

### Best Use of Disruptive Technology (Sponsored by Skillnet)

This category recognises efforts in but not exclusively AI, Blockchain, AR and VR used to enhance the customer experience or improve marketing/sales targeting or performance. Judges will review applications of disruptive technologies that have had an impact, including machine learning powered chatbots or personal assistants and models that integrate big data to predict outcomes or make intelligent recommendations.

#### Objective

- Business need being filled
- Technical solution overview
- How the use of disruptive technology improves business functions / marketing objectives

#### Strategy

- Implementation of disruptive technology
- Roadblocks and solutions
- Security

#### Design

- Accessibility and best-practice interactive design.
- User Experience

#### Technology/innovation

- Use of new technologies
- Adaptation of existing technologies

#### Implementation & Results

- Results from successful implementation of disruptive technology
- Internal Integration
- Return on Investment
- Improved user experience
- Training Implementation