



Where innovation meets excellence

Program Guide

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Welcome to the 2025 Technology Intelligence Awards

We are thrilled to welcome you to Flexera's 2025 Technology Intelligence Awards (the Awards)! This program celebrates organizations that have excelled in leveraging Technology Intelligence (TI) to drive growth, foster innovation, and create a positive impact in their respective fields.

TI encompasses the ability to understand and manage all your technology assets, whether they are on-premises, SaaS or cloud-based. By maintaining a comprehensive view of your organization's technology landscape, you can ensure that your investments are delivering maximum value. This intelligence is crucial for making data-driven decisions, enabling business and IT leaders to apply these insights across strategic initiatives—be it driving growth, encouraging innovation or enhancing resilience.

The Awards recognize outstanding achievements of Flexera customers that have successfully harnessed the power of technology intelligence. They honor those who have set new benchmarks in technology management, demonstrating exceptional innovation, leadership and impact. Whether you are a small startup or a large enterprise, your contributions to the field are invaluable, and we are here to celebrate your success.

We invite customers of all sizes, from various geographies and industries, to apply. The awards honor achievements across a range of practices, including SaaS, IT Asset Management (ITAM) and cloud, among others. By participating, you not only gain recognition for your accomplishments but also inspire others in the industry to strive for excellence. This guide is designed to provide you with all the information you need to participate in the awards program. Whether you're a first-time nominee or a returning participant, learn how to navigate the process and maximize your chances of success. You'll find insights into the awards categories, nomination process, evaluation criteria and more.

What's inside

Why participate? Participating in the Technology Intelligence Awards offers numerous benefits. It provides a platform to showcase your organization's achievements, gain industry recognition and connect with like-minded professionals. By sharing your success stories, you contribute to the collective knowledge and advancement of the technology management field.

Award categories. Explore the various award categories available, each designed to recognize different aspects of technology management and innovation. From "Rookie of the Year" to "Innovative Leader," there's a category for every type of achievement. Each category is carefully crafted to highlight specific areas of excellence, ensuring that all facets of technology management are acknowledged.

Nomination process. Follow our step-by-step instructions to submit your nomination. We'll guide you through the process, ensuring you provide all the necessary information.

Evaluation criteria. Understand how your nomination will be evaluated. We'll explain the judging process and what the panel will be looking for. Transparency is key, and we want you to know exactly how your entry will be assessed.

Awards announcements. Mark your calendar! The 2025 Technology Intelligence Awards ceremony is an online event. We'll be celebrating and recognizing outstanding achievements in technology management and innovation. Get the information you need to join the event from the comfort of your home or office.

Recognition and rewards. Discover the awards and prizes that winners will receive. From trophies to industry recognition, we'll make sure your achievements are celebrated. Learn how winners will be recognized publicly with a wide audience through press releases, social media and our website.

Post-awards follow-up. We value your input. Find out how we collect feedback from participants to continually improve the awards program. Learn how your feedback will be used to enhance future awards programs, ensuring they remain relevant and impactful.

Contact information. Have questions or need support? Contact us for assistance with any aspect of the awards program. We'll provide contact details for our support team, ensuring you have access to help whenever you need it.

We look forward to celebrating your achievements and recognizing the incredible work being done.

Good luck!

Let's get started

It's easy to enter. Follow these steps:

1. **Understand the program and the entry process**

This guide will help.

2. **Choose your categories**

Explore each category to discover the best match for your nomination. Our guide is here to assist you.

3. **Prepare your entry**

Refer to the tips on [page 9](#) to learn how to craft a winning entry. Then, complete your submission using [this link](#). You can save your progress and resume later if needed.

4. **Submit your entry**

The deadline is May 9, 2025.

5. **Good luck!**

Why participate?

