Partner of the Year Awards Guidebook

2025

Google Cloud

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01 Overview of the program

It's time to honor you

The 2025 Google Cloud Partner of the Year Awards recognize the essential work of our partners who lead with vision and determination. Your focus on delivering innovative, customer-driven solutions with Google Cloud is worth celebrating.

2025 Google Cloud Partner of the Year Awards at a glance

Summary

These awards are open to current Google Cloud partners who have showcased innovative thinking, unparalleled customer service, and exemplary application of our products and solutions.*

Prepare your responses using the Application Preview.

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Benefits

- Partner of the Year trophy
- Recognition badge for promotional materials
- Callout in the Partner Directory
- Press and social media features
- Access to a VIP reception at Next '25

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

Key dates

Nov. 4
Applications open

Dec. 13
Applications closed

Feb. 26
Winner notifications

March 19
Press release drafts due

April 8
Announcement at Next '25

Choosing the winners

The 2025 Google Cloud Partner of the Year Awards will recognize outstanding achievements within the partner ecosystem. A diverse panel of judges representing multiple partner teams will carefully select the winners.

The judges will evaluate:

The overall completeness and thoroughness of your application.

Your organization's demonstrated 2024 success with Google Cloud products, based on the specific criteria in your category.

Key metrics the Google Cloud team will pull on your behalf.

Note: The metrics listed on award description pages are subject to change.

02 Categories and criteria

2025 Partner of the Year Awards categories

○○○   NEW
Artificial Intelligence
2 global • 5 regional • 8 segment winners
01

○○○   UPDATED
DEI & Social Impact
1 global • 8 segment winners
06

○○○   NEW
Security
1 global • 5 regional • 7 segment winners
11

○   UPDATED
Business Applications
1 global • 12 segment winners
02

○○○   NEW
Google Workspace
1 global • 5 regional • 3 segment winners
07

○○
Talent Development
1 global • 5 regional winners
12

○○   NEW
Country
36 sub-regional winners
03

○
Industry Solutions
1 global • 11 segment winners
08

○
Technology
1 global • 6 segment • 20 additional winners
13

○○○   NEW
Data & Analytics
1 global • 5 regional • 4 segment winners
04

○○○   NEW
Infrastructure Modernization
1 global • 5 regional • 6 segment winners
09

○
Training
1 global • 5 regional winners
14

○○○   NEW
Databases
1 global • 5 regional • 3 segment winners
05

○○
Public Sector
1 global • 4 regional • 5 segment winners
10

Partner of the Year

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01 **Artificial Intelligence** NEW

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

Services & Sales awards

Global NEW

Gemini for Google Workspace NEW

Public Sector NEW

APAC NEW

EMEA NEW

Japan NEW

LATAM NEW

NORTHAM NEW

Technology awards

Global NEW

Data & AI NEW

Data Management & AI NEW

Foundation Models NEW

Gemini for Google Workspace NEW

Security NEW

Tooling NEW

**2 global winners
5 regional winners
8 segment winners**

Google Cloud will pull relevant information on your behalf, including but not limited to:

- AI adoption
- Total revenue and growth
- Total new business
- New public customer references
- New certifications, expertise, and specializations

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02 Business Applications UPDATED

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.

Technology awards

Global	Healthcare & Life Sciences	Retail
Education	Line of Business Applications	Supply Chain & Logistics
Emerging Industry NEW	Manufacturing	Sustainability
Financial Services & Insurance	Media & Entertainment	Telecommunications
Government		

1 global winner
12 segment winners

Google Cloud will pull relevant information on your behalf, including but not limited to:

- Influenced revenue and growth
- Total new and incremental business
- Total pipeline
- New public customer references

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03 Country NEW

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.
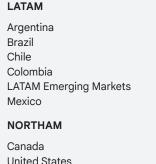
Services & Sales awards

36 sub-regional winners

APAC

Australia & New Zealand
Greater China Region
India
Indonesia
Malaysia
SEA
Singapore
South Korea
Taiwan
Thailand

EMEA

Africa NEW
Alps
Benelux
CEE
Denmark
Finland
France
Germany
Iberia

Israel
Italy
Middle-East NEW
Norway
Poland
Saudi Arabia NEW
Sweden
Turkey NEW
UK/IE

LATAM

Argentina
Brazil
Chile
Colombia
LATAM Emerging Markets
Mexico

NORTHAM

Canada
United States

Google Cloud will pull relevant information on your behalf, including but not limited to:

- Total revenue
- Total new and incremental business
- Total pipeline
- Total workload contribution
- Total certifications, expertise, and specializations earned
- New public customer references

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04 Data & Analytics `NEW`

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

Services & Sales awards

Global `NEW`

APAC `NEW`

EMEA `NEW`

Japan `NEW`

LATAM `NEW`

NORTHAM `NEW`

Technology awards

Business Intelligence

Data Provider

Marketplace

Smart Analytics

1 global winner
5 regional winners
4 segment winners

Google Cloud will pull relevant information on your behalf, including but not limited to:

- Total revenue and growth
- Total new and incremental business
- Total pipeline
- New public customer references

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05 Databases NEW

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.

