



## Tech Fest Hong Kong Awards - Judging Criteria

### PROJECT EXCELLENCE CATEGORIES

#### 1. Cybersecurity Project of the Year

a. **Innovation:** How innovative is the approach or solution? Does it solve a unique or important cybersecurity problem? Does it use novel techniques or technologies? The project should demonstrate a novel and creative approach in solving a cybersecurity challenge.

b. **Impact:** What is the impact of the project? How many users or systems could it affect? How significant is the cybersecurity issue it is addressing? The project should have a significant and measurable impact on the security of organisations, systems or individuals.

c. **Effectiveness:** How effective is the project in solving the target cybersecurity problem? Can it demonstrably reduce risk, prevent attacks, or mitigate threats? What evidence shows it works as intended?

#### 2. Cloud Project of the Year

a. **Innovation:** How innovative is the approach or solution? Does it use new or unique cloud technologies, architectures, or techniques? The project should demonstrate a unique and creative approach to solving a business challenge using cloud technology.

b. **Impact:** What is the impact of the project? How many users or systems could it affect? How significant is the issue it is addressing? The project should have a significant impact on the business operations, including increased efficiency, cost savings, and improved customer experience.

c. **Performance:** How high is the performance of the project in terms of speed, latency, efficiency, and other metrics? Does it offer significant performance improvements over existing solutions? Are there objective measures showing its performance?

d. **Ease of use:** How easy is the project to use, implement, and manage? Does it have clear and straightforward interfaces? How much technical expertise is required to deploy and operate it? Is it suitable for less technical users or organisations?

### 3. AI Project of the Year

a. **Impact:** What is the impact of the project? The project should have made a significant impact on business operations, whether by improving efficiency, solving a pressing problem, or creating new opportunities.

b. **Innovation:** The project should demonstrate innovative use of AI technology, either by applying existing AI techniques in a new way or by developing new AI techniques.

c. **Performance:** How well does the project perform? How accurate or efficient is it? Does it meet or exceed benchmarks? Strong performance and results are key.

d. **Robustness:** How robust is the project to errors? How well does it handle incomplete data or unpredictable scenarios? Robustness and fault-tolerance are necessary for real-world AI systems.

### 4. CX Project of the Year

a. **Impact:** What impact does the project have on customer experience? How does it improve key metrics like satisfaction, loyalty or retention? The project should have significantly improved customer satisfaction ratings.

b. **Innovation:** How innovative is the project? Does it use new techniques or technologies to tackle customer experience challenges? Innovation in CX is crucial for continued improvement.

c. **Usability:** How easy and user-friendly is the project? How seamlessly does it integrate into customer workflows? Strong usability and minimally disruptive experiences are key.

d. **Personalisation:** The project should demonstrate a personalised experience for each user, utilizing data to tailor the experience to their unique preferences and needs.

e. **Accessibility:** How accessible is the project to all customers? How inclusive is it of diverse groups and needs? Wide accessibility and inclusion are necessary for excellent CX.

### 5. IOT Project of the Year

- a. Innovation:** How innovative is the IoT project? Does it solve a unique problem using IoT technology in an innovative way?
- b. Impact:** What impact does the IoT project have? Does it have the potential to significantly improve processes, user experiences, safety, cost savings etc.?
- c. Implementation:** How well is the IoT project implemented?
- d. Business value:** What business value does the IoT project have? Consider factors like return on investment, revenue opportunities, business model innovation, and market competitiveness enabled by the IoT project.

## PRODUCT EXCELLENCE CATEGORIES

### 6. Cybersecurity Product of the Year

*This category is eligible for products launched, revamped, or upgraded between 2023 and 2024.*

- a. Effectiveness:** How well does the cybersecurity product protect against a wide range of threats, including malware, phishing attacks, data breaches, and other cybersecurity risks?
- b. Innovation:** To what extent does the product demonstrate innovative features or approaches in addressing emerging cybersecurity challenges and trends?
- c. Usability:** How user-friendly is the product in terms of deployment, management, and integration with existing security infrastructure? Does it provide seamless user experience?
- d. Scalability:** Can the product effectively scale to meet the needs of different organizations, from small businesses to large enterprises, without compromising its security capabilities or performance?

### 7. Cloud Product of the Year

*This category is eligible for products launched, revamped, or upgraded between 2023 and 2024.*

**a. Reliability:** How reliable is the cloud product in terms of uptime, data availability, and disaster recovery capabilities?

