



Where innovation meets excellence

Terms & Conditions

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Terms & Conditions

Welcome to the Technology Intelligence Awards (the "Awards"), celebrating outstanding achievements in leveraging technology intelligence to drive growth, innovation and positive impact. These Terms and Conditions (the "Terms") govern the participation, nomination and selection process for the Awards. By participating, you agree to comply with these Terms. Please read them carefully.

1. Summary

The Technology Intelligence Awards will open for nominations on March 17, 2025. All nominations must be submitted by 23:59 CT on May 9, 2025. There is no application fee. Companies can apply to as many categories as they would like. Companies MUST be a current Flexera customer to apply and win. Award winners will be announced w/c June 2, 2025.

Contact customerprograms@flexera.com with any questions.

As used herein:

“**Flexera**” means Flexera Software LLC, who are the organizers of the Awards,

“**Winner(s)**” means the company, organization or entity announced by Flexera as a winner of any of the Award categories

“**You**” means the company, organization, or entity submitting an application or nomination for the online awards, or any Winner of an Award.

2. Key Dates

- March 17, 2025 Nominations open
- May 9, 2025 Nominations close
- w/c June 2, 2025 Winners announced

3. Eligibility

3.1. To be eligible for an award you must be a current Flexera customer. This includes all current customers of legacy Snow products and Spot products.

3.2 In order to accept an Award, Winners must consent to have their name and logo used in all rewards-related media and promotion (i.e., any press release, blog, e-book, social media campaign and any other promotional assets related to the Technology Intelligence Awards).

4. Nominations

4.1. Nominations may be submitted by individuals, organizations or third parties through the official submissions form. Flexera employees and partners may also nominate customers.

4.2. All nominations must be submitted by the deadline stated above. Late or incomplete submissions will not be considered.

4.3. When submitting a nomination, You agree to only provide accurate and truthful information. Any false or misleading information may result in disqualification.

4.4. Flexera reserves the right to request additional documentation or evidence to support nominations.

5. Judging Process

5.1. A panel of independent judges, chosen at Flexera's discretion, will evaluate all nominations based on predefined criteria. To find more about the judges, follow the [official Technology Intelligence Awards website](#).

5.2. The judging process is confidential, and decisions made by the panel are final and binding.

5.3. Feedback on individual nominations will not be provided.

5.4. Flexera reserves the right to adjust judging criteria or processes as necessary.

6. Award Categories

6.1. The Awards consist of 7 categories, which will be announced on the [official Awards website](#). Categories may be subject to change at Flexera’s discretion. This year’s categories are:

Impact of the Year	<p>Recognizing an organization that has achieved significant, business-wide impact using any Flexera solution—or a combination of multiple solutions.</p> <p>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>
Innovation of the Year	<p>Recognizing organizations that have used Flexera solutions in a new or creative way to solve a problem.</p> <p>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 used in an innovative way.</i></p>
ITAM Excellence	<p>Recognizing outstanding achievement in IT Asset Management (ITAM) using Flexera One ITAM or Snow Atlas.</p> <p>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>SaaS Management Excellence</p>	<p>Recognizing organizations that have successfully optimized SaaS management using Flexera or Snow SaaS Management.</p> <p>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>FinOps Excellence</p>	<p>Recognizing organizations leading the way in FinOps by maximizing ROI from cloud spend.</p> <p>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>Technology for Good</p>	<p>Recognizes organizations that leveraged Flexera’s technology solutions to drive social or environmental impact.</p> <p>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>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).</p> <p>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>

6.2. Flexera reserves the right to merge, modify or cancel categories if the number or quality of submissions is insufficient.

7. Winners

7.1. Winners will be announced w/c June 2, 2025, during the event.

7.2. Winners will receive a certificate, SWAG, trophy, confectionary box and promotional toolkit. Awards are non-transferable and cannot be exchanged for other alternatives.

7.3. Winners and honourable mentions are required to participate in promotional activities, including press releases, blog posts, case studies, interviews, and/or social media features and hereby grant Flexera the right to use their name, company name, company and other relevant details (as requested by Flexera) for such purposes, including on Flexera’s website and social media platform.

8. Intellectual Property

8.1. By submitting a nomination, You grant Flexera an unconditional, non-exclusive, royalty-free, global license to use, reproduce and display the content of the nomination for the purpose of administering and promoting the Awards, including on the Flexera website and Flexera social media accounts.

8.2. All trademarks, logos and other intellectual property associated with the Awards, or Flexera or any of its products, remain the property of Flexera.

9. Confidentiality and Data Protection

9.1. Both parties agree to keep all confidential information shared during the Awards process in strict confidence and will not disclose it to any third party without prior written consent, unless required by law.

Both parties agree to use the confidential information solely for the purpose of fulfilling their obligations in relation to the Awards or otherwise in accordance with the rights set out in these Terms.

9.2 Both parties agree to comply with all applicable data protection laws, including the General Data Protection Regulation (GDPR) or any other relevant local data protection laws, in relation to the processing of personal data. Each party will ensure that personal data is processed lawfully, transparently and securely, and will take all necessary measures to protect such data from unauthorized access or disclosure.

10. Disqualification

10.1. Flexera reserve the right, in its sole discretion, to disqualify any participant who breaches these Terms, provides false information, or engages in unethical behavior.

11. Limitation of Liability

11.1. To the fullest extent possible under applicable laws, Flexera shall have no liability to You, arising out of or in relation to the administration, promotion or delivery of the Awards and any related activities.

11.2. Flexera is not responsible for technical issues, delays, or other problems outside their reasonable control.

12. Governing Law

12.1. These Terms are governed by the laws of the state of Illinois, USA. Any disputes will be resolved exclusively in the courts of Illinois.

13. General Provisions

13.1. Flexera reserve the right to amend these Terms at any time. Changes will be posted on the [official Awards website](#) and will take effect immediately.

13.2. By participating in the Awards, You agree to be bound by the most current version of these Terms.

13.3. If any provision of these Terms is found to be invalid or unenforceable, the remaining provisions will remain in full force and effect.

13.4 For questions or additional information, please contact us at customerprograms@flexera.com.

Thank you for your interest in the Technology Intelligence Awards, and best of luck to all participants!

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**](https://flexera.com)