SDI AWARDS 2024-25

SDI AWARDS 2023

How To Enter Handbook

Hosted by:

SDI Service Desk Institute

ABOUT THE
SDI AWARDS

This is the 29th year the red carpet has been rolled out for the SDI Awards; the most prestigious and coveted recognition you can earn in the service desk and support industry.

The SDI awards recognise, promote and acclaim excellence, professionalism, innovation and the outstanding achievements of the people and teams to the success of their organisation. Entering for an SDI award is your opportunity to become one of the shining stars of the industry.

Are you innovative and creative and do you have a passion for providing exceptional service and support? Have you achieved something outstanding? Does your team really make a difference to your customers? Would you relish the opportunity to celebrate your outstanding achievements and raise your team's profile? Then make sure you share your success globally by entering for a prestigious SDI Award!
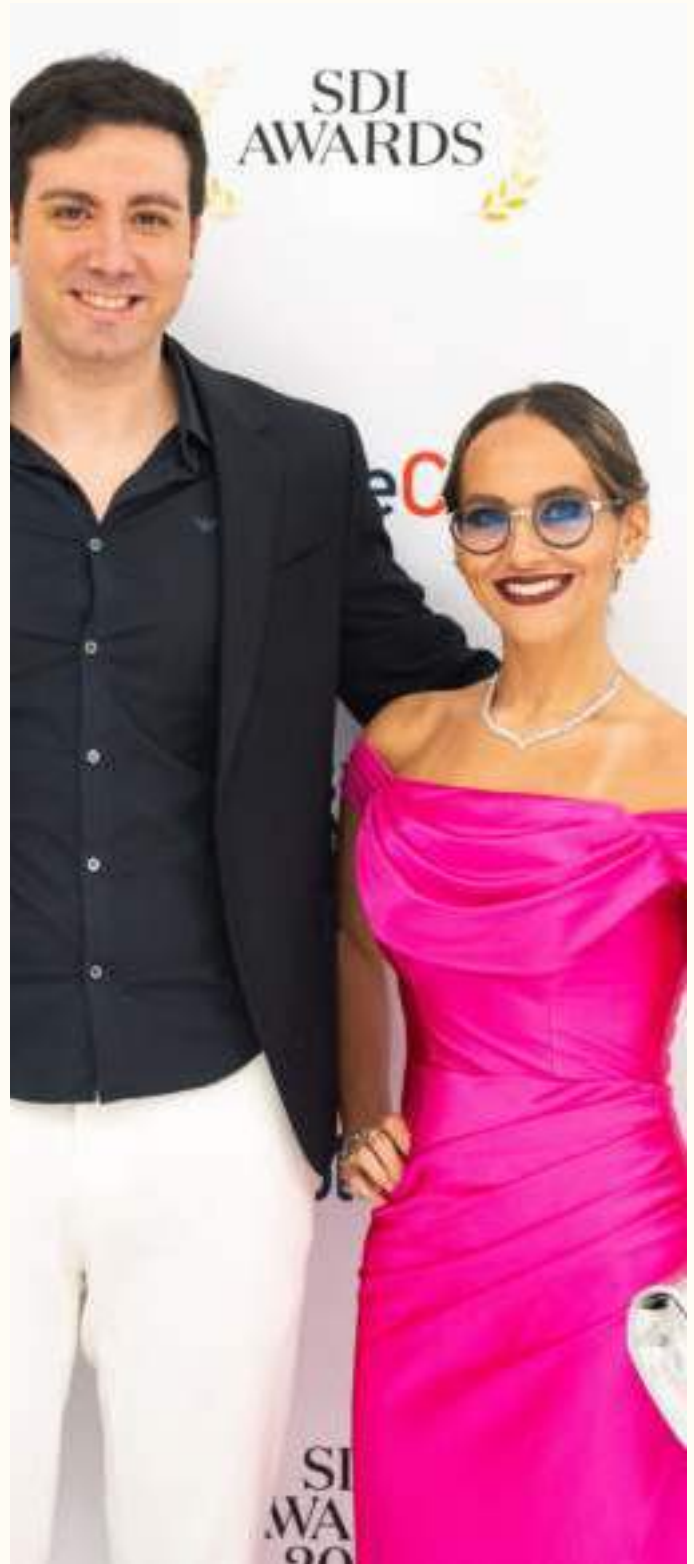
KEY
DATES

