checkbox"/>	IT services (e.g., Application development, infrastructure outsourcing, etc.)
<input type="checkbox"/>	Other IT-BPM services (e.g., Engineering, R&D, etc.)

Key sites in the Philippines *(corresponding headcount for each site to be provided in the supplemental submission)*

<input type="checkbox"/>	NCR	<input type="checkbox"/>	Davao City	<input type="checkbox"/>	Others, not listed. Pls specify
<input type="checkbox"/>	Bacolod City	<input type="checkbox"/>	Dumaguete City		
<input type="checkbox"/>	Baguio City	<input type="checkbox"/>	Iloilo City		
<input type="checkbox"/>	Cagayan de Oro City	<input type="checkbox"/>	Lipa City		
<input type="checkbox"/>	Cebu	<input type="checkbox"/>	Malolos City		
<input type="checkbox"/>	Clark	<input type="checkbox"/>	Naga City (Bicol)		
<input type="checkbox"/>	Dagupan City	<input type="checkbox"/>	Sta Rosa (Laguna)		
<input type="checkbox"/>	Dasmaringas (Cavite)	<input type="checkbox"/>	Taytay, Rizal		

Main Contact Person

Name
Designation
E-mail Address

Country Head/CEO

Name
Designation
E-mail Address

We are nominating ourselves for the award category/ies:

<input type="checkbox"/>	BPO of the Year
<input type="checkbox"/>	Global Capability Center of the Year
<input type="checkbox"/>	Technology Company of the Year
<input type="checkbox"/>	SME of the Year
<input type="checkbox"/>	Company for Regional Development of the Year
<input type="checkbox"/>	Innovative Program of the Year

Section 4: Award Categories

BPM Company of the Year

The award is given to a **Third-Party** BPM firm distinguished by its exceptional service excellence, significant advancements in digital customer experience, and notable business growth. The chosen awardee has made substantial improvements in customer satisfaction and experiences, setting a new standard for adding value beyond the conventional cost-saving paradigm. Through its commitment to excellence, the awardee embodies the core values necessary to drive the industry forward.

Eligibility Criteria: All third-party Business Process Management (BPM) companies operating in the Philippines are eligible to submit the required supporting documents.

Criteria for judging:

1. Customer-centric excellence:
 - Leadership in customer value, focusing on superior customer experience that enhances customer retention and expansion.
 - Customer retention specifics, highlighting the importance of maintaining a strong and satisfied customer base.
 - Client satisfaction metrics, including retention rates, feedback scores, and customer satisfaction improvements.
2. Operational and competency excellence:
 - Competency breadth and depth, indicating wide-ranging skill set and deep expertise.
 - Emphasis on delivering value beyond cost arbitrage, suggesting a look at benefits outside of cost savings.
3. Strategic growth and impact:
 - Growth strategy excellence, focusing on effective growth strategies and their implementation.
 - Revenue and job creation growth for 2022 and 2023, showcasing the company's expansion and contribution to employment.
 - Revenue per FTE (Full-Time Equivalent) for 2022 and 2023.
 - Audited financial statements for 2022 and 2023 are required to be submitted.
4. Talent acquisition and development:
 - Talent acquisition and development initiatives, quantifying the upskilling efforts within the company.

Global Capability Center of the Year

The award is presented to a Global Capability Center that exemplifies operational excellence and superior internal client satisfaction, significantly contributing to its parent company's success. This recognition spotlights the center's role in redefining excellence, underscoring the Philippines' capability as a premier global in-house center destination, and delivering substantial value beyond traditional cost efficiencies. It celebrates centers that set unparalleled standards in operational efficiency and internal client satisfaction, advancing their parent companies' goals while promoting the Philippines as a top choice for global in-house operations.

Eligibility Criteria: All Global Capability Centers or global in-house centers operating in the Philippines are eligible to submit the required supporting documents.

Criteria for judging:

1. Internal client satisfaction:
 - Feedback from other departments or units within the parent company, reflecting the center's ability to meet and exceed internal client expectations.
2. Impact on parent company's overall business:
 - Evidence of how the center's contributions have positively influenced the parent company's performance, market position, and strategic objectives.
3. Competency excellence:
 - Competency breadth and depth, indicating wide-ranging skill set and deep expertise
4. Strategic growth and impact:
 - Growth strategy excellence, focusing on effective growth strategies and their implementation.
 - Revenue and job creation growth for 2022 and 2023, showcasing the company's expansion and contribution to employment.
 - Revenue per FTE (Full-Time Equivalent) for 2022 and 2023.
 - Audited financial statements for 2022 and 2023 are required to be submitted.
5. Talent acquisition and development:
 - Talent acquisition and development initiatives, quantifying the upskilling efforts within the company.

Technology Company of the Year

The recipient of the Technology Company of the Year award stands as a paragon of excellence in IT operations, delivering exceptional innovation-centric services, advocating an outstanding digital customer experience, and achieving notable business growth. This chosen awardee has not only demonstrated a commitment to pioneering technologies but has also spearheaded substantial enhancements in customer satisfaction and experiences through their innovative and tech-driven services.

