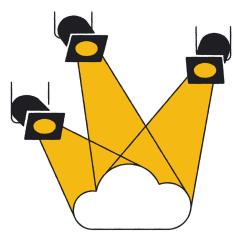
Google Cloud



2025

Google Cloud Partner of the Year Awards Application Preview

Develop your submission using the following pages as your guide. These pages mirror the submission form, allowing you to draft, review with stakeholders, ensure precise character counts, and the ability to upload a PDF of supporting materials. Once finalized, simply transfer your polished responses into the official submission form. Applications are due at 11:59 PM PT on Dec. 13, 2024.

Ready to apply?



*Awards are subject to change at Google Cloud's discretion.

Additional Resources:

- Partner Awards website
- Partner Awards Guidebook
- Application Form
- Partner Awards Support

2025 Partner of the Year Categories

- 01 Artificial Intelligence
- 02 Business Applications UPDATED
- 03 Country NEW
- 04 Data & Analytics **NEW**
- 05 Databases NEW
- 06 DEI & Social Impact UPDATED
- 07 Google Workspace **NEW**
- **08** Industry Solutions
- 09 Infrastructure Modernization_NEW
- 10 Public Sector
- 11 Security NEW
- 12 Talent Development
- 13 Technology
- 14 Training

Eligibility by Engagement Model:

SERVICE & SELL

- Artificial Intelligence
- Country
- Data & Analytics
- Databases
- DEI & Social Impact
- Google Workspace
- Industry Solutions (Service only)
- Infrastructure Modernization
- Public Sector
- Security
- Talent Development
- Training (Service only)

BUILD

- Artificial Intelligence
- Business Applications
- Data & Analytics
- Databases
- DEI & Social Impact
- Google Workspace
- Infrastructure Modernization
- Security
- Technology

01 Artificial Intelligence

2 global winners • 5 regional winners (APAC, EMEA, Japan, LATAM, NORTHAM) • 8 segment winners To qualify, your organization must be approved for the Sell, Service, or Build Engagement Model.

This award recognizes partners that **helped customers leverage generative AI in 2024 to achieve outstanding success through Google Cloud.**

Q: What makes your company the best choice for this award?

3,000 characters max

Think innovative AI solutions deployed, positive market or customer impact achieved, and ways your organization effectively engaged with the Google Cloud team.

Services & Sales	Technology
Global Sales & Services NEW	Global Technology
Gemini for GWS NEW	Data & Al 📭
Public Sector NEW	Data Management & Al 🛛 💵
NORTHAM NEW	Foundation Models NEW
	Gemini for GWS (NEW)
	Security NEW
JAPAN NEW	

Artificial Intelligence: Services & Sales – Gemini for Google Workspace

This award recognizes one partner that has demonstrated exceptional expertise in driving sales and delivering outstanding services for Gemini for Google Workspace, empowering customers to harness the power of AI.

Artificial Intelligence: Services & Sales – Public Sector

This award recognizes one partner that has successfully leveraged Google Cloud's AI technologies to co-build innovative solutions, driving mission success and transformative outcomes within the public sector.

Artificial Intelligence: Technology – Data & AI

This award recognizes one partner that applied deep AI expertise to help customers incorporate machine learning in a way that met their unique use cases and needs.

Artificial Intelligence: Technology – Data Management & AI

This award recognizes one partner that has demonstrated exceptional leadership in adopting and co-selling Google Cloud's AI stack, empowering customers to unlock deeper insights and drive transformative outcomes from their data.

Artificial Intelligence: Technology – Foundation Models

This award recognizes one partner that has effectively utilized Google Cloud's foundation models to create impactful AI solutions, driving innovation and transformative outcomes for their customers.

Artificial Intelligence: Technology – Gemini for Google Workspace

This award recognizes one partner that has leveraged Gemini for Google Workspace to develop innovative technology solutions, showcasing the transformative potential of Al.

Artificial Intelligence: Technology – Security

This award recognizes one partner that has demonstrated exceptional leadership and innovation in developing transformative AI security solutions leveraging Google Cloud's AI technologies.