**b. Performance:** What level of performance does the product offer in terms of speed, scalability, and responsiveness, especially under heavy workloads or peak usage periods?

**c. Security:** How robust are the security measures implemented by the cloud product to protect data, ensure compliance with regulations, and prevent unauthorized access?

**d. Innovation:** To what extent does the product demonstrate innovative cloud technologies, features, or services that set it apart from competitors and address evolving cloud computing demands?

## **8. AI Product of the Year**

*This category is eligible for products launched, revamped, or upgraded between 2023 and 2024.*

**Accuracy:** How accurate is the AI product in performing its intended tasks, such as data analysis, prediction, automation, or decision-making?

**User Experience:** How engaging, and user-centric is the AI product in terms of interface design, interaction mechanisms, and overall user satisfaction, enhancing usability and accessibility?

**Impact:** What measurable impact does the AI product have on businesses, industries, society, or the environment in terms of efficiency gains, cost savings, improved outcomes, or innovation?

## **ORGANISATION EXCELLENCE CATEGORIES**

### **9. Cybersecurity Service Provider of the Year**

**a. Innovation and adaptability:** Ability to innovate in response to evolving cyber threats, leveraging cutting-edge technologies and strategies to provide robust cybersecurity services tailored to client's specific need.

**b. Incident response effectiveness:** Proven capabilities in incident detection, response and recovery, including rapid response times, thorough investigations, and successful mitigation of security breaches, showcasing a strong incident response framework.

**c. Client satisfaction:** Evidence of a strong commitment to providing exceptional service to clients, including proactive communication, responsive support and ongoing training and education to stay ahead of the evolving cyber threats.

## **10. Cybersecurity Consultancy of the Year**

**a. Expertise and experience:** Demonstrated expertise and experience in providing strategic cybersecurity consulting services, offering valuable insights, recommendations, and customized solutions to clients across various industries.

**b. Client impact:** Measurable impact on clients' cybersecurity posture, such as improved security resilience, reduced vulnerabilities, and enhanced overall cybersecurity maturity due to the consultancy's guidance and support.

**c. Innovative solutions:** Development and implementation of innovative cybersecurity solutions, frameworks, and strategies that address emerging threats and challenges, showcasing the consultancy's ability to think creatively and adapt to changing landscapes.

**d. Contributions to the cyber community:** Evidence of contributions to the wider cybersecurity community, such as supporting industry initiatives, sharing knowledge and expertise, or active participation in industry events and initiatives.

## **11. Cybersecurity New Entry of the Year**

*This category is eligible for companies entering the Hong Kong market between 2023 and 2024.*

**a. Innovative solutions:** Introduction of innovative cybersecurity solutions, products or services that address pressing cybersecurity challenges in unique and effective ways, demonstrating creativity and potential for disruption in the industry.

**b. Market potential:** Demonstrated market potential and scalability, with a clear value proposition, market demand, and growth trajectory that indicate the new entry's ability to make a significant impact in the cybersecurity sector.

**c. Team expertise:** Strong founding team with diverse skill sets, relevant experience and a shared vision for the new entry's growth and success in the cybersecurity market.

**d. Early traction and partnerships:** Early signs of traction, customer acquisition, partnerships, or industry recognition that validate the new entry's potential and market fit in the competitive cloud landscape.

## 12. Cloud Service Provider of the Year

**a. Service reliability:** Demonstrated track record of high uptime, availability, and reliability in delivering cloud services, ensuring seamless operations for clients and minimal downtime.

**b. Scalability and flexibility:** Ability to scale services to meet client's changing needs, provide flexible solutions, and accommodate diverse workloads, demonstrating adaptability and responsiveness in a dynamic cloud environment.

**c. Security measures:** Implementation of robust security measures, compliance standards, and data protection protocols to safeguard client data, ensuring a secure cloud environment and maintaining client trust.

**d. Innovation in services:** Introduction of innovative cloud services, features, or technologies that enhance performance, efficiency, and user experience, showcasing a commitment to continuous improvement and staying ahead of industry trends.

## 13. Cloud Consultancy of the Year

**a. Cloud expertise:** Demonstrated expertise in cloud technologies, architecture, and best practices, offering valuable insights, guidance, and tailored solutions to clients seeking to optimize their cloud environments.

**b. Client success stories:** Compelling client success stories and case studies that highlight the consultancy's impact on clients' cloud initiatives, such as cost savings, performance improvements and successful cloud migrations.

