



## **IDC Opens Nominations for Digital Trailblazers in Asia Pacific for the 2nd IDC DX Awards**

**SINGAPORE, March 5<sup>TH</sup>, 2018** – IDC Asia/Pacific announced today that the search for this year’s top digital trailblazers for the region is underway. Running on its second year, IDC’s Digital Transformation Awards (IDC DXa), is looking for the best digital transformation initiatives that will join the 10 projects awarded last year. IDC DXa honors the achievements of organizations that have successfully planned and executed the digital transformation (DX) of one or multiple areas of their business through the application of digital and disruptive technologies within Asia/Pacific.

“2018 is the year of acceleration where the organizations slow to digitalize their offerings and adopt a digital-native operating model will find themselves competing for a smaller and smaller piece of the economy. This journey of transformation into a Digital Native Enterprise will be undertaken by those who are determined to win and lead in the DX economy. During this journey, organizations will be characterized by close collaboration, intense innovation, and accelerated pace, as they fast-track themselves into one of the market leaders,” says [Sandra Ng](#), Group Vice President of ICT Practice, IDC Asia/Pacific.

There are eight (8) award categories to vie in the IDC DX competition at the regional level and seven (7) at the country level.

This year’s award categories are *Digital Disruptor of the Year*; *Digital Transformer of the Year*; *DX Leader (previously L3D Mastery)*; *Omni-Experience Innovator*; *Talent Accelerator*; *Information Visionary*, and *Operating Model Master (previously Operational Transformation)*.

Furthermore, a Digital Trailblazer will be selected from one of the regional winners. This award category acknowledges the outstanding achievement among the regional winners across all categories for their excellence in the execution of their nominated project, experiences, data transformation, operations, and the workforce/workplace. This category is not open for nomination, and all regional winners would automatically qualify for this category.

**To nominate a project or a DX executive, visit our nomination site: <https://www.idcdxawards.com/nomination/>**

Figure 1



IDC Asia/Pacific will select the country winners from April to September 2018 and announce the Asia Pacific winner at the 2018 IDC DX Conference and Awards Night in Singapore on 25<sup>th</sup> October 2018.

The process and criteria used to assess all nominations will be consistent across all participating countries and the regional final. Winners from all the country events will be automatically placed in the regional final. The regional panel of judges will comprise of IDC Worldwide analysts, industry thought leaders, and academia. They will judge based on the nomination form, and judges' scoring from the country event.

The search for the region's top digital trailblazers intensifies. Join us as we await which organizations will be joining last year's regional winners: Changi Airport Group (Singapore), MTR Corporation (Hong Kong), Chunyu Doctor (China), Postal Savings Bank of China, DBS Bank (Singapore), Taishin Bank (Taiwan), HDFC Bank (India), M Social Hotel (Singapore), and Jardine Restaurant Group (Hong Kong).

"Our inaugural DX Summit and Awards event was a big success, with over 250 submissions from leading organizations across all industries in Asia/Pacific. While last year set the bar high, in 2018 we are already seen great interest and developments from many organizations. So, we expect new and exciting innovative projects competing at the 2018 IDC DX Awards," says [Daniel-Zoe Jimenez](#), Research Director Digital Transformation Practice Lead, IDC Asia/Pacific.

For more information on the awards and judging criteria, please visit the IDC DX Awards website <http://idcdxawards.com>

For queries about IDC DX Awards, contact Paula Jalosjos at [pjalosjos@idc.com](mailto:pjalosjos@idc.com) or Kar Leong Tiew at [kltew@idc.com](mailto:kltew@idc.com). For media inquiries, contact Tessa Rago [trago@idc.com](mailto:trago@idc.com) or Alvin Afuang [aafuang@idc.com](mailto:aafuang@idc.com).

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Figure 2



## **About IDC**

IDC is the premier global provider of market intelligence, advisory services, and events for the information technology and telecommunications industries. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. Over 775 IDC analysts in 50 countries provide global, regional, and local expertise on technology and industry opportunities and trends. For more than 40 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting <http://www.idc.com/>.

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