Services & Sales awards

Global NEW

APAC NEW

EMEA NEW

Japan NEW

LATAM NEW

NORTHAM NEW

Technology awards

Data Management

Governance

Ingestion

**1 global winner
5 regional winners
3 segment winners**

Google Cloud will pull relevant information on your behalf, including but not limited to:

- Total revenue and growth
- Total new and incremental business
- Total pipeline
- New public customer references

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06 DEI & Social Impact UPDATED

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.

Services, Sales, and Technology awards

Global

Accessibility Innovation NEW

Community Empowerment & Social Justice NEW

Corporate Social Responsibility Leadership NEW

Crisis Response & Resilience NEW

Employee Resource Group Excellence NEW

Ethical AI & Data Use NEW

Inclusive Leadership & Workplace Culture NEW

Technology for Good NEW

**1 global winner
8 segment winners**

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07 Google Workspace NEW

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.

Services & Sales awards

Global NEW

APAC NEW

EMEA NEW

Japan NEW

LATAM NEW

NORTHAM NEW

Technology awards

Innovation

Impact

Platform

1 global winner
5 regional winners
3 segment winners

Google Cloud will pull relevant information on your behalf, including but not limited to:

- Total revenue and growth
- Total new and incremental business
- Total new business
- New logos

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08 Industry Solutions

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.

Services awards

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

1 global winner
11 segment winners

Google Cloud will pull relevant information on your behalf, including but not limited to:

- Incremental ACV
- Total pipeline
- Influenced revenue
- New public customer references
- Total revenue

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Application Preview »

09 Infrastructure Modernization NEW

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.

Services & Sales awards

Global NEW

APAC NEW

EMEA NEW

Japan NEW

LATAM NEW

NORTHAM NEW

Technology awards

Backup/DR

Compute

Marketplace

Networking

Storage

Virtualization

1 global winner
5 regional winners
6 segment winners

Google Cloud will pull relevant information on your behalf, including but not limited to:

● Total revenue and growth

● Total new and incremental business

● Total pipeline

● New public customer references

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09 **Public Sector**

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 Google Cloud solutions.

Services & Sales awards

Global	US Education
APAC	US Federal - Civilian
EMEA	US Federal - Department of Defense (DoD)
LATAM	US Federal - National Security
Canada	US State & Local Government (SLG)

1 global winner
4 regional winners
5 US segment winners

Google Cloud will pull relevant information on your behalf, including but not limited to:

- Total resold revenue
- Total revenue
- Influenced revenue
- Partner-sourced pipeline
- New workloads

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11 Security **NEW**

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

Services & Sales awards

Global **NEW**

APAC **NEW**

EMEA **NEW**

Japan **NEW**

LATAM **NEW**

NORTHAM **NEW**

Technology awards

Analytics & Operations

Application

Data Protection

Identity & Access Management

Infrastructure Protection

Marketplace

Workload Security

**1 global winner
5 regional winners
7 segment winners**

Google Cloud will pull relevant information on your behalf, including but not limited to:

- Total revenue and growth
- Total new and incremental business
- Total pipeline
- New public customer references

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12 Talent Development

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.

Services & Sales awards

Global

APAC

EMEA

Japan

LATAM

NORTHAM

**1 global winner
5 regional winners**

Google Cloud will pull relevant information on your behalf, including but not limited to:

- Total number of certified individuals
- Certification growth rate
- Total certifications, expertise, and specializations earned

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10 Technology

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.

Technology awards

Global

Application Development - CloudOps

Application Development - DevOps

Application Development - DevSecOps

Marketplace

Marketplace - Business Apps

Operating System (Linux) **NEW**

And 20 additional Technology awards across:

Data & Analytics (4 awards)

Databases (3 awards)

Infrastructure (6 awards)

Security (7 awards)

1 global winner
6 segment winners
20 additional winners

Google Cloud will pull relevant information on your behalf, including but not limited to:

- Total revenue and growth (product-specific)
- Total pipeline
- New public customer references

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14 Training

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.