- ✓ **Increased visibility:** Gain greater exposure for your organization
- ✓ **Recognition from industry peers:** Earn acknowledgment and respect from others in your field
- ✓ **Showcase achievements:** Highlight your organization's accomplishments and innovations
- ✓ **Celebrate successes:** Take the opportunity to celebrate your hard work and achievements
- ✓ **Inspire others:** Motivate and inspire other organizations and individuals in the industry
- ✓ **Networking opportunities:** Connect with like-minded professionals and organizations
- ✓ **Foster collaboration:** Encourage collaboration and partnerships within the industry
- ✓ **Knowledge sharing:** Share and gain insights, best practices, and knowledge from peers

Key dates

- March 17, 2025: Program open for awards submissions
- May 9, 2025: Deadline for awards submissions
- June, 2025: Winners announced

Explore the award categories and find your fit

<p>Impact of the Year</p>	<p>Recognizing an organization that has achieved significant, business-wide impact using any Flexera solution—or a combination of multiple solutions. This award celebrates organizations that leveraged Flexera’s technology to drive measurable success across multiple teams or business units. Whether through cost savings, operational efficiency, security improvements, or strategic decision-making, winners have achieved large-scale transformation using Flexera solutions.</p> <p><i>Eligible solutions include: Any Flexera solution including Flexera One ITAM, Snow Atlas, Flexera One SaaS Management, Snow SaaS Management, Flexera One FinOps, Flexera Cloud Migration & Modernization, and other Flexera solutions.</i></p> <p>Category Submission Template</p>
<p>Innovation of the Year</p>	<p>Recognizing organizations that have used Flexera solutions in a new or creative way to solve a problem. This award celebrates forward-thinking, unconventional, or highly strategic approaches—whether through automation, advanced analytics, unique integrations, or a completely new way of applying Flexera’s technology.</p> <p><i>Eligible solutions include: Any Flexera solution including Flexera One ITAM, Snow Atlas, Flexera One SaaS Management, Snow SaaS Management, Flexera One FinOps, Flexera Cloud Migration & Modernization, and other Flexera solutions. and other Flexera solutions used in an innovative way.</i></p> <p>Category Submission Template</p>
<p>ITAM Excellence</p>	<p>Recognizing outstanding achievement in IT Asset Management (ITAM) using Flexera One ITAM or Snow Atlas. This award honors organizations that have significantly improved IT asset visibility, optimized software and hardware spend, reduced audit risks, and/or automated ITAM processes. Winners have demonstrated excellence in managing software, compliance, and asset lifecycle governance to improve business efficiency.</p> <p><i>Eligible solutions include: ITAM-focused initiatives using Flexera One ITAM or Snow Atlas.</i></p>

	<p>Category Submission Template</p>
<p>SaaS Management Excellence</p>	<p>Recognizing organizations that have successfully optimized SaaS management using Flexera or Snow SaaS Management. This award celebrates organizations that have tackled SaaS sprawl, improved vendor management, strengthened compliance, and delivered measurable cost savings through better visibility and control.</p> <p><i>Eligible solutions include: Flexera SaaS Management, Snow Atlas SaaS Management.</i></p> <p>Category Submission Template</p>
<p>FinOps Excellence</p>	<p>Recognizing organizations leading the way in FinOps by maximizing ROI from cloud spend. This award highlights organizations that have optimized IT spending, driven financial accountability, and improved cross-functional collaboration by implementing FinOps best practices with Flexera.</p> <p><i>Eligible solutions include: Flexera Cloud Cost Optimization, Flexera Cloud License Management, Flexera One ITAM, Flexera One SaaS Management, Flexera One FinOps, and all Spot products.</i></p> <p>Category Submission Template</p>
<p>Technology for Good</p>	<p>Recognizes organizations that leveraged Flexera’s technology solutions to drive social or environmental impact. This award celebrates organizations that have used technology to make a difference—whether by advancing sustainability efforts, supporting charitable initiatives, improving healthcare, or enabling positive societal change.</p> <p><i>Eligible solutions include: Any Flexera solution that has supported a social or environmental initiative.</i></p>

	<p>Category Submission Template</p>
<p>Rookie of the Year</p>	<p>Recognizes a new Flexera customer that has successfully implemented any Flexera solutions in the past year (starting May 2024). This award highlights organizations that have quickly adopted and scaled Flexera solutions—delivering measurable results, setting strong foundations for success, and demonstrating leadership in their first year.</p> <p><i>Eligible solutions include: Any Flexera solution including Flexera One ITAM, Snow Atlas, Flexera One SaaS Management, Snow SaaS Management, Flexera One FinOps, Flexera Cloud Migration & Modernization, and other Flexera solutions.</i></p> <p>Category Submission Template</p>

Get set for success: crafting an award-winning entry

Check out our top tips for creating an outstanding entry and winning over the judges:

Hit the high points

Think of your application as an executive-level summary or report. Communicate your strategy and process clearly to guide the judges through your story. Include enough meaningful detail to create impact without being overwhelming.