Artificial Intelligence: Technology – Tooling

This award recognizes one partner that has developed exceptional AI tooling on Google Cloud, empowering users to build, deploy, and manage AI solutions with ease and efficiency.

Business Applications (UPDATED)

1 global winner • 12 segment winners To qualify, your organization must be approved for the Build Engagement Model.

This award recognizes partners that leveraged Google Cloud solutions to **create comprehensive and compelling technology solutions** that made a significant impact in one industry across multiple regions.

Q: What makes your company the best choice for this award?

3,000 characters max

Think customer or market impact, innovative technologies created, and ways your organization effectively engaged with the Google Cloud team.

Global Education Emerging Industry Financial Services & Insurance Government Healthcare & Life Sciences Line of Business Applications

Manufacturing Media & Entertainment Retail Supply Chain & Logistics Sustainability Telecommunications

Business Applications: Education

This award recognizes one partner that helped customers in the education field achieve outstanding success through Google Cloud.

Business Applications: Emerging Industry

This award recognizes one partner that has demonstrated exceptional leadership and innovation in leveraging Google Cloud solutions to drive success in emerging industries.

Business Applications: Financial Services & Insurance

This award recognizes one partner that helped customers in the financial services and insurance industries achieve outstanding success through Google Cloud.

Business Applications: Government

This award recognizes one partner that helped customers in the public sector achieve outstanding success through Google Cloud.

Business Applications: Healthcare & Life Sciences

This award recognizes one partner that helped customers in the healthcare and life sciences industries achieve outstanding success through Google Cloud.

Business Applications: Line of Business Applications

This award recognizes one partner that leveraged Google Cloud solutions to create comprehensive and compelling technology solutions that made a significant impact in one line of business area across multiple regions.

Business Applications: Manufacturing

This award recognizes one partner that helped customers in the manufacturing industry achieve outstanding success through Google Cloud.

Business Applications: Media & Entertainment

This award recognizes one partner that helped customers in the media and entertainment industries achieve outstanding success through Google Cloud.

Business Applications: Retail

This award recognizes one partner that helped customers in the retail industry achieve outstanding success through Google Cloud.

Business Applications: Supply Chain & Logistics

This award recognizes one partner that helped customers in supply chain management and logistics achieve outstanding success through Google Cloud.

Business Applications: Sustainability

This award recognizes one partner that helped customers in the sustainability industry achieve outstanding success through Google Cloud.

Business Applications: Telecommunications

This award recognizes one partner that helped customers in the telecommunications industry achieve outstanding success through Google Cloud.

O3 Country ^{NEW}

36 sub-regional winners To qualify, your organization must be approved for the Sell or Service Engagement Model.

This award recognizes partners that have **demonstrated exceptional expertise in leveraging their services and solution capabilities** to drive sales and deliver outstanding outcomes for Google Cloud customers.

Q: What makes your company the best choice for this award?

3,000 characters max

Think new partnerships or customers, deals landed, innovative customer solutions, and ways your organization effectively engaged with the Google Cloud team. (3000 max characters)

APAC	EMEA		LATAM	NORTHAM
Australia & New Zealand	Africa NEW	Israel	Argentina	Canada
Greater China Region	Alps	Italy	Brazil	United States
India	Benelux	Middle-East NEW	Chile	
Indonesia	CEE	Norway	Colombia	
Malaysia	Denmark	Saudi Arabia 🗪	Emerging Markets	
SEA	Finland	Sweden	Mexico	
Singapore	France	Turkey 📧		
South Korea	Germany	UK/IE		
Taiwan	Iberia			
Thailand				

Data & Analytics NEW

1 global winner • 5 regional winners (APAC, EMEA, Japan, LATAM, NORTHAM) • 4 segment winners To qualify, your organization must be approved for the Sell, Service, or Build Engagement Model.

This award recognizes partners that **expertly migrated or deployed new Google Cloud Data Analytics solutions** helping customers extract actionable insights from their data, fueling business transformation.

Q: What makes your company the best choice for this award?

3,000 characters max

Think innovative technologies developed, valuable data insights delivered to customers, business or market impact achieved, and ways your organization effectively engaged with the Google Cloud team.