Entry Portal Opens
1 April 2024

Entry Closing Date
3rd September 2024

Shortlisted Notified
30th September 2024

Virtual Judging Days
w/c 14th October 2024

Finalists Notified
w/c 21 October 2024

Judges Virtual Finalist Visits: w/c 4th Nov 2024
- Service Desk of The Year
- Managed Service Provider

Winners Announced
27 March 2025

Winners will be announced on 27 March 2025 at the SDI Conference & Awards gala dinner and ceremony at the Hilton Metropole at the NEC BIrmingham, UK. Please note, all in-person judging will be conducted face-to-face using a virtual meeting platform.

HOW TO ENTER
IN 6 EASY STEPS

01 Decide which categories to enter using the criteria in this brochure.

02 In your entry, highlight what makes your team special and have fun involving everyone. Just be sure to follow the criteria closely to ensure your entry counts!

03 Upload your entry to the awards portal from 1 April 2024 https://sdi.awardsplatform.com including supporting documentation or videos.

04 Our goal is for The SDI Awards to be inclusive, whichever company your work for and wherever you are located in the world. The SDI Awards are free for all to enter in 2024~25 and all we ask is that you keep your entries to no more than 4 across all categories.

05 You'll be notified three weeks after the closing date if you've been shortlisted to go through to the virtual judging day. A representative must be available to meet the judges w/c Monday 14th October.

06 Save the dates for the virtual judging days and get them in your diary now as you or your team must attend the judging day virtually in person.

PowerDesign Inc - 2023 (Small-Medium) Service Desk Winners

SERVICE DESK OF THE YEAR 2024~25

ABOUT THE AWARD

There is no better way to demonstrate the impact and difference that your team makes to the organisation you support than entering for the Service Desk Of The Year awards.

The Service Desk awards are for internally facing service desk and support teams operating in small to medium businesses (SMBs), small to medium enterprises (SMEs), or large enterprise organisations**.

The service desks entering for this award will be supporting internal customers to achieve their business goals; whether it's for a small number of specialists or many thousands of customers in a wide geographical area.

*Source OECD Glossary of Statistical Terms

WHAT THE JUDGES ARE LOOKING FOR

The judges are looking for you to demonstrate that your team understands every facet of delivering excellent service and support. Your submission should clearly reflect how your team works together in providing a fantastic service and illustrate the vital role you play in ensuring organisational vision and objectives are met.

Entries for these awards will be placed in one of three categories according to your organisation's turnover:

SMB (Small, Medium Business)*
Less than £10 million
SME (Small Medium Enterprise)*
£10 – 49 million
Large Enterprise*
£50 million +

**If you are a managed service operation supporting external customers you should look to enter the Managed Service Provider Of The Year - see page 7.

SERVICE DESK OF THE YEAR 2024~25

Entry Submission Criteria

When preparing your submission, please answer each question and keep within the word limit. Supplementary information can be supplied to support your answers in the form of documentation or videos. Each question will be scored out of 20 points.

