

# 2025 **DORA** Awards



Google Cloud

## Guidebook

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# We're celebrating your DORA success

As the largest and longest running research of its kind, the [DORA report](#) captures how teams and companies are driving powerful business outcomes, at every stage in their journey. Because our customers play an important role in shaping the report every year, it's time to celebrate their success as they optimize for stability, speed, and security.

In our annual DORA Awards, we recognize customers that are implementing practices to drive organizational success and high performance, while delivering the best customer experiences.

# Awards at a glance

## Who

Current Google Cloud customers that have demonstrated excellence in software delivery, operational, and organizational performance.

In order to be eligible to win a 2025 DORA Award, you must:

- Be a Google Cloud customer
- Be able to demonstrate **results** and **positive changes**

## What

Share your inspirational story, supported by examples of business and operational excellence, for your chance to win. Here's what you'll need to get started:

- Business metrics (%, #'s, time saved etc) to quantify the short and long-term impact of your work
- Software Delivery Performance metrics (deployment frequency, lead time for changes, failed deployment recovery time, and change fail rate)
- A list of the Google Cloud products you are using
- Links to existing public case studies, webinars, or other content to demonstrate your success
- Your company's logo as a hi-res vector file (.ai, .eps, .pdf, .svg only)

## When

Submission deadline:

**June 30, 2025**

Result notification:

**Week of July 22**

## Where

All awards will be presented at our virtual awards ceremony in **August 2025**.

# DORA Awards **benefits**

*As a DORA Award winner, you'll be able to:*

## **Strengthen your brand as a visionary leader in technology**

You will receive a custom trophy, along with all the materials you need to make a splash in the press, on your own website, and across recruitment channels as a globally recognized leader in your field. You will also work with Google Cloud to create bespoke content that shines a light on your innovation.

## **Connect and collaborate with Google leaders, engineers, and product managers**

You, your colleagues, and your leadership team will be invited to roundtables, discussions, and events with Googlers, other industry experts, and global contemporaries.

## **Showcase your success, across the Google Cloud ecosystem**

Google Cloud has an extensive customer and partner network, and your success story will be featured prominently on the Google Cloud Customer pages, social channels, and part of the official awards announcements. It's a great opportunity to share best practices and serve as a role model for other organizations.

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# 2025 award categories

## Unleashing the full power of the cloud

*One global winner*

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## Embracing Artificial Intelligence

*One global winner*

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## Enabling secure practices

*One global winner*

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## Scaling improvement throughout your organization

*One global winner*

## Leveraging loosely coupled teams

*One global winner*

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## Technical communities of practice award

*One global winner*

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## Going beyond the four keys

*One global winner*

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## Unlocking the secrets of DevOps

*One global winner*

## Nurturing team culture

*One global winner*

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## Other

*A category may be added per judges' discretion*

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## Continuous improvement with DORA\*

*\*One global winner chosen from the pool of 2024*

*Google Cloud DORA Award winners*

# Navigating the submission form



1

**After clicking “Apply now” from our DORA Awards website, you will be taken to the [submission form](#).**

The first three sections cover general information about your company that you will not need to repeat with each submission.

2

**You will be able to enter as many categories as you would like.**

In Section 2 of the submission form, you will be able to choose which category or categories you would like to apply for.

Keep in mind that you are only eligible to win one award, and if you are selected as a winner in multiple categories, you will be granted the highest award for which you qualify.

3

**You will be prompted to review your application before hitting “Submit my application” at the bottom of the final page.**

You can edit your application through June 30, 2025.



# Three tips for an outstanding submission

## Tell a captivating story

Our judges will review a lot of submissions. To help yours stand out, try to infuse your company's distinct voice and personality throughout your write-up. Describe your company in a way that is unique to you alone.

*"Our company mission is to be more than a partner to our customers. We want to be a part of their team. We are able to do this seamlessly, solving big problems together with Google Cloud solutions."*

## Share various perspectives

Add depth to your submission by showcasing different voices throughout. Consider asking your CEO, founder, or other members of the executive team to share your company's story from their perspective. Or reach out to customers for quotes and testimonials as these will bolster your accomplishments.

*"Earning a specialization in Google Workspace has opened up countless potential customer opportunities for our company."*

*-Jennifer Stevens, IT Director, Company B*

*"Company B helped us accelerate time to market and meet customer needs faster by increasing our time to deployment by 3x."*

*-Rich Steeves, CTO, Customer B*

## Demonstrate the impact

For several of the categories, the Google Cloud team will pull key metrics in tandem with your application. But we also encourage you to share metrics that demonstrate how you're embracing DevOps principles and capabilities to deliver software quickly and reliably, while driving value directly to the business.

*"Customer C wanted to reduce deployment and other costs. Company C developed a highly innovative and effective solution using Google Cloud's ability to automatically scale computing, memory, and storage resources which drove a 5x increase in customer satisfaction."*

# 2025 award categories and criteria

The 2025 DORA Award winners will be selected by a diverse judging panel with representatives from our DORA research team – and input from customer teams – based on the following criteria.

