

# Digital Britain? Does Your Company Stand Up? Announcing Digital Britain Awards

Submitted by: AUGUST ONE COMMUNICATIONS

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Leading business and technology companies including Microsoft, BT Syncordia Solutions, KPMG Consulting, Cap Gemini, Unisys, SAP, UUNET and Baan create Digital Britain Awards

"We have the technology, the skills and the commitment. The real hard work is down to business people around the country. That is why initiatives such as Digital Britain should be applauded and I add my voice in support." Patricia Hewitt MP, Minister for E-Commerce

3rd April, 2000, London - Microsoft, the world's leading software company has teamed up with a selection of businesses to create the Digital Britain Awards. The awards will recognise and promote leading British companies that are achieving quantifiable business success through adoption and exploitation of information technology and the Internet within their organisation. An award presentation and gala dinner will take place on 8th June at 7.00pm at the Royal Garden Hotel, Kensington.

Companies wishing to enter the awards need to submit information via Digital Britain web site at [www.microsoft.com/uk/digitalbritain/awards](http://www.microsoft.com/uk/digitalbritain/awards). Deadline for entries is April 28th, 2000.

"We are delighted the Government continues to drive the UK forward encouraging innovation and investment in technology," said Neil Holloway, Managing Director of Microsoft UK. "Microsoft's role is to create the tools and push information technology forward, but at the end of the day it is down to individuals. Individual people. Individual companies. That is what these awards are about."

The Digital Britain Awards are supported by Management Today, Computing, Management Consultancy and Financial Director. The magazines will play a key role in judging the awards.

"The awards are an ideal way to encourage companies to stand up and take credit for some great technology innovation that is taking place in Britain. Also, we hope other companies who are not embracing technology will take notice and see ways that they too can move their business ahead," said Rufus Olins, Editor of Management Today.

The categories centre around two main themes of Knowledge Management and E-Commerce. A total of 15 awards will be presented in the following categories:

## Knowledge Management Business Awards

- Best use of IT for improved decision making
- Best use of IT for enhanced innovation
- Best use of IT for maximizing customer value
- Best use of IT for continuous improvement

## Knowledge Management Technology Awards

- Best collaboration solution
- Best data warehousing/business intelligence solution
- Best content & document management/workflow solution
- Microsoft knowledge management award

## E-Commerce Awards

- Best consumer e-commerce site
- Best business e-commerce site
- Best value chain solution
- Best e-procurement solution
- Microsoft e-commerce award

For further information on the Digital Britain Awards and details on how to enter, please visit the Digital Britain web site at:

[www.microsoft.com/uk/digitalbritain/awards](http://www.microsoft.com/uk/digitalbritain/awards).

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Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software for personal and business computing. The company offers a wide range of products and services designed to empower people through great software -- any time, any place and on any device.

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