Section 1: Success Profile	Word limit
Please explain why your service desk deserves to win this award	300

Section 2: Strategy	
Please share your organisation's vision and mission and that of the service desk. Explain how you measure if the service desk is successfully supporting your organisation's vision and mission. Describe the strategic plan that has led to service desk success and how it has been actioned.	500

Section 3: The Customer Experience	
Describe how you define, deliver and manage the customer experience including objectives, activities, and measures of success How do you ensure customers know how their input is used? Provide an example of business value that has been derived from analysing customer feedback.	800

Section 4: Staff Engagement	
Describe the service desk staff engagement programme including objectives, activities, and measures of success. Describe how staff ensures they are developing skills and competencies in support of the business and service desk strategy. How is the team involved in generating ideas and decision-making? Describe how emotional health and well-being is supported at the service desk.	900

Section 5: CSI	
Provide an example of a CSI initiative that has been identified, initiated, and driven by the service desk team that has delivered a tangible business benefit.	400

SERVICE DESK OF THE YEAR 2024~25

Section 6: Performance	Word limit
Describe how the team and individual performance is measured and reported. Explain how quality is assessed and improved. How is the team currently performing against key operational and strategic targets?	700

Section 7: Innovation	
Describe how the service desk identifies and assesses new technologies and working practices. Provide an example of how a new technology or working practice has improved the team's or the customers' experience and added value to the organisation.	400

Section 8: Supporting evidence	
Please submit any supporting evidence to demonstrate in more detail how you meet the criteria in 1-7 above.	

SHORTLISTED ENTRIES & JUDGING DAY

Three specialist industry judges will separately score each entry for this category based on your written entry submission. The submissions awarded the highest combined scores will be invited to the shortlist. Successful shortlisted entrants will be notified within two weeks of the entry closing date and invited to the judging day where at least two representatives from your service desk will be expected to attend. On the judging day, you will be required to give a 20-minute virtual presentation on why you deserve to win this award, followed by a 20-minute Q&A session with the judging panel. The three judges will decide which of the shortlisted entrants will make it through to the final.

JUDGES VISITS

In order to award a winner in each category, judges will **virtually** visit each finalist at their offices w/c 9th September 2024 to meet and observe the service desk in action for 1-2 hours. This helps the judges to substantiate the evidence presented in the submission and on the judging day.

ENTRY FEES

Unlike many industry awards programmes out there, The SDI Awards are free for professionals, service desks and organisations all to enter. **Please be aware there is a limit of 1 entry per organisation for this award and a total of 4 entries per organisation across all categories.**

Unisys - 2023 Winners

MSP SERVICE DESK
OF THE YEAR 2024~25

ABOUT THE AWARD

There is no better way to showcase the impact that your enterprise managed service team makes to the organisations you support, by entering for the MSP Service Desk of the Year award.

These awards are open to all managed service and support teams (MSPs) that help external customers to achieve their business goals, whether it's for a small number of specialists or many thousands of customers in a wide geographical area.

There will be up to three categories for this award:
MSP Service Desk Of The Year (Small Enterprise) - organisation turnover of less than £25m.
MSP Service Desk Of The Year (Medium Enterprise) - organisation turnover up to £50m.
MSP Service Desk Of The Year (Large Enterprise) organisation turnover of £50+ million..

WHAT THE JUDGES ARE LOOKING FOR

The judges are looking for you to demonstrate that your team understands the importance of every facet of delivering excellent IT service and support in a managed service provider environment.

Your submission should clearly reflect how your service desk operation provides exceptional service to the organisations you support. Your entry will illustrate the vital role your team plays in ensuring the delivery of your customers' organisational vision and objectives.

Please submit only one entry per organisation in this category. No more than four entries from a single organisation across the whole SDI Awards will be accepted.

MSP SERVICE DESK
OF THE YEAR 2024~25

Entry Submission Criteria

When preparing your submission, please answer each question and keep within the word limit. Supplementary information can be supplied to support your answers in the form of documentation or videos. Each question will be scored out of 20 points.