Eligibility Criteria: All companies engaged in information technology operations or technology operations in the Philippines are eligible to submit the required supporting documents.

Criteria for judging:

1. Innovation and Creativity:

- The extent to which the company has introduced new technologies, services, or innovative solutions that have significantly impacted the market or the way businesses operate.

2. Technology Implementation and Integration:

- The company showcases adept integration and implementation of technology, emphasizing efficiency, scalability, and adaptability in both operations and customer solutions.

3. Customer Experience and Satisfaction:

- The quality of digital customer experiences provided by the company on solving customer problems and enhancing the customer journey.

4. Business Growth and Performance:

- Revenue and job creation growth for 2022 and 2023, showcasing the company's expansion and contribution to employment.
- Revenue per FTE (Full-Time Equivalent) for 2022 and 2023.
- Audited financial statements for 2022 and 2023 are required to be submitted.

5. Market Impact and Thought Leadership:

- The company's role in influencing the IT industry, contributing to thought leadership, and setting standards or trends that others in the market follow.

6. Operational Excellence:

- Efficiency and effectiveness in operations, including cybersecurity measures, and the use of data analytics for decision-making and optimization.

SME of the Year

The SME of the Year award recognizes a small or medium-sized enterprise within the IT-BPM sector, with fewer than 1,000 employees, for its exceptional growth, innovation, and impact on the market. This accolade underscores the crucial role SMEs play in driving both the industry and national economy forward, acknowledging their substantial contributions to talent development and enhancing the Philippines' stature as a leading outsourcing hub.

Eligibility Criteria: All IT-BPM companies operating in the Philippines with less than 1,000 direct full-time employees are eligible to submit the required supporting documents.

Criteria for judging:

1. Growth strategy and execution:
 - Assessing the company's strategic vision for growth, including clear objectives and actionable plans.
 - Evaluating the effectiveness of these strategies in response to market dynamics, operational efficiency enhancements, and innovations in offerings.
2. Revenue and job creation:
 - Year-over-year revenue growth
 - Employment growth metrics, reflecting the company's contribution to job creation and economic support.
3. Operational efficiency:
 - Revenue per Full-Time Equivalent (FTE) for 2022 and 2023
 - Audited financial statements for 2022 and 2023 are required to be submitted.
4. Talent development:
 - Initiatives for talent attraction, development, and retention, highlighting efforts in upskilling and workforce engagement.

Company for Regional Development of the Year

The award recognizes an IT-BPM company that has made remarkable contributions to regional growth outside the National Capital Region (NCR). This honors the company's significant role in creating jobs, boosting local economies in the countryside, and aligning with the objectives outlined in the Roadmap 2028. The awardee exemplifies the power of the IT-BPM industry to spread opportunities throughout the Philippines, fostering regional prosperity and talent development.

Eligibility Criteria: All IT-BPM companies with operations outside of Metro Manila or the National Capital Region are eligible to submit the required supporting documents.

Criteria for judging:

1. Local economic impact and community development:
 - Initiatives undertaken in 2023 that have supported local economies and contributed to community development.
2. Contribution to countryside growth:
 - Company efforts/initiatives specifically aimed at stimulating economic growth and expansion in regions outside the NCR.
3. Talent development in the countryside:
 - Programs designed to upskill the local workforce, reflecting a commitment to talent development in the countryside.
4. Growth metrics outside NCR:
 - Quantifiable growth, specifically headcount increase, in locations outside the NCR for the years 2022 and 2023, showcasing the company's expansion into new regions.
 - Info on key sites in the Philippines (NCR + outside NCR) and their corresponding headcount are required to be submitted

Innovative Program of the Year

The award honors a company that has introduced a groundbreaking service, catalyzing significant benefits for the organization, stakeholders, employees, and customers. This award celebrates the achievements in driving customer experience transformations through innovative technology and cultivating a high-performance and innovative culture. It highlights companies leading with creativity, significantly advancing their offerings and practices.

Eligibility Criteria: All IT-BPM companies that have launched or have an ongoing innovative program that significantly enhances the organization, benefiting stakeholders, employees, and customers are eligible to submit the required supporting documents.

Criteria for judging:

1. Innovative service development:
 - Assessment of the novelty and creativity behind the service, focusing on how it breaks new ground regarding technology, usability, or market approach.
2. Impact on stakeholders
 - Evaluation of the service's positive effects on the organization, stakeholders, employees, and customers, emphasizing measurable benefits and transformative outcomes.
3. Enhancement of customer experience
 - Demonstrate how the innovation has transformed customer experiences, including the introduction of new features, improvement of service delivery, or enhancement of customer satisfaction.
4. Cultivation of an innovative culture
 - Company's efforts to foster an environment that encourages creativity and innovation, including policies, programs, or initiatives to stimulate innovative thinking among employees.
5. Market and Industry Influence
 - Analysis of how the innovation has positioned the company within the market and its influence on setting new trends or standards in the industry.