Services awards

Global

APAC

EMEA

Japan

LATAM

NORTHAM

1 global winner
5 regional winners

Google Cloud will pull relevant information on your behalf, including but not limited to:

- Total learners
- CSAT scores
- Total evaluations
- ILT days delivered
- Total certifications, expertise, and specializations earned
- Delivery Navigator utilization

03 How to apply

Tips for an outstanding submission

01

Demonstrate the impact

For all categories except DEI and Social Impact, the Google Cloud team will pull relevant metrics alongside your application. However, we encourage you to provide additional data that shows how your business leverages Google Cloud technology to drive unique, measurable results.

02

Tell a captivating story

The judges will review many submissions, so make yours stands out by telling a story that truly captures the essence of your company. Highlight your unique personality and describe your organization in a way that only you can.

03

Share various perspectives

Strengthen your submission by including diverse viewpoints from across your organization. Testimonials from customers or quotes from team members can provide a richer, more complete picture of your success.

04

Be concise

Keep your submission focused. A well-crafted submission is clear and to the point. Judges appreciate clear, concise applications that present the most important information without unnecessary elaboration.

How to apply

Step 1: **Prepare your responses**

All questions on the submission form are included in the [Application Preview](). We recommend making a copy and preparing your responses ahead of time, before submitting them on the form.

Step 2: **Complete the fields**

Follow the instructions on the form to complete the application.
You can apply in any category, as long as you meet the requirements.

Step 3: **Celebrate on Apr. 8, 2025**

A public announcement and celebration of winners will take place at Google Cloud Next '25.

Start your application »

Need-to-knows

○ Submissions open **Nov. 4** and close **Dec. 13.**

○ You can apply for as many categories as you'd like. You may be selected for additional awards by Google Cloud.

○ If you're applying for multiple categories, please differentiate your answers for each award.

○ Please coordinate with your team to submit one application per company, or designate one submitter.

Please review the form details carefully for additional details around the nomination process.

FAQ

Are there any specific eligibility requirements?
Yes. In order to enter, you must be a Google Cloud partner and submit a complete application by 11:59 P.M. Pacific Time on **Dec. 13, 2024**. To qualify for certain awards, your organization must be approved for a specific Engagement Model (Build, Sell, or Service).

How many times can my organization apply?
You can submit to as many categories as you like within your submission form. Ideally, to avoid duplication, your organization will submit only one form.

Can my organization win more than one award?
Yes. A partner can receive up to three awards.

Will the info I submit be confidential?
Yes. The information you submit will be seen only by the 2025 Google Cloud Partner Awards 2025 team and the panel of judges, which is made up of members of the Google Awards Team and other Googlers.

Can I include information from prior to 2024?
No. Award entries will be judged based on your organization's 2024 performance only.

Can I save a draft of my application?
You can effectively save a draft of your application by submitting it. Then you'll have the ability to edit it until December 13, 2024, when we'll consider it for the award.

Can I edit my application once I've submitted it?
Yes. Once you've submitted your completed application, you can make edits until the **Dec. 13, 2024** deadline. To return to the form, use the unique URL you receive in your confirmation email. You can also share that URL with anyone in your organization and invite them to contribute and/or edit your responses.

What can I win?
Winners will receive an array of recognitions, including:
- Google Cloud Partner Award designation for your company website
- Materials to support a press release
- Google Cloud blog and social posts
- Callout in the Google Cloud Partner Directory
- And more

When are winners announced?
Winners will be notified of the results via email in **Feb. 2025**. Winners are under embargo until the official announcement at **Google Cloud Next '25**.

How are winners determined?
Winners will be selected by a curated panel of judges based on the information in the completed application, in addition to the quantitative information that Google Cloud pulls.

I won last year. Can I win again this year?
Yes. Awards are considered based only on 2024 performance, so every partner is eligible to win regardless of whether they've won in previous years.

Where can I find this year's submission questions?
We created an application preview to help you develop your responses. The questions and character limits reflect exactly what you'll see on the form.

Check out the template and other resources on the Google Cloud Awards landing page.
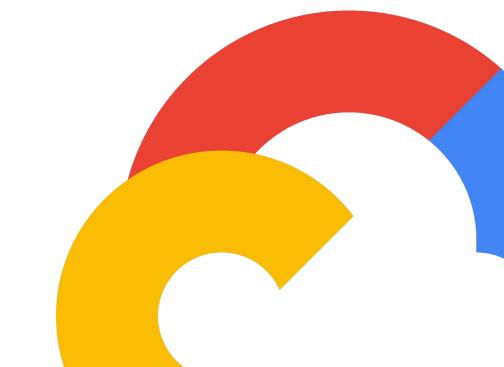
Questions?

Email us:
cloudpartnerawards2025@google.com

Thank you

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