Section 1: Why should you win the MSP Service Desk of the Year award?	Word limit
This question invites you to articulate the unique value proposition of your managed service operation or a specific service desk. Discuss the exceptional qualities of your team, the innovative approaches you've implemented, and the measurable impact you've made on your customers' success. Highlight any accolades or recognitions, customer testimonials, and specific achievements that demonstrate your excellence and leadership in the industry.	800 + Evidence

Section 2: What differentiates your MSP Service Desk from competitors, specifically in areas of customer service, technology innovation, and response to industry challenges?	
This question seeks to understand what sets you apart in a competitive landscape. Focus on your distinctive methods of delivering superior customer service, how you leverage technology to enhance service efficiency and effectiveness, and your proactive approach to addressing industry challenges. Provide examples that illustrate your innovative solutions, customer-centric culture, and agility in adapting to change, which collectively position you as a leader among peers.	800 + Evidence

Section 3: How does your MSP Service Desk contribute to the broader objectives of your customers' businesses, beyond traditional IT support?	
This question allows you to showcase how your service desk plays a strategic role in enabling your customers' success. Discuss how you understand and align with their business goals, contribute to their operational efficiency, and provide insights that help them make informed decisions. This could include case studies where your proactive support and strategic guidance have led to tangible business improvements, cost savings, or enhanced operational resilience for your clients.	800 + Evidence

MSP SERVICE DESK
OF THE YEAR 2024~25

SHORTLISTED ENTRIES & JUDGING DAY

Three specialist industry judges will separately score each entry for this category based on your written entry submission. The submissions awarded the highest combined scores will be invited to the shortlist.

Successful shortlisted entrants will be notified within three weeks of the entry closing date and invited to the virtual judging day where at least two representatives from your service desk will be expected to attend. You will be required to give a 20-minute virtual presentation to expand on your entry and demonstate to the judges as to why you deserve to win this award. Your presentation will be followed by a 20-minute Q&A session with the judging panel. The three judges will decide which of the shortlisted entrants will make it through to the final.

JUDGES VISITS

In order to select a winner, judges will **virtually** visit each finalist organisation at their offices w/c 4th November 2024 to meet and observe the service desk in action for 1-2 hours. This helps the judges to substantiate the evidence presented in the submission and on the judging day.

ENTRY FEES

Unlike many industry awards programmes out there, The SDI Awards are free for professionals, internal service desks and MSPs to enter. Please be aware there is a limit of 1 entry per organisation for this award and a total of 4 entries per organisation across all categories.

Computacenter - 2022 Winners

Charlie Bell (Serco) - 2023 Winner

SERVICE DESK ANALYST OF THE YEAR 2024~25

ABOUT THE AWARD

Success as a service desk or support analyst requires a unique blend of attributes, skills, and knowledge with a service attitude that puts the customer at the heart of everything they do. The highest-performing analysts are innovative, passionate, and tireless customer service champions, striving to constantly improve.

This award is open to service desk or support analysts with a passion for customer service excellence who demonstrate outstanding achievement and commitment in helping their team, IT, and the organisation to achieve their goals.

WHAT THE JUDGES ARE LOOKING FOR

The judges are looking for a service desk or support analyst who, through their quality and professionalism, stands out in their organisation as a high performer.

Entrants will need to show a passion for delivering a brilliant customer experience with a focus on quality, a commitment to teamwork, and a drive for continual personal improvement.

Entrants for this category shouldn't be team leaders. Please go to page 14 to see more details on how to enter the new Service Desk Team Leader category.

SERVICE DESK ANALYST OF THE YEAR 2024~25

Entry Submission Criteria

When preparing your submission, please answer each question and keep within the word limit. Supplementary information can be supplied to support your answers in the form of documentation or videos. Each question will be scored out of 20 points.

Section 1: Provide an insight into the nominee	Word limit
What attribute makes this nominee particularly unique?	200

Section 2: Why the nominee deserves to win the award	
Explain the compelling story of improvement or achievement How has the nominee been creative or innovative in their approach? If the nominee has overcome adverse and demanding conditions, please explain how	250

Section 3: Professionalism and living the values of the organisation	
How do they embody the values of the organisation? Explain how they are honest, fair, and open to new ideas and other perspectives Demonstrate how they cooperate and work collaboratively How committed are they to their learning and development?	500

