# Instructions & Key Dates

Do you want your organization to be recognized for the great analytics work it has done? Would you like your industry peers to hear about one of your most successful projects? Would you like to join companies like Ford, Procter & Gamble, and Cisco as an ANNY winner?

The International Institute for Analytics is excited to invite you to nominate your organization for the **2020 Excellence in Analytics Award (ANNY)**. If you would like your organization's analytics project to be considered, please fill out the application below and send it to [anny@iianalytics.com](mailto:anny@iianalytics.com). Alternatively, you are welcome to nominate another organization for consideration. Analytics solution providers and vendors are not eligible for the ANNY but are encouraged to nominate a customer.

All applications must be submitted by **September 18, 2020** and will be reviewed by a panel of IIA Experts led by IIA’s Chief Analytics Officer Bill Franks. The panel will ultimately select the 2020 finalists. Finalists will be notified by **September 25, 2020** and **MUST** attend IIA’s virtual Fall Symposium on **October 7, 2020**. IIA will treat applications as confidential, however, winners will be asked to give a brief presentation on their project during the ANNY session at Symposium. If you cannot publicly share the details of your project you should not apply.

Last year, IIA named both a judges’ choice winner and a viewers’ choice winner. Due to the popularity of the viewers’ choice award and given the event will be virtual, this year’s single winner will be decided by attendees through live voting at the event. Note that starting after this year’s awards, the ANNY will put in place a new rule that a winner must skip three years before applying again and a finalist must skip one year before applying again.

**Nominees will be evaluated on the following criteria:**

* **Outcomes:** Evidence of sustained, measurable success against planned targets and objectives
* **Ambition:** Evidence of innovative and unique quantitative analytical techniques being applied
* **Scale:** Level of coordinated internal resources to foster a meaningful, enterprise-wide analytics program
* **Skills:** Evidence of a commitment to improving analytical skills of all user types across the enterprise
* **Insights:** Evidence of higher quality insights and decision-making resulting from the analytical activity

# Application

**Organization name:**

**Organization’s primary internal contact:**

Name:

Title:

Email:

Direct phone:

**Nominating sponsor, if applicable:**

Name:

Title:

Email:

Direct phone:

**Organization**

1. Estimated number of analytics professionals (analysts, data scientists, analytical leaders) across the entire enterprise:
2. Number of divisions/functions that are actively utilizing analytics today:
3. Estimated number of officially sanctioned analytics projects undertaken by the organization in the past 12 months:
4. Enterprise model for organizing analytics most closely resembles:
   * + *Centralized* – all analyst groups are part of one corporate organization
     + *Functional* – one major analyst unit that reports to the business unit or function that is the primary consumer of analyst services
     + *Consulting* – all analysts are part of one central organization and the business units “hire” analysts for their analytical projects
     + *Center of Excellence* – central shared unit that provides skills and services to local business units and their analyst groups across the enterprise
     + *Federation* – decentralized analyst groups work within business functions and units, and also work together to coordinate initiatives and resource deployment, address cross-functional and enterprise-level opportunities, and develop analyst talent and the community of analysts
     + *Decentralized* – analyst groups are associated with business units and functions

**Project/division example**

Please describe a meaningful application of analytics that has had a measurable impact on one or more key areas of your business:

1. Summary headline description or title of project
2. Name of division, function, line of business
3. Name and title of primary leader of initiative
4. Description of project
   * + How the project opportunity was identified and chosen to be executed
     + Goals and purpose
     + Data utilized
     + Methods utilized
     + Tools and platforms
     + How the results were deployed and made available for use
5. Impact of project
   * + Calculation of quantifiable, measurable outcome
     + Qualitatively, why executives and the broader enterprise viewed this project as a success or as transformational

Should you have questions about the application and required content submission, please send your questions to anny@iianalytics.com. All submitted questions and their answers will be shared with all applicants.