**c. Collaborative approach:** Collaborative and client-centric approach to cloud consulting, fostering strong relationships, clear communication, and knowledge sharing to empower clients in their cloud adoption journey.

**d. Innovative in consulting:** Development of innovative consulting frameworks, methodologies, or tools that streamline cloud adoption, enhance cloud governance, and drive business value for clients, showcasing a commitment to innovation and excellence in cloud consultancy.

## 14. Cloud New Entry of the Year

*This category is eligible for companies entering the Hong Kong market between 2023 and 2024.*

**a. Innovative solutions:** Introduction of innovative cloud solutions, products or services that address specific market needs, demonstrate potential for growth, and offer unique value propositions in the cloud industry.

**b. Market potential:** Potential to disrupt the cloud market with a differentiated offering, scalable business model, and clear competitive advantage that positions the new entry for rapid growth and market recognition.

**c. Team expertise:** Strong founding team with diverse skill sets, relevant experience and a shared vision for the new entry's growth and success in the cloud market.

**d. Early traction and partnerships:** Early signs of traction, customer acquisition, partnerships, or industry recognition that validate the new entry's potential and market fit in the competitive cloud landscape.

## **15. Digital Transformation Company of the Year**

**a. Vision and strategy:** How well articulated is the company's digital transformation strategy? how ambitious and forward-looking is their vision for digital transformation?

**b. Execution and implementation:** How effectively has the company executed its digital transformation strategy? What major initiatives have they undertaken? How well have they implemented changes across the organisation?

**c. Leadership:** How strong is the leadership driving digital transformation in the company? Do they have a powerful vision for digital transformation and the capabilities to execute on the vision?

**d. Culture change:** How well has the company managed the cultural change required for digital transformation? Have they been able to inspire and motivate employees for the transformation journey? Have they developed necessary new skills and ways of working?

**e. Business impact:** What kind of impact has the digital transformation had on the company's business? Have they been able to deliver growth, cost savings, or improve customer experience through digital transformation? What measurable outcomes have they achieved?

**f. Innovation:** How innovative has the company been in their digital transformation approach? Have they leveraged emerging technologies and developed new digital products/ services? Have they adopted an experimental and agile approach to transformation?

g. **Ecosystem:** How well has the company developed partnerships and collaboration with external ecosystem to accelerate their digital transformation?

## 16. Workplace of the Year

a. **Work environment:** What kind of physical and technological work environment has the company created? For example, do they offer open office layout, tech-equipped meeting rooms, remote work support, digital collaboration tools, innovative workspaces.

b. **Technology integration:** Evaluate how intelligently and extensively technologies like IoT, smart sensors, AI etc are integrated into the office environment.

c. **Innovation:** Assess the innovative approaches and unique technologies implemented in the office. More cutting-edge and advanced technology integrations would be viewed more favorably.

d. **Employee experience:** Consider how technologies enhance the employee experience. Evaluate things like productivity, convenience, sustainability, and other benefits to employees.

e. **Representation:** Evaluate the diversity of the company's workforce, especially in leadership roles. Consider representation across gender, race, ethnicity, age, sexual orientation, disability status and other dimension.

## 17. Tech Impact Company of the Year

a. **Social impact:** How positive is the social impact of the company's technology or solutions? For example, does it help address important problems like access to healthcare or education, inequality, environment, etc. ?

b. **Innovation:** How innovative is the company in applying technology to drive social impact? For example, do they use emerging technologies like AI, blockchain, or IoT in unique ways to solve social problems? Do they have innovative business or revenue models that also create positive impact?

c. **Effectiveness:** How effectively does the company's technology or solutions achieve the intended social impact? For example, do they have compelling results and measurable outcomes data to show their effectiveness?

d. **Ethics:** How strong is the company's ethics and governance? For example, do they consider privacy, security, and equitable use of data and technology? Strong ethics are necessary to ensure tech for good companies use technology responsibly to benefit society.



## 18. Digital Commerce Company of the Year

- a. Innovation:** To what extent has the company demonstrated innovation in its digital commerce strategies and technologies, setting new trends or standards in the industry?
- b. Personalization:** To what extent does the company leverage data and technology to personalize product recommendations, marketing messages, and user experiences, enhancing customer engagement and satisfaction?
- c. Business Growth:** What level of business growth, market expansion, revenue increase, or customer acquisition has the company achieved through its digital commerce initiatives and strategies?