Section 4: Achieving Objectives	
Give an example of a tactical or operational objective the nominee has delivered in the past 18 months How did the objective contribute to a specific service desk goal? Was the objective planned and managed through to completion? Were any obstacles overcome? Explain how the nominee was creative or innovative in their approach	500

Section 5: Customer Engagement	
Describe how the nominee has had a positive impact on the customer experience Explain how the nominee is respected by customers Describe how the nominee has initiated ideas to improve customer satisfaction Demonstrate how there has been measurable improvement in customer satisfaction as a result of the idea Show how the nominee is creative or innovative in their approach	300

SERVICE DESK ANALYST OF THE YEAR 2024~25

Section 6: Service Improvement	Word limit
Describe how the nominee has contributed to service improvements How have they identified and implemented improvements to processes or procedures that have led to increased efficiency or effectiveness? Show how the nominee has contributed to developing the capabilities of the team How has the nominee contributed to wider IT service improvements? Explain how the nominee had a positive impact on team morale Demonstrate how the nominee is creative or innovative in their approach	300

Section 7: Achievement & Success	
Summarise the nominee's measurable success Show how personal KPIs or performance targets are consistently met and if there has been significant improvement toward the target Show how the nominee's performance has had a significant impact on team KPIs or performance targets Explain whether customer satisfaction targets are being consistently met or if there has been significant improvement toward a target	300

Section 8: Evidence	
Have other business-related targets and objectives been met or has there been significant progress toward achieving them?	

SERVICE DESK ANALYST OF THE YEAR 2024~25

SHORTLISTED ENTRIES & JUDGING DAY

Specialist industry judges will separately score each entry for this category based on your written entry submission. The submissions awarded the highest combined scores will be invited to the shortlist.

Successful shortlisted entrants will be notified within three weeks of the entry closing date and invited to the virtual judging day which the nominee from your service desk will be expected to attend. They can be accompanied by a colleague or team leader if they'd like. The analyst will be required to give a 20-minute virtual presentation on why they deserve to win this award, followed by a 20-minute Q&A session with the judging panel.

The judges will decide which of the shortlisted entrants will make it through to the final.

ENTRY FEES

Unlike many industry awards programmes out there, The SDI Awards are free for professionals, service desks and organisations all to enter. Please be aware there is a limit of 4 entries per organisation across all categories.

Josh Cory (DVLA) - 2023 Winner

SERVICE DESK
TEAM LEADER 2024~25

ABOUT THE AWARD

Success as a service desk or support team leader requires a unique blend of attributes, skills, and knowledge with a service attitude that puts the customer at the heart of everything they do.

This will be combined with the leadership skills to inspire and motivate a team of service desk analysts to be brilliant. The highest-performing team leaders are innovative, passionate, and tireless team champions, striving to constantly improve.

This award is open to a service desk or support team leader with a passion for developing team members to deliver customer service excellence.

They can demonstrate outstanding achievement and commitment in helping their team, IT, and the organisation achieve their goals.

WHAT THE JUDGES ARE LOOKING FOR

TThe judges are looking for a service desk or support team leader who stands out in their service desk team as a high performer; possibly even the next service desk manager. Entrants will need to show a passion for leading a team of analysts that delivers brilliant customer experience focusing on quality, a commitment to teamwork, and a drive for continual personal and team improvement.

SERVICE DESK TEAM LEADER 2024~25

Entry Submission Criteria

When preparing your submission, please answer each question and keep within the word limit. Supplementary information can be supplied to support your answers in the form of documentation or videos. Each question will be scored out of 20 points.

