

## MICROSOFT CANADA INC.

### IMPACT AWARDS COMPETITION (SELF-NOMINATION AWARDS)

#### OFFICIAL RULES

1. **NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.** The Microsoft Canada Inc. Impact Award Competition (the “Competition”) is sponsored by Microsoft Canada Inc. (“Microsoft” or “Sponsor”).
2. **ELIGIBILITY:** To be eligible to participate in the Competition you must be a recognized partner of Microsoft doing business in Canada who (a) is actively enrolled in the Microsoft Partner Network (“MPN”) and is in good standing (i.e., MPN members that have renewed, paid, etc.) and, (b) has a Gold Cloud Competency and/or be Microsoft Co-Sell Ready. For information on eligibility requirements, visit <https://partner.microsoft.com/en-CA/membership/sell-with-microsoft> to learn about being Co-Sell Ready or visit <https://partner.microsoft.com/en-ca/membership/competencies> to learn about Gold Cloud Competency requirements. In addition, Microsoft is committed to complying with government gift and ethics rules and therefore government employees are not eligible to participate.
3. **HOW TO ENTER:** No purchase necessary. The Competition will begin at 12:00:01 am Pacific Time (“PT”) on February 3, 2022 and end at 11:59:59 pm PT on March 31, 2022 (the “Competition Period”).
  - a. Eligible entrants must submit an entry on their own behalf using the Global Inspire Awards submission tool at <https://www.microsoft.com/en-ca/sites/impact-awards/default.aspx>.
  - b. English and French only submissions will be accepted.
  - c. The solution (i.e., the implementation of a set of related software programs and/or services that are sold as a single package that the Microsoft partner is deploying to support a set of business or technical capabilities that solve one or more issues and leveraging Microsoft technology to do so) must have at least one commercial customer and the solution must have been delivered to the customer within the last 18 months.
  - d. The solution must be developed primarily using Microsoft software and/or hardware.
  - e. Eligible entrants will find out if they were selected as a semi-finalist on or around June 15, 2022 as the two semi-finalists for each award will be posted on the Impact Awards site for approximately 4 weeks.
  - f. One winner will be announced for each award at Microsoft Inspire in July 2022 and the winners will be posted on the Impact Awards site until June 2023.

#### 4. **CATEGORY OF AWARDS:**

CATEGORY OF IMPACT AWARDS		
SOLUTION AREA		
1	Modernizing Applications	a. The Modernizing Applications Impact Award recognizes a partner who has a track record of modernizing customer applications for the cloud or building new cloud-native apps. The winning partner has demonstrated a deep understanding of

		<p>their customers’ business challenges and has helped motivate adoption of new cloud technologies and practices leveraging the Microsoft Cloud Adoption Framework guidance.</p> <ul style="list-style-type: none"><li>b. Winning solutions must be based on Microsoft Azure and should also leverage a mix of technologies, such as Azure App Service, Azure Kubernetes Service, GitHub, and Azure Spring Cloud.</li><li>c. The partner must provide a customer example that showcases visionary thinking where an investment in application innovation helped to transform a critical aspect of their customers’ business. Winning solution must highlight modernization opportunities where customers improved legacy applications creating significant consumer or employee business value with the support of the Microsoft Azure platform.</li><li>d. Focus should be on leveraging scalability of the cloud to address unpredictable load, enhancing user experience across devices, and improving application resiliency for business continuity.</li><li>e. Preference will be for those partners who have achieved a Gold level for Cloud Platform competency by January 2022.</li><li>f. To select semi-finalists for this Award, Microsoft will review nominations from the Global Inspire Azure Awards: Modernizing Applications, Cloud Native App Development.</li></ul>
<b>Industry</b>		
2	Industry Innovation	<ul style="list-style-type: none"><li>a. The Industry Innovation Impact Award recognizes a partner that excels at providing innovative and unique services and solutions based on Microsoft technologies to automate customers, demonstrating thought leadership in their industry.</li><li>b. The successful submission for this Award will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to commercial customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging latest Microsoft technology as their solution platform.</li><li>c. Partners applying for this Award should demonstrate effective engagement with Microsoft by taking advantage of the Microsoft Partner Network to develop, create demand for, and sell their software solutions, apps, or services.</li><li>d. Successful entrants deliver economic or transformational impact for commercial customers (i.e.: increasing revenue, consumer satisfaction, employee productivity).</li><li>e. Preference will be for partners who have a Gold Cloud Competency (Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small &amp; Mid Market Cloud Solutions) by January 2022 and/or ISV with a co-sell ready offer. Partners should have a co-sell ready industry vertical solution offering that has been</li></ul>