# Unleashing the **full power of the cloud**

*One global winner*

**This award recognizes one customer that is leveraging all five capabilities of cloud computing to improve software delivery and organizational perform**

- Resource pooling
- Measured service
- Rapid elasticity
- On demand self-service
- Broad network access

*Read more about the five essential characteristics of cloud computing [here](#).*



See [Submission Template](#) for individual category prompts.

# Embracing Artificial Intelligence

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*One global winner*

This award recognizes one customer that has leveraged AI to improve their software development, delivery, and operations performance.



See [Submission Template](#) for individual category prompts.

# Enabling secure practices

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*One global winner*

This award recognizes one customer that successfully demonstrates high levels of security implementation based on specific examples of how the organization has worked to secure every stage of the software supply chain.



See [Submission Template](#) for individual category prompts.

# Scaling improvement throughout your organization

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*One global winner*

This award recognizes one customer that employed software development and delivery practices on one team and were able to scale successfully to more teams throughout the organization over a period of time.



# Leveraging loosely coupled teams

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*One global winner*

This award recognizes one customer that enables teams to make large-scale changes to the design of their systems without high levels of coordination or permission from other teams in the organization.



See [Submission Template](#) for individual category prompts.

# Technical communities of practice award

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*One global winner*

This award recognizes one customer that has created a [community structure](#) in the organization which make it easier for teams to share technology practices that work in their organization and make them more resilient to reorganizations and product changes.



See [Submission Template](#) for individual category prompts.



# Going beyond the **four keys**

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*One global winner*

This award recognizes one customer that not only shows how they have implemented the four key metrics throughout their teams, but also how they have going beyond the four keys to demonstrate continuous iteration that drives business success.



See [Submission Template](#) for individual category prompts.

# Unlocking the secrets of DevOps

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## *One global winner*

This award recognizes one customer that is able to demonstrate the outside benefits that come from adopting DevOps - aside from the operational and organizational performance improvements. This award recognizes one customer that:

For example, set out to drive DevOps transformation and found increased DEI representation showing up more in their teams (increasing ppt of underrepresented groups)

–OR–

Discuss how your organization creates unique solutions to help build a more diverse, inclusive, and accessible workplace for your customer, leading to higher levels of engagement, productivity, and innovation.



See [Submission Template](#) for individual category prompts.

# Nurturing team culture

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*One global winner*

This award recognizes one customer that implemented effective processes to improve work/life balance, foster a healthy culture, and ultimately prevent burnout.



# Continuous improvement with DORA

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*One global winner*

This award recognizes **one previous DORA Award winner** that continues to integrate DORA practices and guidance into their workflow using Google Cloud tools and who can deliver software with more speed and better stability to quickly meet end user needs.



See [Submission Template](#) for individual category prompts.

# Choosing the winners

The 2025 DORA Award winners will be carefully selected by a diverse judging panel with representatives from our DORA research team — and input from customer teams. These judges will take into consideration:

- The completeness of your application form
- Your ability to demonstrate the success that your organization and/or customer has seen over the past year with Google Cloud based on the criteria
- Key metrics that the Google Cloud team will pull on your behalf

Global participants will be notified of the results during the week of July 22, 2025. Winners are under embargo until the official announcement.

# Frequently asked questions

## Are there any specific eligibility requirements?

Yes. In order to enter, you must:

- ✓ Be a Google Cloud customer
- ✓ Have achieved demonstrable success
- ✓ Complete and submit the full application by **June 30, 2025**

## How many times can my organization apply?

Each Google Cloud customer can submit one entry per award category.

## Can I enter any category?

You may apply to as many categories as you qualify for.

## Can my organization win more than one DORA Award?

You will only be eligible to win one award. If you're selected as a winner multiple times, you will receive the award for which you have demonstrated the most compelling story or results.

## Will the info I submit be confidential?

Yes. Only the 2025 DORA Awards team and panel of judges will see the information that you submit.

## Can I edit my application once I've submitted it?

Yes. Once you've submitted your complete application, you can make edits until the **June 30, 2025** deadline. Just use the unique URL that you receive in your confirmation email to return to the submission form.

## What can I win?

Winners will receive:

- DORA Award custom trophy to celebrate as a team
- DORA Award designation for your company website
- Supporting materials to make a splash in the press
- And more!

## When are winners announced?

Winners will be formally announced at the virtual award ceremony in September 2025. The Google Cloud team will notify all applicants, including those that did not win an award, via email during the week of **July 22, 2025**

## How are winners determined?

Winners will be selected by a curated panel of judges based on your full application.

## Where can I find this year's submission questions?

We created a [submission template](#) to help you easily detail your responses before submitting.

## Who can I contact if I have additional questions?

Please contact [dora-awards@google.com](mailto:dora-awards@google.com) with any questions about the 2025 DORA Awards.

# Submission questions

To be as prepared as possible when completing your submission, we recommend using this [Submission Template](#) to develop your responses. The questions and character limits reflect exactly what you will see on the form.





# Thank you.