## PERSONAL EXCELLENCE CATEGORIES

### 19. Chief Technology Officer of the Year

- a. Leadership:** The CTO should have demonstrated strong technical leadership skills, influencing the development of the company's technology strategy and overseeing the implementation of technical solutions.
- b. Technical depth:** Assess the CTO's own technical expertise and experience. Consider technical accomplishments, patents, products delivered, etc.
- c. Innovation:** Evaluate how innovative the CTO is in driving technology strategy and development. For example, new technologies pioneered, unique solutions implemented, impact on company's products/services, etc.
- d. Impact:** Consider the CTO's impact on the overall business. For example, how technology innovation has driven growth, improved operational efficiency, enhanced customer experience, etc.
- E. Adaptability:** The CTO should be able to adapt to changing market conditions and technologies, staying up-to-date with latest trends and best practices.

### 20. Chief Information Officer of the Year

- a. Technology strategy:** The CIO should have developed and implemented a comprehensive

technology strategy that supports the company's business goals and objectives.

b. **Impact:** The CIO should have contributed to the company's financial performance, either through increased revenue, cost savings or improved operational efficiency.

c. **Leadership:** The CIO should have demonstrated effective leadership skills , building a strong and cohesive team that is aligned with the company's vision and goals.

d. **Vendor management:** The CIO should have effectively managed relationships with technology vendors and partners, ensuring that the company's technology solutions are reliable, cost effective and scalable.

e. **Digital transformation:** The CIO should have contributed to the company's digital transformation, either by introducing new technologies or by optimizing existing ones to improve the customer experience.

## **21. Chief Information Security Officer of the Year**

a. **Technical expertise:** The CISO should have strong technical skills, including knowledge of Cybersecurity tools, techniques, and best practices.

b. **Innovation:** The CISO should have demonstrated innovative use of cyber security technology, either by applying existing techniques in a new way or by developing new techniques.

c. **Risk management:** The CISO should have demonstrated effective risk management strategies, identifying and mitigating cybersecurity risks to the business.

d. **Incident response:** The CISO should have demonstrated effective incident response procedures, responding quickly and effectively to cybersecurity incidents.

e. **Compliance:** The CISO should have demonstrated effective compliance with relevant laws, regulations and standards related to cybersecurity.

## **22. Chief Digital Officer of the Year**

a. **Impact:** What kind of impact has the CDO had on their business? Effective CDOs should be driving tangible benefits and results from digital transformation.

b. **Innovation:** How innovative has the CDO been in their digital strategies or initiatives? Compelling CDO nominees may be taking fresh or innovative approaches to digital transformation.

c. **Leadership:** How strong of a leader is the CDO? Effective CDOs need to be able to lead digital transformation and inspire teams and organisations. Their leadership abilities are important to evaluate.

d. **Vision:** How visionary is the CDO's digital strategy? The most compelling CDO nominees will have an ambitious vision for how digital transformation can benefit their business or customers.

### 23. Cloud Architect of the Year

a. **Architectural Expertise:** To what extent does the architect demonstrate a deep understanding of cloud computing principles, best practices, and architecture patterns in designing scalable, secure, and high-performance cloud solutions?

b. **Innovation and Problem-Solving:** How creatively does the architect innovate in designing cloud architectures to address complex technical challenges, optimize performance, reduce costs, and enhance overall system efficiency?

c. **Implementation and Execution:** How effectively does the architect translate architectural designs into practical, functional cloud solutions, considering factors such as scalability, reliability, availability, and disaster recovery?

d. **Business Impact:** What measurable impact has the architect's cloud architecture solutions had on the organization in terms of cost savings, performance improvements, operational efficiency, agility, and overall business success?

### 24. Founder of the Year

a. **Vision:** How visionary is the founder's approach? Founder of the year should have an innovative vision for solving important problems through technology.

b. **Leadership:** How strong of a leader is the founder? Effective founder can inspire, motivate, and guide their team and company to success.

c. **Achievements:** What major achievements and milestones has the founder accomplished? Founder of the year should have significant accomplishments, such as major funding rounds, new products launched, high growth, or other notable achievements.

d. **Impact:** What impact has the founder had, and what is the potential impact of their vision?

e. **Adaptability:** The founder should be able to adapt to changing market conditions and

technologies, staying up-to-date with the latest trends and best practices.

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