		<p>successfully implemented. Desirable is also a case study or reference story about the solution, work or services provided.</p> <p>f. To select semi-finalists for this Award, Microsoft will review nominations from the following Global Inspire Awards: Automotive, Mobility &amp; Transportation, Energy &amp; Sustainability, Manufacturing &amp; Supply Chain, Media &amp; Communications, Retail &amp; Consumer Goods, Non-Profit.</p>
3	Healthcare	<p>a. The Healthcare Impact Award recognizes a partner that excels at providing innovative and unique services and solutions based on technologies to healthcare customers, demonstrating thought leadership in their industry.</p> <p>b. The successful submission for this award will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to healthcare customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging latest Microsoft technology as their solution platform.</p> <p>c. Partners applying for this award should demonstrate effective engagement with Microsoft by taking advantage of the Microsoft Partner Network to develop, create demand for, and sell their software solutions, apps, or services.</p> <p>d. Preference will be for partners who have a Gold Cloud Competency (Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small &amp; Mid Market Cloud Solutions) by January 2022 and/or an ISV with a <u>co-sell ready</u> offer, and have a co-sell ready vertical solution offering that has been successfully implemented. A case study about the solution, work or services provided is preferred.</p> <p>e. To select semi-finalists for this Award, Microsoft will review nominations from the following Global Inspire Awards: Healthcare and Life Science</p>
4	Financial Services	<p>a. Financial Services Impact Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to financial services customers, demonstrating thought leadership in their industry.</p> <p>b. The successful submission for this award will demonstrate industry knowledge and expertise, as well as consistent, high-quality, predictable service or solutions to Financial Services customers. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging latest Microsoft technology as their solution platform.</p> <p>c. Partners applying for this award should demonstrate effective engagement with Microsoft by taking advantage of the</p>

		<p>Microsoft Partner Network to develop, create demand for, and sell their software solutions, apps, or services.</p> <p>d. Preference will be for partners who have a Gold level Cloud Competency (Cloud Platform, Cloud Productivity, Enterprise Mobility Management, Cloud Business Applications, Security, Small &amp; Mid-Market Cloud Solutions) by January 2022 and/or an ISV with a <u>co-sell ready</u> offer, have a co-sell ready industry vertical solution offering that has been implemented successfully. Desirable is also a case study or reference story about the solution, work or services provided.</p> <p>e. To select semi-finalists for this Award, Microsoft will review nominations from the following Global Inspire Awards: Financial Services.</p>
<p>Social Impact Awards</p>		
<p>5</p>	<p>Community Response</p>	<p>a. The Community Response Impact Award recognizes a partner organization that is providing innovative and unique services or solutions based on Microsoft technologies, helping solve challenges faced by communities and making a significant social impact during unprecedented times. We will be recognizing the contributions of partners driving response and recovery to the COVID-19 pandemic and other crises impacting communities around the world.</p> <p>b. Microsoft partners are at the center of how we deliver technologies and business transformation to customers. Today, more than ever, we need to collaborate and co-innovate to meet those customer’s needs. While there is uncertainty around the world, there is also a lot of hope, with incredible examples of partnership and innovation in the face of exceptionally challenging times. We want to hear these stories and recognize the efforts our partners are taking to create positive impact during this difficult time.</p> <p>c. Eligible entrants must have achieved a silver competency by January 2022 and/or have a co-sell ready offer. Partners must have a current Microsoft Partner Center marketing profile. Case study or reference story about the solution, work, or services should be provided.</p> <p>d. To select semi-finalists for this Award, Microsoft will review nominations from the following Global Inspire Awards: Community Response.</p>
<p>6</p>	<p>Inclusion Changemaker</p>	<p>a. The Inclusion Changemaker Impact Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies to help solve D&amp;I challenges for customers and demonstrating thought leadership in diversity and inclusion.</p> <p>b. D&amp;I has grown in its strategic importance to higher organizational and business performance as well as innovation and market value. To help drive technology and industry transformation, we look to solutions and services that help all</p>