Services & Sales	Technology
Global NEW	Business Intelligence
NORTHAM NEW	Data Provider
	Marketplace
	Smart Analytics
JAPAN NEW	

Data & Analytics: Business Intelligence

This award recognizes one partner that effectively helped enterprises manage their data and transform it into actionable insights, resulting in impactful business outcomes and increased success.

Data & Analytics: Data Provider

This award recognizes one partner that effectively helped customers enhance their analytics and Al initiatives with pre-built data solutions and valuable datasets.

Data & Analytics: Marketplace

This award recognizes one partner with a data & analytics product in Google Cloud Marketplace that helped our mutual customers achieve outstanding business outcomes with Google Cloud.

Data & Analytics: Smart Analytics

This award recognizes one partner that helped their customers to seamlessly generate or unlock business insights and removed operational complexities from analyzing data.

Databases **NEW**

1 global winner • 5 regional winners (APAC, EMEA, Japan, LATAM, NORTHAM) • 3 segment winners To qualify, your organization must be approved for the Sell, Service, or Build Engagement Model.

This award recognizes partners that have **successfully implemented and optimized Google Cloud's database solutions**, enabling their customers to manage data efficiently, securely, and at scale.

Q: What makes your company the best choice for this award?

3,000 characters max

Think innovative technologies developed, solutions implemented for customers, positive business or market impact achieved, and ways your organization effectively engaged with the Google Cloud team.

Technology
Data Management
Governance
Ingestion

Databases: Data Management

This award recognizes one partner that effectively helped enterprises securely and cost-efficiently store and manage their customers' data.

Databases: Governance

This award recognizes one partner that effectively helped enterprises ensure that data is secure, private, accurate, available, and usable – and provided technology solutions to support the customer throughout the data life cycle.

Databases: Ingestion

This award recognizes one partner that effectively helped enterprises store, analyze, and find insights in their data.

06 DEI & Social Impact UPDATED

1 global winner • 8 segment winners To qualify, your organization must be approved for the Sell, Service, or Build Engagement Model.

This award recognizes partners that have demonstrated **exceptional commitment to fostering diversity, equity, and inclusion (DEI) within their organizations and/or driving positive social impact** through innovative solutions and initiatives.

Q: What makes your company the best choice for this award?

3,000 characters max

Think measurable progress towards DEI goals, positive social impact initiatives implemented, and ways your organization effectively engaged with the Google Cloud team.

Global Accessibility Innovation NEW Community Empowerment & Social Justice NEW Corporate Social Responsibility Leadership NEW Crisis Response & Resilience NEW Ethical AI & Data Use **NEW** Employee Resource Group Excellence **NEW** Inclusive Leadership & Workplace Culture **NEW** Technology for Good **NEW**

DEI & Social Impact: Accessibility Innovation

This award recognizes one partner fostering a community driving groundbreaking solutions to enhance accessibility and inclusivity.

DEI & Social Impact: Community Empowerment & Social Justice

This award recognizes one partner championing social justice and empowering underserved communities through impactful initiatives.

DEI & Social Impact: Corporate Social Responsibility Leadership

This award recognizes one partner exhibiting exceptional commitment to corporate social responsibility and sustainable practices.

DEI & Social Impact: Crisis Response & Resilience

This award recognizes one partner demonstrating outstanding leadership and support during times of crisis, fostering resilience in communities.

DEI & Social Impact: Ethical AI & Data Use

This award recognizes one partner demonstrating exemplary practices in ethical AI development and responsible data usage.

DEI & Social Impact: Employee Resource Group Excellence

This award recognizes one partner with outstanding Employee Resource Groups driving impactful DEI initiatives and fostering a sense of belonging.

DEI & Social Impact: Inclusive Leadership & Workplace Culture

This award recognizes one partner cultivating an inclusive workplace culture through exemplary leadership and impactful practices.

DEI & Social Impact: Technology for Good

This award recognizes one partner leveraging technology to create positive social change and address critical societal challenges.

