

2012 Best of Tech Awards: Categories and Related Questions

Best Software Product

Please give a brief description of the software. What makes this product unique?

What business need is addressed? To what niche (industry and size of organization) is it targeted and what are the benefits to the customer?

How is the product delivered to the customer...CD, electronically, SaaS? Is customization required for installation? If yes, please explain. Is special hardware or other equipment required in order to use the software?

Provide a brief summary of your sales process and sales channels.

- Use and location of direct sales vs. resellers/distributors
- Strategic partnerships, if any
- Percentage of US and non-US sales revenue
- License price of your product and how many do you sell per year?

Describe two (2) customer success stories and include contact phone numbers (if possible).

What kind of growth potential do you expect for this product? How will further product development be funded...internal cash flow, bank loans (local banks), merger/acquisition, angel funds, venture money? What is the % of revenue generated by license fees, installation fees, maintenance fees and service fees?

What year was your business started? In what year were this product's first commercial sales? What is the approximate, current annual revenue for this product and what percentage of your firm's total revenues derive from this product?

Please provide a URL for an online demo or to learn more about this product.

Best IT Services Company

Please provide an overview of your company (year founded, products/services offered, markets served, % of revenues derived regionally, nationally, globally).

Describe your company's core service(s) or product(s), including percentage of revenue by product/service category.

What professional certifications are held by your employees?

What percentage of your total employees have achieved any certification?

Describe two (2) customer success stories and include contact phone numbers (if possible).

What distinguishes your business from your competitors?

Best Emerging Company

How long has your company been in business, when was it founded?

What was your company's annual revenue for each of the past five(5) years(or since the company began)?

How many customers/did your company have users in each of the past five(5) year(or since the company began)?

Describe your company's core service(s) or product(s), including percentage of revenue by product/service category.

Does your company sell outside northeast Ohio? Percentage of revenue from other markets (include international markets).

Describe your company's growth strategy for the next five years.

What distinguishes your business from your competitors?

Best Mobile App

Please give a brief description of the software. What makes this product unique?

What business need is addressed? To what niche (industry and size of organization) is it targeted and what are the benefits to the customer?

Provide a brief summary of your sales process and sales channels.

- Use and location of direct sales vs. resellers/distributors
- Strategic partnerships, if any
- Percentage of US and non-US sales revenue
- License price of your product and how many do you sell per year?

Describe two (2) customer success stories and include contact phone numbers (if possible).

What kind of growth potential do you expect for this product? How will further product development be funded...internal cash flow, bank loans (local banks), merger/acquisition, angel funds, venture money? What is the % of revenue generated by license fees, installation fees, maintenance fees and service fees?

Describe the mobile environment for this device. Is it supported on multiple platforms? Is it exclusive to a particular platform?

How is this product distributed? Is the product available in the iphone, android or other mobile markets?

What year was your business started? What year was your product originally introduced?

Best Internship Program

Please describe your company's philosophy regarding internships.

How many interns does your company employ per year (in an average year)?

What percentage of interns has returned to work for your company as a permanent employee?

Describe your company's process for recruiting interns.

For what type of work and/or projects does your company utilize interns?

How do you engage interns in your company's business?

Number of employees? (for tech companies - total headcount. For tech divisions - headcount in IT)

Tech Company of the Year

Describe your company (core products or services, key markets, etc.)

Describe your company's value proposition to its customers.

What is your current employee count? How many employees did your company have in each of the past three years?

Which range best describes your company's annual revenues:

Less than \$1 million

\$1 - \$5 million

\$5 - \$10 million

\$10 - \$20 million

\$20 - \$50 million

\$50 - \$100 million

\$100 million plus

What is your company's annual revenue growth rate in each of the past three years?

What new products or services has your company introduced in the past two years? What percentage of total revenues do these products currently contribute?

Describe your company's community involvement, particularly with the tech industry in northeast Ohio (volunteerism, etc.).