		<p>organization optimize ideas, skills, experience, and resources from all facets of talent contribution.</p> <ul style="list-style-type: none"><li>c. The successful submission for this award will demonstrate D&amp;I industry connected with technical knowledge and expertise, as well as consistent, high-quality, predictable service or solutions delivery. Successful entrants will also demonstrate business leadership and success through strong growth in new customer additions and revenue by leveraging latest Microsoft technology as their solution platform.</li><li>d. Eligible entrants must have achieved a silver competency by January 2022 and/or have a co-sell ready offer. Partners should have a Microsoft Partner Center marketing profile and provide a case study or reference story about the solution, work or services provided. Partner should have one or more solutions in Microsoft’s commercial marketplace (either Microsoft AppSource or Azure Marketplace).</li><li>e. To select semi-finalists for this Award, Microsoft will review nominations from the following Global Inspire Awards: Inclusion Changemaker.</li></ul>
7	Sustainability Changemaker	<ul style="list-style-type: none"><li>a. The Sustainability Changemaker Impact Award recognizes a partner organization that excels at providing innovative and unique services or solutions based on Microsoft technologies that help customers solve challenges of sustainable digital transformation.</li><li>b. Sustainability changemakers drive purpose-driven digital transformation that powers a more sustainable world. Environmental stewardship has grown in strategic importance as a significant driver of organizational and business performance as well as innovation and market value. To help drive technological innovation and industry transformation toward a more sustainable and climate stable future, we look to solutions and services that help organizations understand their impact on the climate and deliver on sustainability commitments.</li><li>c. The successful candidate for this award will have delivered a high-quality service or solution that connects with technical knowledge and expertise, and that addresses a sustainability challenge for a customer, policy, or ecosystem. Partners applying for this award should demonstrate how their solution or service leverages the latest Microsoft technology to drive sustainability impact. Case studies and customer references (provided with your customer’s consent) should demonstrate business and inclusive growth impact that can be publicly referenced, for example through announcements on your company website, blogs, social posts, or public relations statements.</li><li>d. Eligible entrants must have achieved a silver and/or gold competency by January 2022 and/or have a co-sell ready offer. Partners should have a Microsoft Partner Center marketing</li></ul>

		<p>profile and provide a case study or reference story about the solution, work or services provided. Partner should have a public facing website with solution and/or service offerings in market.</p> <p>e. To select semi-finalists for this Award, Microsoft will review nominations from the following Global Inspire Awards: Sustainability Changemaker.</p>
<b>Marketing</b>		
8	Marketing Campaign Excellence	<p>a. The Marketing Campaign Excellence Impact Award recognizes a partner who has demonstrated outstanding creativity, agility and impact in a single individual marketing campaign, featuring Microsoft technology or solutions.</p> <p>b. This award builds upon the impact the partner has made in driving superior marketing execution excellence which has resulted in business impact . The marketing campaign details (see points c&amp;d below) should be in added to your submission for this award.</p> <p>c. Partners should identify their target audience, objectives, and budget for the marketing campaign. Describe the campaign, highlighting areas of innovation (and providing relevant assets) and detailing the campaign key performance indicators (KPIs).</p> <p>d. The successful submission for this award will demonstrate target attainment, business impact and measurable ROI (in particular pipeline and revenue generated). Successful entrants will also demonstrate business insights and lessons learned from the campaign execution.</p> <p>e. Eligible entrants must have achieved a silver competency by March 2022 and/or have a co-sell ready offer. Partners must have a current Microsoft Partner Center marketing profile.</p> <p>f. To select semi-finalists for this Award, Microsoft will review nominations from the following Global Inspire Awards: Operational Excellence.</p>

5. **PRIZES:** There is one (1) Semi-Finalist Prize and one (1) Grand Prize available to be won for each Award category above (collectively, the “Prizes”). The Semi-Finalist Prize and Grand Prize each consisting of the following:

Category of Prize	Number Available	Description
Semi-Finalist Prizes	16	<p>Semi-finalist web banner that helps you showcase your company as an honored Microsoft partner.</p> <p>Total Approximate Retail Value for one (1) Semi-Finalist Prize: \$32.00.</p>

Grand Prizes	8	<p>Winner Web banners that help you showcase your company as an honored Microsoft partner.</p> <p>Custom public relations template to help promote your award-winning status.</p> <p>Trophy to signify your success.</p> <p>Winners will be recognized on the Impact Awards website and will be announced during Microsoft Inspire 2022 (digital event).</p> <p>Total Approximate Retail Value for one (1) Grand Prize: \$408.00.</p>
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Limit: one (1) Semi-Finalist Prize or Grand Prize per partner per Award category. Any costs or expenses not specifically identified above as included are the responsibility of the winner and semi-finalist. Prizes are not transferable and must be accepted as awarded with no substitutions, whether in cash or otherwise, except at Sponsors’ sole discretion. Sponsors reserve the right to substitute a prize of equivalent value if a Prize cannot be awarded as described for any reason. Sponsor will not be responsible, however, if weather conditions, event cancellations, or other factors beyond Sponsor’s reasonable control prevent Prizes from being fulfilled. In any such event, a winner will not be provided with a substitute prize or cash equivalent. Prizes will only be delivered to the verified winners. Please allow eight (8) weeks for delivery. Return of any Prize/Prize notification as undeliverable may result in disqualification and selection of an alternate winner.

