

TM FORUM LIVE! Asia 2018 – Catalyst Awards Criteria

Outstanding Catalyst -- Innovation

Awarded to the Catalyst team with the most innovative concept and demonstration which advances digital business

- Does the project provide a compelling story that is innovative, new or different?
- Does the project have the potential to make a significant impact on the business or technology area that it is exploring and does the team explain this impact well?
- Does the project team have a good understanding of the business value of their concept and do they explain this value well?
- How well does this project demonstrate its ability to achieve its key business goals (e.g. improved customer experience, enhanced agility, greater efficiency, enabling new business and ecosystem partnerships, etc.)
- How mature is the proof of concept -- just an idea, a real demo, or somewhere in between-- where 1 is 'Just a demo' and 10 is 'Credible, working demonstration'
- To what extent has the team demonstrated true collaborative behavior i.e. working together as one team?
- How well does the team use TM Forum's best practices and standards?
- Is the team making a significant contribution to TM Forum's best practices and standards?

Outstanding Catalyst – Business Impact

Awarded to the Catalyst that demonstrates a concept that has the most compelling business potential

- How well does the project team quantify and explain the business value of their work, in terms of likely or proven savings or additional revenue for the champion?
- How likely is it that the concept will have a commercial impact for the champion or broader market within 12 months? How well is this explained?
- How well does this project demonstrate its ability to achieve its key business goals (e.g. improved customer experience, enhanced agility, greater efficiency, enabling new business and ecosystem partnerships, etc.)
- How mature is the proof of concept -- just an idea, a real demo, or somewhere in between-- where 1 is 'Just a demo' and 10 is 'Credible, working demonstration'
- To what extent has the team demonstrated true collaborative behavior i.e. working together as one team?
- How well does the team use TM Forum's best practices and standards?
- Is the team making a significant contribution to TM Forum's best practices and standards?