Google Workspace NEW

1 global winner • 5 regional winners (APAC, EMEA, LATAM, NA, Japan) • 3 segment winners To qualify, your organization must be approved for the Sell or Service Engagement Model.

This award recognizes partners that **excel in driving sales and delivering outstanding services for Google Workspace**, empowering customers with innovative solutions that transform collaboration and productivity.

Q: What makes your company the best choice for this award?

3,000 characters max

Think successful Google Workspace deployments, innovative integrations or enhancements, increased customer productivity and collaboration, positive impact on user experience, and ways your organization effectively engaged with the Google Cloud team.

Services & Sales	Technology
Global NEW NORTHAM NEW	Technology - Innovation Technology - Impact
	Technology - Platform
JAPAN NEW	

Google Workspace: Technology - Innovation

This award recognizes one partner whose innovative solutions on the Google Workspace platform have significantly enhanced collaboration and productivity across organizations.

Google Workspace: Technology - Impact

This award recognizes one partner whose Google Workspace solutions have delivered a measurable and transformative impact on collaboration and productivity, driving significant improvements for their customers.

Google Workspace: Technology - Platform

This award recognizes one partner whose solutions have expanded the reach and capabilities of the Google Workspace platform, resulting in a significant enhancement of collaboration and productivity across diverse organizations.

08 Industry Solutions

1 global winner • 11 segment winners To qualify, your organization must be approved for the Service Engagement Model.

This award recognizes partners that **leveraged Google Cloud solutions to create comprehensive and compelling solutions** that made a significant impact in one industry across multiple regions.

Q: What makes your company the best choice for this award?

3,000 characters max

Think customer or market impact, comprehensive solutions created, and ways your organization effectively engaged with the Google Cloud team.

Global	Manufacturing
Education	Media & Entertainment
Financial Services & Insurance	Retail
Gaming	Supply Chain & Logistics
Government	Sustainability
Healthcare & Life Sciences	Telecommunications

Industry Solutions: Education

This award recognizes one partner that helped customers in the education field achieve outstanding success through Google Cloud.

Industry Solutions: Financial Services & Insurance

This award recognizes one partner that helped customers in the financial services and insurance industries achieve outstanding success through Google Cloud.

Industry Solutions: Gaming

This award recognizes one partner that helped customers in the gaming industry achieve outstanding success through Google Cloud.

Industry Solutions: Government

This award recognizes one partner that helped customers in the public sector achieve outstanding success through Google Cloud.

Industry Solutions: Healthcare & Life Sciences

This award recognizes one partner that helped customers in the healthcare and life sciences industries achieve outstanding success through Google Cloud.

Industry Solutions: Manufacturing

This award recognizes one partner that helped customers in the manufacturing industry achieve outstanding success through Google Cloud.

Industry Solutions: Media & Entertainment

This award recognizes one partner that helped customers in the media and entertainment industries achieve outstanding success through Google Cloud.

Industry Solutions: Retail

This award recognizes one partner that helped customers in the retail industry achieve outstanding success through Google Cloud.

Industry Solutions: Supply Chain & Logistics

This award recognizes one partner that helped customers in supply chain management and logistics achieve outstanding success through Google Cloud.

Industry Solutions: Sustainability

This award recognizes one partner that helped customers in the sustainability industry achieve outstanding success through Google Cloud.

Industry Solutions: Telecommunications

This award recognizes one partner that helped customers in the telecommunications industry achieve outstanding success through Google Cloud.

Infrastructure Modernization NEW

1 global winner • 5 regional winners (APAC, EMEA, LATAM, NA, Japan) • 6 segment winners To qualify, your organization must be approved for the Sell, Service, or Build Engagement Model.

This award recognizes partners that have **helped their customers modernize their infrastructure by leveraging Google Cloud's innovative solutions**, resulting in increased agility, scalability, and cost-efficiency.

Q: What makes your company the best choice for this award?

3,000 characters max

Think successful infrastructure modernization projects, innovative technologies developed to facilitate infrastructure modernization, improved customer agility and efficiency, market impact achieved, and ways your organization effectively engaged with the Google Cloud team.

