Judging Criteria – Consumer Head Category

Solution Categories	Judging Criteria	Attributes
• Media & Entertainment • Tourism & Hospitality • Retail and Distribution • Banking, Insurance & Finance • Marketplaces including smart home, transactions for properties, goods and services, • Digital Marketing / Advertising	Uniqueness	Technology and Innovation
		Trend Setting, Creativity
	Market Potential	Market Share & Potential
		Business and Financial Model / Strategy
	Functionalities and Features	User Requirements
		Compatibility and Interoperability
	Quality & Application of Technology	Content & Standards
		Product Stability and Reliability

Judging Criteria – Inclusions and Community Head Category

Solution Categories	Judging Criteria	Attributes
• Regional, Rural and Remote Services • Indigenous & Community Services • Health and Wellbeing • Sustainability and Environment • Education	Uniqueness	Technology and Innovation
		Trend Setting
	Value to Community & Society at Large	Accessibility & Reach
		Social Integration & Impact on Quality of Life
	Functionalities and Features	User Requirements
		Compatibility and Interoperability
	Quality & Application of Technology	Content & Standards
		Product Stability and Reliability

Judging Criteria – Industrial Head Category

Solution Categories	Judging Criteria	Attributes
• Resources, Energy & Utilities • Agriculture • Manufacturing, Engineering and Construction • ICT Networks & Communications • Transport • Supply Chain Logistics • Sustainability & Environment	Uniqueness	Technology and Innovation
		Trend Setting, Creativity
	Market Potential	Market Share & Potential
		Business and Financial Model / Strategy
	Functionalities and Features	User Requirements
		Compatibility and Interoperability
	Quality & Application of Technology	Content & Standards
		Product Stability and Reliability

Judging Criteria – Business Services Head Category

Solution Categories	Judging Criteria	Attributes
• Finance & Accounting solutions (Fintech) • ICT Services solutions • Security solutions • Marketing solutions • Professional Services (legal, HR etc.) solutions	Uniqueness	Technology and Innovation
		Trend Setting, Creativity
	Market Potential	Market Share & Potential
		Business and Financial Model / Strategy
	Functionalities and Features	User Requirements
		Compatibility and Interoperability
	Quality & Application of Technology	Content & Standards
		Product Stability and Reliability

Judging Criteria – Public Sector and Government Head Category

Solution Categories	Judging Criteria	Attributes
• Citizen Services • Digital Government	Uniqueness	Technology and Innovation
		Trend Setting, Creativity
	Value to Public / Government	Accessibility and Reach
		Transparency and Impact on Quality of Life
	Functionalities and Features	User Requirements
		Compatibility and Interoperability
	Quality & Application of Technology	Content & Standards
		Product Stability and Reliability

Judging Criteria – Startup of the Year Cross Category

Judging Criteria	Attributes
Business Model & Financials	Funding
	Scalability of Operations
Client Reach	Quality / Type of clients
	Satisfaction
Execution – Team Composition and Implementation	Scalability of Operations
	Team Composition
Investment Viability	Quality of Customer Base
	Market Share / Potential
Unique Selling Proposition	Market Entry Barrier / IPR
	Competitive Advantage & Differentiation

Judging Criteria – Research and Development Cross Category

Judging Criteria	Attributes
Uniqueness	Technology and Innovation
	Trend Setting, Creativity
Proof of Concept	Commercial Potential
	Pilot Trial
Functionalities and Features	User Requirements
	Compatibility and Interoperability
Quality & Application of Technology	Content & Standards
	Product Stability and Reliability

Judging Criteria – In House Head Category

Judging Criteria	Attributes
Uniqueness	Technology and Innovation
	Problem Solving Approach
Value Addition to Organization	Revenue Increase and/or Cost Reduction
	Time and Resource efficiencies achieved
Functionalities and Features	User Requirements
	Compatibility and Interoperability
Quality & Application of Technology	Content & Standards
	Product Stability and Reliability

** 2 Groups. i.e. In-House Category (ICT Companies) & In-House Category (Non-ICT-Companies)

Judging Criteria – AI Technology of the Year

Judging Criteria	Attributes
Security	Solution Architecture and/or Platform Design
	Compliance / Adherence to Security Standards
Creativity	Solving or enhancing processes, capabilities and efficiencies
	Methodologies used in producing results, self learning
Scale	Proof of how solution will scale
	Ease of deployment, productivity and integration for business use
Openness, Integrability	Demonstrate Compliance to Industry Standards
	Integration of Third-Party Solutions to Enhance and/or Monitor

Judging Criteria – Data Analytics Technology of the Year

Judging Criteria	Attributes
Security	Solution Architecture and/or Platform Design
	Compliance / Adherence to Security Standards
Creativity	Process of Data Mining, Algorithm Used and Results Management
	Elements of Predictive & Prescriptive Analytics
Scale	Proof of how solution will scale and adopt to business needs
	Seamless Data & Process Integration
Openness, Integrability	Demonstrate Compliance to Industry Standards
	Integration of Third-Party Solutions to Enhance and/or Monitor

Judging Criteria – Internet of Things Technology of the Year

Judging Criteria	Attributes
Security	Solution Architecture and/or Platform Design
	Compliance / Adherence to Security Standards
Creativity	Purpose & Ease of Use
	Area of Deployment for Efficiencies and Advantage points
Scale	Proof of how solution will scale
	Ease of Deployment and Productivity & Integration for Business Use
Openness, Integrability	Demonstrate Compliance to Industry Standards
	Integration of Third-Party Solutions to Enhance and/or monitor