

SC
MAGAZINE
AWARDS
2011
AUSTRALIA

**General Entry Rules
& Information**





General Entry Rules & Information

Who Can Enter?

The awards are open only to Australian citizens/residents and organisations with a substantial Australian presence and operation.

Entry Requirements

Each category requires you to answer a set of questions in order to qualify your nomination. Please see each category for the full list of qualifying questions.

For each submission, you may attach supporting documentation such as whitepapers, press clippings, web links etc.

Online Submissions

Each submission must include answers for the qualification questions for the relevant category. Once you have prepared your nominations please visit our website awards.scmagazine.com.au to submit your nomination.

Entry Fees

All nominations are free.

Deadline for Nominations

Entries are now open.
Entries can be received up to 5pm March 25, 2011

Questions?

For questions or clarification on these awards please e-mail: awards@scmagazine.com.au



SC Award Categories

Vendor of the Year

Presented to the organisation that has:

- Increased customer satisfaction and/or channel health
- Improved profitability or IT security strategy
- Been a leader in innovation
- Seen as an influencer of industry best practice

Judging Criteria:

- What did the nominee do to protect its customers? Give examples. No more than 200 words.
- How has the nominee improved the satisfaction of its customers? Give examples. No more than 200 words.
- In what ways did the nominee improve the health of its channel? Give examples. No more than 200 words.
- Detail how the nominee's company grew last year including its revenue, profitability, channel? No more than 200 words.
- Has the nominee's published IT security strategy been influential on organisations? Explain and give examples. No more than 200 words.
- Is this vendor a leader in innovation? No more than 200 words.

Total entry no more than 1200 words.

**Judges will look favourably on entries that have a user case study, customer and channel partner references including contact details (please mark if not for publication or citation).*



SC Award Categories

Product or Service of the Year

Presented to the organisation that through its products or services has:

- Increased customer satisfaction
- Improved its users' security strategy
- Been a leader in innovation
- Filled an important market niche or answered a pressing and urgent customer demand

Judging Criteria:

- Explain how this product or services protects its users better than its competitors. No more than 200 words.
- How does this offering answer a specific market need or application? No more than 200 words.
- How does it differ significantly from its competitors? Describe its technical advantages. No more than 200 words.
- Describe the business advantages organisations gain by investing in the nominee? No more than 200 words.

Total entry no more than 800 words.

**Judges will look favourably on entries that have a user case study, customer and channel partner*



SC Award Categories

Innovation Award

Presented to the project, individual or team that has changed the traditional practice of IT security.

- What unique innovation did they put into practice to improve the handling of risk and information security? For example, introducing new ways to work, train and use technology.
- Detail the unique process, application or technology that made the nominee innovative.
- In what ways is the innovation influential on the future course of information security?

Judging Criteria:

- Explain how this product or services protects its users better than its competitors. No more than 200 words.
- How does this offering answer a specific market need or application? No more than 200 words.
- How does it differ significantly from its competitors? Describe its technical advantages. No more than 200 words.
- Describe the business advantages organisations gain by investing in the nominee? No more than 200 words.

Total entry no more than 800 words.

**Judges will look favourably on entries that have a user case study, customer and channel partner references including contact details (please mark if not for publication or citation).*



SC Award Categories

Managed Service Provider of the Year

Presented to the provider that best met the needs of business customers to secure and defend their networks from attack using primarily a managed service, software as a service, remote online management or cloud. It must be technically excellent and deliver value for money equal to or greater than a traditional solution.

Judging Criteria:

- Show how this managed service differentiates itself through superior service, technical excellence and value. No more than 300 words.
- What is the specific market need this solution answers?
No more than 300 words.
- Explain why a customer would use this solution instead of buying or owning their own? No more than 300 words

Total entry no more than 900 words.

** Judges will look favourably on entries that have a user case study, customer and channel partner references including contact details (please mark if not for publication or citation).*



SC Award Categories

Protector Award

Awarded to the product, suite or service that did the most to keep its users' online presences functioning against threats such as DDoS, zero-day vulnerabilities, insider threats (malicious and unintentional) and brute force attacks.

Such products may include:

- Anti-virus and anti-malware
- Web application firewalls
- IDS/IPS
- Traditional firewalls
- Web filters
- Traffic and web server managers

Judging Criteria:

- Explain how this product or service protects its users better than its competitors? No more than 300 words.
- How does it differ significantly from its competitors? Describe its technical advantages. No more than 300 words.
- Describe the business advantages organisations gain by investing in the nominee? No more than 300 words.

Total entry no more than 900 words.

**Judges will look favourably on entries that have a user case study, customer and channel partner references including contact details (please mark if not for publication or citation).*



SC Award Categories

Mobile Security Solution

Awarded to the solution or provider that keeps data and applications safe and secure while travelling on networks, stored on removable media or “light OS” mobile devices including:

- Tablets
- Smartphones
- Thumb drives and
- Mobile network end points (but not notebook PCs)

Judging Criteria:

- Explain how this product or service protects its users better than its competitors? No more than 300 words.
- How does it differ significantly from its competitors? Describe its technical advantages. No more than 300 words.
- Describe the business advantages organisations gain by investing in the nominee? No more than 300 words.

Total entry no more than 900 words.

**Judges will look favourably on entries that have a user case study, customer and channel partner references including contact details (please mark if not for publication or citation).*



SC Award Categories

Gatekeeper Award

Awarded to the solution that best controlled who had access to information and provided logging, tracking and remediation in the event of misadventure.

Products for consideration may come from categories such as:

- Data Leakage
- SIEM and log management
- Forensics

Judging Criteria:

- Explain how this product or service protects its users better than its competitors? No more than 300 words.
- How does it differ significantly from its competitors? Describe its technical advantages. No more than 300 words.
- Describe the business advantages organisations gain by investing in the nominee? No more than 300 words.

Total entry no more than 900 words.

**Judges will look favourably on entries that have a user case study, customer and channel partner references including contact details (please mark if not for publication or citation).*



SC Award Categories

Best SME Security Solution

Awarded to the solution that protects small to mid-sized businesses from the threats they most likely face and

- Best balances price with performance
- Is easy to use
- Backed by affordable, reliable support

Judging Criteria:

- How does this entry help small businesses with security and business issues specific to them? No more than 300 words.
- How does it differ significantly from its competitors? Describe its technical advantages. No more than 300 words.
- Describe the business advantages SMEs gain by investing in the nominee? No more than 300 words.

Total entry no more than 900 words.

**Judges will look favourably on entries that have a user case study, customer and channel partner references including contact details (please mark if not for publication or citation).*



Judging Panel

Winners are decided by an expert panel of judges. These judges are hand-picked by *SC Magazine's* editorial team for their breadth of knowledge and experience in the information security industry. Panel experts review the materials provided by entrants, and any applicable research or analyst reports and product reviews by *SC Magazine*. There will be one winner chosen for each category. There are two separate judging panels:

- *SC Magazine* Awards Judging Panel
- AusCERT Awards Judging Panel

The judges' decision is final, and no correspondence will be entered into.

The members of the judging panel can be seen at the website:

awards.scmagazine.com.au