Services & Sales	Technology
Global NEW	Backup/DR
NORTHAM NEW	Compute
	Marketplace
	Networking
	Storage
	Virtualization

Infrastructure Modernization: Backup/DR

This award recognizes one partner that enabled their customers to excel by helping them achieve extremely high service availability and build applications that perform predictably through inevitable events.

Infrastructure Modernization: Compute

This award recognizes one partner that helped their customers excel by migrating, optimizing, or modernizing workloads on Google Cloud's global, secure, and reliable infrastructure.

Infrastructure Modernization: Marketplace

This award recognizes one partner with an infrastructure product in Google Cloud Marketplace that helped our mutual customers achieve outstanding business outcomes with Google Cloud.

Infrastructure Modernization: Networking

This award recognizes one partner that helped their customers excel with simplified cloud migrations through network modernization with Google Cloud infrastructure..

Infrastructure Modernization: Storage

This award recognizes one partner that helped their customers excel by providing solutions for scalable, performant, secure storage with Google Cloud infrastructure.

Infrastructure Modernization: Virtualization

This award recognizes one partner that helped their customers excel by virtualizing their infrastructure, reducing expenses, and improving efficiency and agility with Google Cloud infrastructure.

10 Public Sector

1 global winner • 4 regional winners (APAC, EMEA, LATAM, Canada) • 5 US segment winners To qualify, your organization must be approved for the Sell or Service Engagement Model.

This award recognizes partners that have **provided exceptional service and enabled the success of their public sector customers** by innovating, building, and delivering the right combination of solutions.

Q: What makes your company the best choice for this award?

3,000 characters max

Think resold and non-resold revenue, key customer wins, and ways your organization effectively engaged with the Google Public Sector team.

Regional	Segment
Global	US Education
APAC	US Federal - Civilian
EMEA	US Federal - Department of Defense
LATAM	US Federal - National Security
Canada	US State & Local Government

Public Sector: US Education

This award recognizes one partner with a solutions-based focus that addresses the needs of educational institutions by leveraging Google Cloud or Google Workspace offerings.

Public Sector: US Federal – Civilian

This award recognizes one partner with a solutions-based focus that addresses the needs of federal agencies with a civilian focus leveraging Google Cloud or Google Workspace offerings.

Public Sector: US Federal – Department of Defense

This award recognizes one partner with a solutions-based focus that addresses the needs of the Department of Defense by leveraging Google Cloud or Google Workspace offerings.

Public Sector: US Federal – National Security

This award recognizes one partner with a solutions-based focus that addresses national security needs by leveraging Google Cloud or Google Workspace offerings.

Public Sector: US State & Local Government

This award recognizes one partner with a solutions-based focus that addresses the needs of state and local governments by leveraging Google Cloud or Google Workspace offerings.

11 Security <u>NEW</u>

1 global winner • 5 regional winners (APAC, EMEA, LATAM, NA, Japan) • 7 segment winners To qualify, your organization must be approved for the Sell, Service, or Build Engagement Model.

This award recognizes partners that have **effectively implemented Google Cloud's security solutions**, safeguarding their customers' data and infrastructure from evolving threats.

Q: What makes your company the best choice for this award?

3,000 characters max

Think enhanced customer security posture, innovative technologies developed, successful security solutions implemented, market impact achieved, and ways your organization effectively engaged with the Google Cloud team.

Services & Sales	Technology
Global 🗪	Analytics & Operations
APAC 🔎	Application
EMEA NEW	Data Protection
Japan (NEW)	Identity & Access Management
LATAM (NEW)	Infrastructure Protection
NORTHAM 🔎	Marketplace
	Workload Security

Security: Analytics & Operations

This award recognizes one partner that has demonstrated exceptional leadership and innovation in developing transformative solutions for security analytics and operations, leveraging Google Cloud technologies.

Security: Application

This award recognizes one partner that expertly augmented security for applications running on Google Cloud via software supply chain security or via layer 7 application protection.

Security: Data Protection

This award recognizes one partner that expertly augmented Google Cloud security solutions to protect their customers' data from unauthorized access, as well as internal and external threats, through encryption, key management, and policy-driven data loss prevention controls.