Section 1: Provide an insight into the nominee	Word limit
What attribute makes this nominee particularly unique?	200

Section 2: Why the nominee deserves to win the award	
Explain the compelling story of improvement or achievement How has the nominee been creative or innovative in their approach? If the nominee has overcome adverse and demanding conditions, please explain how	250

Section 3: Professionalism and living the values of the organisation	
How do they embody the values of the organisation? Explain how they are honest, fair, and open to new ideas and other perspectives Demonstrate how they cooperate and work collaboratively How committed are they to their learning and development?	500

Section 4: Achieving Objectives	
Give an example of a tactical or operational objective the nominee has delivered in the past 18 months How did the objective contribute to a specific service desk goal? Was the objective planned and managed through to completion? Were any obstacles overcome? Explain how the nominee was creative or innovative in their approach	500

Section 5: Leadership and Staff Satisfaction	
Describe how the nominee has had a positive impact on leading the team, staff development, and satisfaction Has the nominee implemented initiatives to develop the capabilities of the team? Is the nominee engaged in developing individuals? Is the nominee respected by the team? Has there been a measurable improvement in staff satisfaction? Is the nominee creative or innovative in their approach?	500

Section 6: Customer Engagement

	Word limit
Describe how the nominee has had a positive impact on the customer experience Explain how the nominee is respected by customers Describe how the nominee has initiated ideas to improve customer satisfaction Demonstrate how there has been measurable improvement in customer satisfaction as a result of the idea	300

Section 7: Service Improvement

	Word limit
Describe how the nominee has contributed to service improvements How have they identified and implemented improvements to processes or procedures that have led to increased efficiency or effectiveness? Show how the nominee has contributed to developing the capabilities of the team How has the nominee contributed to wider IT service improvements? Explain how the nominee had a positive impact on team morale Demonstrate how the nominee is creative or innovative in their approach	300

Section 8: Achievement & Success

Summarise the nominee's measurable success Show how personal KPIs or performance targets are consistently met and if there has been significant improvement toward a target Show how the nominee's performance has had a significant impact on team KPIs or performance targets Explain whether customer satisfaction targets are being consistently met or if there has been significant improvement toward a target	300

Section 9: Evidence

Have other business-related targets and objectives been met or has there been significant progress toward achieving them?

SERVICE DESK TEAM LEADER 2024~25

SHORTLISTED ENTRIES & JUDGING DAY

Specialist industry judges will separately score each entry for this category based on your written entry submission. The submissions awarded the highest combined scores will be invited to the shortlist.

Successful shortlisted entrants will be notified within three weeks of the entry closing date and invited to the virtual judging day which the nominee from your service desk will be expected to attend. They can be accompanied by a colleague or team leader if they'd like. The analyst will be required to give a 20-minute virtual presentation on why they deserve to win this award, followed by a 20-minute Q&A session with the judging panel.

The judges will decide which of the shortlisted entrants will make it through to the final.

ENTRY FEES

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Fujitsu- 2023 Winners

BEST SERVICE DESK CX 2024~25

ABOUT THE AWARD

This award is open to IT service and support teams that deliver the highest levels of customer excellence and service to every customer.

A well-defined customer excellence strategy considers all aspects of the customer's needs and wants; the journey, accessibility, helpfulness, relationships, communication, resolutions, and results. The customer excellence strategy should be intrinsically linked to continual service improvement.

Does your service desk offer your customers a truly inspiring and satisfying experience? Do you make a real difference in the every day lives of your customers - external or internal?

WHAT THE JUDGES ARE LOOKING FOR

The judges are looking for you to demonstrate what sets your team apart in delivering excellent customer service. Your submission should clearly reflect how your team works in conjunction with all teams involved in the support model to deliver customer excellence.

The judges will consider: ·

- The extent to which customer excellence has been coherently and effectively delivered

- How the customer experience is measured across all aspects of the support mode

- What effect does the delivery of customer excellence have on customers and the service organisation

- The impact your service organisation's strategy has on business performance overall · What your customers say

BEST SERVICE DESK CX 2024~25

Entry Submission Criteria

When preparing your submission, please answer each question and keep within the word limit. Supplementary information can be supplied to support your answers in the form of documentation or videos. Each question will be scored out of 20 points.