6. **WINNER SELECTION:** On or around June 15, 2022 at 3:00 pm PT at Microsoft Canada, 4400, 81 Bay Street, Toronto, ON M5J 0E7, 28 semi-finalists (2 for each Award category) will be selected based on the judging criteria outlined below (the “Judging Criteria”). Semi-finalists will be notified by phone and email within nine days of the judging. If a semi-finalist cannot be reached by telephone after three (3) tries upon completion of the judging, or otherwise does not meet all competition requirements, the Prize will be forfeited and may be awarded to an alternate entrant. Winners will be announced at Microsoft Inspire digital event in July 2022. Semi-finalists and winners are responsible for all their own costs in travelling to and attending Inspire including all travel, accommodations, meals, etc. It is not necessary for semi-finalists to be in attendance at Inspire to be eligible to win. In the event of a tie, tied entries will be re-judged by the judging panel until the tie is broken and an entry is determined to be eligible to win.

**Judging Criteria for Award Categories 1-4 inclusive:**

1	Customer Excellence/Impact and Transformation:	<p>(a) Describe the customer’s business challenge or problem and how your solution was able to meet the needs of the customer.</p> <p>(b) If applicable, highlight any digital transformation or Cloud solution adoption that took place with the customer, due to your solution.</p>
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		<p>(c) Explain how the offering(s) helped your customer(s) achieve business results, including specific business impact and results achieved (i.e., revenue acceleration, growth, customer adds, cost reduction, business productivity, gain business insights, assistance with managing or winning customers, building customer satisfaction). Be specific and quantify the gains in terms of clear, measurable, return on investment, if possible.</p> <p>This category is worth 30% of the overall judging criteria.</p>
2	Microsoft Products	<p>Describe what Microsoft products, services or technologies were used in the solution. Include all Microsoft products (with version) used, even those not related to the award category.</p> <p>This category is worth 20% of the overall judging criteria.</p>
3	Competitive Advantage	<p>How did using the different elements of the Microsoft products, services or technologies help you win against the competition from a technical or business perspective.</p> <p>This category is worth 10% of the overall judging criteria.</p>
4	Repeatability:	<p>Is this solution specific to one particular customer or is it repeatable – providing a broader market impact? In which key industry verticals was your solution implemented and how do you foresee any new industry expansion for your business?</p> <p>This category is worth 20% of the overall judging criteria.</p>
5	Economic Impact on Partner Business:	<p>(a) How did your solution or service increase Microsoft’s Cloud Technology platform usage? Highlight how this solution is positioned for growth and transformation with Cloud technologies.</p> <p>(b) Show the impact of the Microsoft business on the partner, for this solution and overall business.</p> <p>(c) How did this solution contribute to revenue, growth and customer adds, and what this means for future partner growth?</p> <p>This category is worth 20% of the overall judging criteria.</p>

**Judging Criteria for Award Categories 5-7 inclusive:**

1	Impact	<p>a) Describe your customer challenge or opportunity your solution or service addressed. Provide 2 customer references.</p> <p>b) In what ways has your solution or service helped your customer enable measurable business results?</p>
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2	Microsoft products	<p>Describe how Microsoft technologies were used and applied to your solution or service (Modern Workplace, Business Applications, Application &amp; Infrastructure, Data &amp; AI).</p> <p>This category is worth 30% of the overall judging criteria.</p>
3	Repeatability	<p>Is your solution or service a custom project for one particular customer or is it a repeatable, scalable solution or service? Upload or provide outside customer references or data sources that illustrate exceptional customer experience or satisfaction (links to published articles, case studies, videos, customer testimonials, etc.).</p> <p>This category is worth 30% of the overall judging criteria.</p>