Be concise and use evidence

Explain the facts in straightforward terms, supported by data and evidence to back up key points. Clear and concise entries are more compelling.

Include impact and outcomes

Describe what you aimed to achieve in your business case. Highlight any additional or unexpected benefits realized as a result of your implementation. Consider aspects such as:

- Efficiency: Improvements in accuracy, quality, speed, cost, etc.
- Effectiveness: Enhancements in agility, responsiveness, analytics, employee/customer satisfaction
- Enablement: Development of digital platforms, new products/services, increased revenue/profit/market share, differentiated customer experience, etc.

Metrics

Be specific about business outcomes and impact. Use percentages, fractions, and multiples to give a sense of scale where company policy prohibits exact figures (e.g., x% faster, halved delivery times, doubled ROI, record customer satisfaction scores, etc.). Metrics are powerful and our judges love them!

Language

All judging will be conducted in English, so please submit your entry in English.

Evaluation criteria

Judging Process

We believe in transparency and fairness, ensuring that every entry is assessed thoroughly and consistently. Our judging process follows a structured approach, where each submission is reviewed against predefined criteria. Multiple judges will evaluate each nomination independently before discussing their assessments to ensure a well-rounded and impartial decision. Stay tuned for a detailed breakdown of the evaluation phases, including initial screenings, scoring methods, and final deliberations.

Criteria

Nominations will be evaluated based on a set of clearly defined criteria to ensure a fair and thorough assessment. Understanding these factors can help you craft a compelling submission that stands out.

Each nomination will be judged on the following key areas:

- Innovation – How original and forward-thinking is the project or achievement? Does it introduce new ideas, methods, or technologies that push the industry forward?
- Impact – What measurable difference has the initiative made? Has it solved a critical challenge, improved efficiency, or influenced the industry in a meaningful way?
- Execution – How effectively was the project implemented? Does it demonstrate strong leadership, strategic planning, and excellence in execution?
- Contribution to the Field – How does the nomination advance the broader field of technology management? Does it set a new standard or inspire others in the industry?

Judging Panel

Our panel will consist of distinguished industry leaders and professionals with extensive experience in technology management. Each judge will bring a unique perspective, ensuring a comprehensive review process. While the judging panel is yet to be finalized, we are carefully selecting individuals with expertise across various domains to provide a well-rounded evaluation. Stay tuned for announcements regarding the panel members, including their bios, backgrounds, and contributions to the field.

Recognition and rewards

The winners of the 2025 Technology Intelligence Awards will be announced in an official press release during the week of June 2, 2025.

Awards and prizes

Winning isn't just about the trophy—it's about the recognition and opportunities that come with it. We're committed to celebrating your achievements in a meaningful way, ensuring you receive both tangible rewards and industry-wide recognition.

Here's what winners can look forward to:

- A personalized trophy – A symbol of your excellence and leadership in technology management.
- A celebration bundle – Packed with exclusive swag and treats to share with your team.
- A digital promotion package – Branded graphics and marketing materials to help showcase your achievement across your networks.
- Media exposure and professional recognition – Gain visibility through press coverage, social media highlights, and industry accolades.

Winning a Technology Intelligence Award isn't just an honor—it's a launchpad for greater opportunities and recognition in your field!

Recognition

All winners will be recognized publicly through press releases, social media, and our website. Your success will be shared with a wide audience, amplifying your achievements and enhancing your reputation.

Post-awards follow-up

We value your input and strive to improve the awards program each year. Following the winner announcement, we will send out a survey to all participants to gather insights on your experience. This will be your opportunity to share your thoughts on the nomination process, judging criteria, and overall event experience.

Your feedback plays a crucial role in shaping future awards programs. We carefully review all suggestions and use them to enhance the experience, ensuring the awards remain relevant, impactful, and engaging. We'll also share key takeaways and planned improvements so you can see how your input helps drive positive change.