Section 1: Introduction	Word limit
Tell us about your service organisation	200

Section 2: Customer Experience	
Explain what customer experience means to your service desk and your customers Explain how you ensure that customer experience means the same to the two groups How do you ensure your team has the right skills to deliver service excellence?	500

Section 3: Customer Excellence Culture	
Explain how you have engaged with your services team to define and build a service desk culture focused on customer excellence	500

Section 4: Delivering Service Excellence	
Describe how your service organisation actively engages with your customers to deliver customer excellence What SLAs do you have with your customers that relate to customer experience or satisfaction? Explain how you focus on the quality of service delivery from the perspective of the end-user experience Explain if you use of XLAs? If not, please tell us why	650

Section 5: The Impact	
Provide examples of how you have delivered outcomes that have made a real difference to your customers	500

BEST SERVICE DESK CX 2024~25

Section 6: Business Value	
Give an example of how delivering customer excellence has helped drive business value What single item in your CX strategy has demonstrated the most value to your business?	650

Section 7: Continual Service Improvement	
Describe your plan to further improve customer excellence over the short, medium, and long-term	500

Section 8: Evidence
Please provide three customer case studies that support your submission Please submit any further supporting evidence to demonstrate in more detail how you meet the criteria above

SHORTLISTED ENTRIES & JUDGING DAY

Specialist industry judges will separately score each entry for this category based on your written entry submission. The submissions awarded the highest combined scores will be invited to the shortlist.

Successful shortlisted entrants will be notified within three weeks of the entry closing date and invited to the virtual judging day where at least two representatives from your service desk will be expected to attend. You will be required to give a 20-minute virtual presentation on why you deserve to win this award, followed by a 20-minute Q&A session with the judging panel.

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ENTRY FEES

Unlike many industry awards programmes out there, The SDI Awards are free for professionals, service desks and organisations to enter. Please be aware there is a limit of 4 entries per organisation across all categories.

SERVICE TRANSFORMATION
OF THE YEAR 2024~25

ABOUT THE AWARD

Service transformation should now be embedded in the ethos and DNA of every organisation that wants to succeed and remain relevant in the ever-changing world of IT. It's no longer sufficient for IT to deliver just efficiency and reliability; technology has become the centerpiece of most digital transformations.

IT has become the enabler, delivering technology-enabled innovation to stakeholders and serving customers from their perspective. In order to keep themselves engaged with the business and to deliver value, service desk and support teams must constantly evolve.

This award will recognise commitment and passion for service transformation that truly benefits customers, and how agile service teams support the rapid transformation of their business and its customers.

This category is open to the service desk and support teams that serve internal or external customers in any organisation, industry, or location to achieve their business goals; whether it's for a small number of specialists or thousands of customers in a wide geographical area.

WHAT THE JUDGES ARE LOOKING FOR

Service Transformation Of The Year 2023 will be awarded to the most outstanding transformation or improvement project. The determination will be made based on the holistic value created through service transformation, not just for the adoption of technology alone.

The judges are looking for you to demonstrate an understanding of your customer's needs. They want to see how you transformed or improved your services or systems, how they are delivered, and the customer experience. You may have supported your organisation through digital or technology transformation, it may be a project based on improvement for customers.

Entrants will show a clearly defined path taken from inception to completion that has delivered a transformation in line with business needs. You'll be able to demonstrate how your team enabled change on a significant scale, internally or externally.

Each award submission should clearly demonstrate excellence, creativity, and the resulting benefits to the organisation, its customers, or end users, and entrants should provide quantitative evidence wherever appropriate to support their submission

Unisys - 2023 Winners

SERVICE TRANSFORMATION
OF THE YEAR 2024~25

Entry Submission Criteria

When preparing your submission, please answer each question and keep within the word limit. Supplementary information can be supplied to support your answers in the form of documentation or videos. Each question will be scored out of 20 points.

