

Zinnov Awards 2026 – Ecosystem Synergy

1. Objective of the Form:

This form aims to identify and celebrate GCCs that have **moved beyond transactional vendor relationships** to create **strategic, outcome-driven partnerships**.

The focus is on understanding how your GCC collaborates with service providers or ecosystem players to **co-innovate, deliver measurable outcomes**, and build long-term strategic value.

Your responses should reflect:

- The **strategic thought process** behind partnering.
- How partnerships are **structured, governed, and scaled**.
- The **tangible business impact** and transformation achieved through these collaborations.

2. Approaching the Form:

- **Understand the intent.** Each question seeks to uncover a layer of your partnership journey — *why you partnered, how you executed, and what you achieved*.
- **Be evidence-driven.** Support narratives with **quantifiable metrics**, data points, or outcomes.
- **Stay specific and focused.** Deep dive into at least 1-2 impactful partnerships.
- **Balance storytelling with substance.** A compelling narrative backed by proof creates a stronger impression.
- **Highlight co-creation.** Show how your GCC and partners worked jointly to innovate or solve problems — not just deliver services.
- **Reflect maturity.** Emphasize your **governance model**, periodic reviews, and mechanisms that sustain success.

3. Focus Areas by Pillar:

Pillar – Strategic Intent Behind Partnering

- Articulate the **“why”**: What business need or transformation goal drove the partnership?
- Explain the **decision rationale**: Why partner vs. build in-house?
- Highlight **strategic alignment** between GCC goals and enterprise vision.
- Specify **key focus areas** (e.g., AI/ML, ER&D, IT Ops, Digital Transformation, Cybersecurity).
- Showcase leadership involvement — was it HQ-driven, GCC-led, or jointly defined?

Pillar – Implementation through Talent, Tech, and Process

- Detail the **operating model** — co-innovation teams, managed services, or shared governance.
- Highlight **collaboration frameworks** — joint KPIs, steering committees, review cadences.
- Demonstrate **technology integration** — tools, platforms, or IP co-development mechanisms.
- Show how partnerships have **enhanced talent, accelerated modernization**, or improved agility.
- Mention mechanisms for **IP governance, SLA tracking, and continuous improvement**.

Pillar – Impact Measurement and Continuous Improvement

- Quantify results: productivity gains, cost optimization, speed-to-market, innovation outcomes, or customer satisfaction.
- Highlight **longitudinal success** — how the partnership evolved and scaled.
- Describe your **feedback and review process** for partner performance.
- Share **key learnings and adjustments** that improved partnership maturity over time.

Pillar – Success Stories

- Provide **1–2 detailed success stories** showcasing measurable outcomes.
- Include **joint achievements** (e.g., product launches, IP creation, innovation awards).
- Demonstrate **mutual benefit** — how both your GCC and the partner gained.
- Use crisp, data-backed storytelling (Challenge → Collaboration → Impact).

4. Judging Criteria

The jury evaluates submissions on:

- **Strategic Intent (25%)** – Clarity of objectives, rationale for partnering, strategic alignment, and leadership ownership.
- **Implementation Excellence (25%)** – Execution maturity, governance mechanisms, cross-functional collaboration, and innovation enablement.
- **Business Impact (30%)** – Tangible business outcomes, scalability, evolution, and sustainability of the partnership model.
- **Success Stories (20%)** – Authenticity, outcome articulation, mutual benefit, and inspiration quotient.

5. Shortlist Pitch:

- **Start strong.** Open with a key impact metric or an insight that captures attention.
- **Tell a story.** Structure the pitch around: *Challenge → Collaboration → Impact → Future Vision*.
- **Highlight the “win-win.”** Emphasize how the partnership benefited both your GCC and the service provider.
- **End with foresight.** Conclude with how your partnership model is shaping future innovation or industry best practices.