Frequently Asked Questions (FAQs)

1. What are the Technology Intelligence Awards? The Technology Intelligence Awards honor organizations that excel in utilizing Technology Intelligence (TI) to drive growth, innovation and positive impact. TI involves managing and understanding all technology investments—on-premises, SaaS and cloud—to ensure value and enable data-driven decision-making. This empowers leaders to support strategic initiatives like growth, innovation and resilience. Open to organizations of all sizes, industries, and regions, the awards recognize achievements in areas such as SaaS, IT Asset Management (ITAM) and cloud.

2. Who can participate? The awards are open to all current Flexera customers globally, including individuals, departments, businesses and organizations, provided they meet the eligibility criteria outlined in the Terms and Conditions, listed on the [official Awards website](#).

3. Is there a fee to participate? No, there is no fee to submit a submission or participate in the awards.

4. How can I nominate someone or myself for an award? Submissions can be submitted [here](#). Complete the submission form and provide all required information and supporting documents before the submission deadline.

5. Can I nominate more than one person or organization? Yes, you may submit multiple submissions, provided each submission is for a different individual, department, business or organization. Duplicate submissions for the same nominee are not encouraged.

6. What information is required for a submission? You will need to provide the nominee's name, contact information, partner information (if applicable), a description of their achievements and any relevant supporting documents or evidence. Specific requirements will be outlined on the submission form.

7. When is the deadline for submissions? The deadline for submissions will be announced on the [official Awards website](#). Late submissions will not be accepted.

8. How are winners selected? A panel of judges including industry analysts, thought leaders and Flexera leaders will evaluate the award submissions using a standardized judging rubric.

9. What makes a good award submission? There are some tips on what our judges are looking for:

- Clear and concise information: Provide detailed, specific information about your achievements but keep it clear and to the point.
- Evidence of impact: Include measurable outcomes and evidence that demonstrate the impact of your work.

- Innovation and creativity: Highlight any innovative approaches or creative solutions you implemented.
- Challenges and solutions: Describe any challenges you faced and how you overcame them.
- Supporting materials: Attach any relevant supporting materials, such as data, charts, or related presentation decks to strengthen your submission.

10. Can I receive feedback on my submission? Unfortunately, feedback on individual submissions will not be provided due to the confidential nature of the judging process.

11. What are the award categories? Award categories will be announced on the official Awards website and may vary from year to year. Categories typically recognize excellence in innovation, customer service, leadership and more.

12. When will winners be announced? Winners will be announced via a press release and social media campaign the week of June 2.

13. What do winners receive? Winners and honorable mentions will receive an award trophy, certificate, swag, a confectionary box to celebrate and a promo toolkit to spread the word. Awards are non-transferable and cannot be exchanged for cash or other alternatives.

14. Will winners be featured in promotional activities? Organizations that accept awards will be featured in press releases, interviews and social media campaigns. By accepting an Award, winners grant the organizers the right to use their name, likeness, and other relevant details for promotional purposes without additional compensation.

15. Can I opt out of promotional activities? Participation in promotional activities is a condition of accepting the award. We are committed to working within your company's legal and PR guidelines to ensure a smooth and respectful process. If you have any concerns, please contact customerprograms@flexera.com.

16. Can I withdraw my submission? Yes, submissions can be withdrawn by contacting the awards team at any time at customerprograms@flexera.com.

17. Can the organizers modify the Terms and Conditions? Yes, the organizers reserve the right to amend the Terms and Conditions. Changes will be posted on the official awards website.

18. Who can I contact for additional questions? Please contact the awards team at customerprograms@flexera.com.

Thank you for your interest in the Technology Intelligence Awards. We look forward to celebrating your achievements!

Contact information

Have questions or need support? Contact us at customerprograms@flexera.com for assistance with any aspect of the awards program.

About Flexera

Flexera helps organizations understand and maximize the value of their technology, saving billions of dollars in wasted spend. Powered by the Flexera Technology Intelligence Platform, our award-winning hybrid IT asset management and FinOps solutions provide comprehensive visibility and actionable insights on an organization's entire IT ecosystem. This intelligence enables IT, finance, procurement and cloud teams to address skyrocketing costs, optimize spend, mitigate risk and identify opportunities to create positive business outcomes.

More than 50,000 global organizations rely on Flexera and its Technopedia reference library, the largest repository of technology asset data. Learn more at flexera.com