Section 1: Introduction	Word limit
Tell us about your business and support organisation	200

Section 2: About the Service Transformation	
How did you establish what the transformation project was and why? How were the changes identified and agreed upon? How did you align your strategy to that of the business and its objectives? What were the timescales involved in the planning, implementation, and review? How was the communication managed both internally and externally to your support organisation?	500

Section 3: Success Measurements	
What were the goals and objectives of the project? What KPIs and CSFs were defined? How did you align your strategy to that of the business and its objectives? How were these discussed and agreed upon with the business? How did you record and manage the measurements?	500

Section 4: The Impact	
Describe the benefits or positive effects realised as part of the transformation project, both expected and unexpected. Describe the financial benefits realised as part of the transformation or improvement. How has the transformation benefited the culture of support and relationship within the business? How has this transformation enabled the business to improve the service they deliver to its customers?	500

SERVICE TRANSFORMATION OF THE YEAR 2024~25

Section 5: Continual Improvement	
What are the key lessons you learned? What tips would you give another organisation looking to transform? What one thing would you do differently if you had the chance? How are you going to sustain this improvement and approach new transformation projects?	500

Section 6: Evidence	
Please submit any supporting evidence to demonstrate in more detail how you meet the criteria above	

SHORTLISTED ENTRIES & JUDGING DAY

Specialist industry judges will separately score each entry for this category based on your written entry submission. The submissions awarded the highest combined scores will be invited to the shortlist.

Successful shortlisted entrants will be notified within three weeks of the entry closing date and invited to the virtual judging day where at least two representatives from your service desk will be expected to attend. You will be required to give a 20-minute virtual presentation on why you deserve to win this award, followed by a 20-minute Q&A session with the judging panel.

The judges will decide which of the shortlisted entrants will make it through to the final.

ENTRY FEES

Unlike many industry awards programmes out there, The SDI Awards are free for professionals, service desks and organisations all to enter. **Please be aware there is a limit of 4 entries per organisation across all categories.**

TERMS & CONDITIONS OF ENTRY

1. Entry is open to every service desk and support professional working in any company, industry and country.

2. Winners of the SDI Awards 2023 are not eligible to enter the same category again in 2024~25.

3. The SDI Awards are free for professionals, service desks and organisations all to enter. There is a limit of 4 entries per organisation across all categories.

4. Entries must be uploaded to the SDI Awards web portal by midnight on Tuesday 3rd September.

5. Shortlisted entrants for the team and individual awards will be invited to a judging day taking place virtually w/c 14th October 2024. Nominees or representatives from the nominated teams will be required to attend on screen, video on, or in person.

6. The winners will be announced at the SDI Awards ceremony and gala dinner on 27 March 2025 at the Hilton Metropole in Birmingham, UK.

7. Entries are to be submitted in the English language only.

8. Entries will be judged by a panel of industry experts.

9. The judges' decision is final. No feedback or correspondence about the judges' decisions at any stage of the process will be entered into by any member of the judging panel or SDI staff; details of the judging panels, discussions and meetings will not be disclosed; all entries will be treated as strictly confidential.

10. Materials submitted for the awards become the property of SDI and will not be returned.

11. All shortlisted, finalists and winners may state in advertising or promotional material, on their websites, emails and social profiles that they are shortlisted, finalist or winner of a 2024~25 award. They will be provided with a logo that includes the category and year in which they won. Please contact awards@sdi-e.com for a logo and promotional information.

12. The SDI Awards 2024~25 is not affiliated with any sales or advertising programme. Winners are judged solely upon the merit of their submissions, and performance in the judges' interviews and visits where applicable.

13. Your entry should keep within the word limit for each section and, where possible, provide supporting evidence that demonstrates levels of service excellence.

14. Finalists may be required to participate in person at a facilitated question and answer panel at SDI's Awards event or at the SDI Conference in March 2025.

15. Finalists of Service Desk Of The Year and MSP Of The Year awards will be required to submit a 'fun' video with a maximum running time of two minutes. These videos may be shown during the awards ceremony or during the SDI Conference. PLEASE NOTE videos longer than two minutes will not be accepted and will be returned for editing.

16. Tickets for the gala dinner are available to purchase. Please contact awards@sdi-e.com to reserve tickets for your team.