Security: Identify & Access Management

This award recognizes one partner that has demonstrated exceptional leadership and innovation in developing transformative solutions for identity and access management, leveraging Google Cloud technologies.

Security: Infrastructure Protection

This award recognizes one partner that has demonstrated exceptional leadership and innovation in developing transformative solutions for infrastructure protection, leveraging Google Cloud technologies.

Security: Marketplace

This award recognizes one partner with a security product in Google Cloud Marketplace that helped our mutual customers achieve outstanding business outcomes with Google Cloud.

Security: Workload Security

This award recognizes one partner that has demonstrated exceptional leadership and innovation in developing transformative solutions for workload security, leveraging Google Cloud technologies.

12 Talent Development

1 global winner • 5 regional winners (APAC, EMEA, Japan, LATAM, NORTHAM) To qualify, your organization must be approved for the Sell or Service Engagement Model.

This award recognizes partners that are **committed to growing and promoting their team's cloud skills** through training, upskilling, and reskilling their workforce on leading-edge cloud technology with Google Cloud certifications.

Q: What makes your company the best choice for this award?

3,000 characters max

Think employee development, recertification opportunities, and ways your organization effectively engaged with the Google Cloud team.

Global	Japan
APAC	LATAM
EMEA	NORTHAM

13 Taabaalaa

Technology

1 global winner • 6 segment winners • 20 additional winners To qualify, your organization must be approved for the Build Engagement Model. Find 21 additional Technology winners in Data & Analytics, Databases, Infrastructure, and Security categories.

This award recognizes partners that **used a winning combination of Google Cloud technology in a specific technology segment** to deliver innovative solutions and customer satisfaction.

Q: What makes your company the best choice for this award?

3,000 characters max

Think innovative integrations, new offerings, and ways your organization effectively engaged with the Google Cloud team.

Global	
Application Development – CloudOps	
Application Development – DevOps	
Application Development – DevSecOps	

Marketplace Marketplace – Business Application Operating System (Linux) (NEW)

And 20 additional Technology awards across:

Data & Analytics (4 awards) Databases (3 awards) Infrastructure (6 awards) Security (7 awards)

Technology: Application Development - CloudOps

This award recognizes one partner that consistently and successfully managed delivery, tuning, optimization, and performance of workloads and IT services that run on Google Cloud for their customers.

Technology: Application Development - DevOps

This award recognizes one partner that consistently and successfully deployed container-based applications, helping their customers test, innovate, and optimize.

Technology: Application Development - DevSecOps

This award recognizes one partner that has demonstrated exceptional leadership and innovation in developing transformative DevSecOps solutions leveraging Google Cloud technologies.

Technology: Marketplace

This award recognizes one partner with a product in Google Cloud Marketplace that helped our mutual customers achieve outstanding business outcomes with Google Cloud.

Technology: Marketplace - Business Applications

This award recognizes one partner with a product in Google Cloud Marketplace that drove significant impact for customers across one line of business area in multiple regions.

Technology: Operating System (Linux)

This award recognizes one partner that has demonstrated exceptional leadership and innovation in developing transformative solutions leveraging Google Cloud's Linux operating system capabilities

Technology: 20 additional awards

Find 20 additional Technology awards across other categories: Data & Analytics (3 awards), Databases (4 awards), Infrastructure (6 awards), Security (7 awards)

14 Training

1 global winner • 5 regional winners (APAC, EMEA, Japan, LATAM, NORTHAM) To qualify, your organization must be approved for the Service Engagement Model and a Google Cloud Training product.

This award recognizes partners that have provided **exceptional training services and enabled customer success** by innovating, building, and delivering the right combination of Google Cloud solutions through learning.

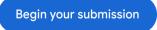
Q: What makes your company the best choice for this award?

3,000 characters max

Think certification opportunities and ways your organization effectively engaged with the Google Cloud team.

Global	Japan
APAC	LATAM
EMEA	NORTHAM

Ready to apply?



*Awards are subject to change at Google Cloud's discretion.