**Judging Criteria for Award Category 8:**

1	Innovation	<p>a. Describe your target audience, objectives and budget of the marketing campaign.</p> <p>b. Describe the campaign, highlighting areas of innovation and/or agility.</p> <p>c. Provide campaign assets/samples, including links to articles published, case studies, videos, digital assets, and/or customer stories, etc., which were part of the campaign.</p> <p>This category is worth 40% of the overall judging criteria.</p>
2	Microsoft products	<p>a. Describe how Microsoft technologies were featured in your campaign.</p> <p>b. Outline the way in which the campaign generated leads, new business or increased usage of Microsoft technologies.</p> <p>This category is worth 10% of the overall judging criteria.</p>
3	Impact	<p>d. Detail the campaign Key Performance Indicators (KPIs) and the results of the campaign against those KPIs.</p> <p>e. Demonstrate the way in which the campaign delivered business impact and measurable ROI.</p> <p>f. What insights or learnings have you taken from the campaign? Is your campaign framework repeatable, and do you plan to leverage it for other Microsoft campaigns?</p>

		This category is worth 50% of the overall judging criteria.
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7. **RELEASES:** By entering, you agree to release and hold harmless the Sponsors, their advertising and promotional agencies, the affiliates of the foregoing and all of their respective directors, officers, owners, partners, employees, agents, representatives, successors and assigns (collectively the “Releasees”) from any liability in connection with this Competition or, should you be a winner or semi-finalist, the Prizes. Before being declared a winner or semi-finalist, you will be required to sign, and return within the time stipulated in the documents, a Declaration of Compliance with the Competition Rules and a full Liability and Publicity Release. By accepting the Prize, the winners and semi-finalists consents to the use of their name, city and/or province of residence, photograph, voice, image, likeness, biographical information and information about the Prize, for any publicity or programming purposes, commercial or otherwise, throughout the world in any and all media used by Microsoft and its advertising and promotional agencies in connection with the Competition, without payment or compensation. The personal information collected in connection with the administration of this Competition will be managed in accordance with Microsoft’s privacy statement which is available at <http://go.microsoft.com/fwlink/?LinkId=521839>.
8. **LIMITATIONS OF LIABILITY:** Without limiting the release provided in Paragraph 7 above, and for greater certainty, Releasees will not be liable for: a) any incomplete or inaccurate information, whether caused by website users or by any equipment or programming associated with or utilized in the Competition, or by any technical or human error which may occur in the processing of entries; b) the theft, destruction or unauthorized access to, or alteration of, entries; c) any problems with, or technical malfunctions of, telephone networks or lines, computer on-line systems, servers or providers, computer equipment, software, viruses or bugs; d) any failure of any e-mail to be received by or from Sponsors for any reason including but not limited to traffic congestion on the Internet or at any website or combination thereof; or e) damage to a participant’s or other person’s system occasioned by participation or downloading of materials in this Competition.
9. **RIGHT TO TERMINATE, SUSPEND OR AMEND:** Subject to obtaining the approval of the Régie des alcools, des courses et des jeux for the province of Quebec, Sponsors reserve the right to terminate, suspend or amend this Competition, in whole or in part, at any time without prior notice, if any factor interferes with its proper conduct as contemplated by these Official Rules.
10. **MISCELLANEOUS:** Entrants who have not complied with these Official Rules are subject to disqualification from this Competition and any future competition, contest or other promotion conducted by Sponsors. All decisions of Sponsors and the Competition judging organization, as the case may be, are final and binding in all matters relating to this Competition. No correspondence will be entered into except with selected entrants. Competition is subject to all applicable federal, provincial and municipal laws. Void where prohibited. If, as a result of an error relating to the entry process, drawing or any other aspect of the Competition, there are more potential winners of Prizes than contemplated in the Competition rules, there will be a random draw amongst all eligible Prize claimants after the Competition closing date to award the Prize.

In the event of a dispute regarding who submitted an online entry, the entry will be deemed submitted by the authorized account holder of the e-mail address submitted at the time of entry. “Authorized account holder” is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. A selected entrant may be

required to provide Sponsors with proof that he/she is the authorized account holder of the e-mail address associated with the selected entry. Anyone found to be using multiple accounts to enter will be disqualified.

Sponsors reserve the right at their sole discretion to disqualify, from this Competition and any future competition, contest or other promotion conducted by Sponsors, any individual that they find or believe to be tampering with the entry process or the operation of the Competition or Competition website; to be acting in violation of the Official Rules or in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

ANY ATTEMPT BY AN ENTRANT OR ANY OTHER PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE COMPETITION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

11. **QUEBEC RESIDENTS:** Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.
12. **PRECEDENCE:** In the event of any discrepancy or inconsistency between these Official Rules and other statements contained in any Competition-related materials, including but not limited to the Competition entry form, point of sale, television, print or online advertising, these Official Rules shall prevail, govern and control.