



YOUR ORGANIZATION DESERVES TO BE RECOGNIZED.

The prestigious INFORMS Prize recognizes organizations that have repeatedly applied the principles of operations research, management science, advanced analytics, or data science in pioneering, varied, novel, and lasting ways.

Be the INFORMS Prize Winner.

Apply Now! Here's how.



How to Submit for the INFORMS Prize for Organization Excellence

The Institute for Operations Research and the Management Sciences (INFORMS) annually presents its INFORMS Prize to recognize an organization that excels in applying and using operations research, management sciences, advanced analytics or data science. **To improve readability, whenever we write O.R. we mean operations research, management sciences, advanced analytics, or data science.**

This guide describes how to prepare a nomination for the INFORMS Prize—preparing a nomination is easier than most people think! For additional information please visit <https://www.informs.org/INFORMS-Prize>.

Table of Contents

Official Guidance	3
Purpose of the Award	3
Policy	3
Eligibility	3
Application Process	4
Selection Committee	4
Selection Process	4
Award	4
Past Winners and Testimonials	5
Preparing Your Nomination Submission	6
Getting Organized	6
A Summary Description	6
Exemplar Topics	6
Letters of Support and Appreciation	7
Publications and Prizes (Optional)	7
Legal Review	7
After Winning!	7

Official Guidance

Purpose of the Award

The INFORMS Prize is awarded for effective integration of O.R. in an organization. The award is given to an organization that has repeatedly applied the principles of O.R. in pioneering, varied, novel, and lasting ways.

Policy

The contribution will be judged relative to the impact O.R. has had on the overall success of the organization. Thus, a multi-billion dollar firm that has a large O.R. staff but integrates O.R. techniques only occasionally might be ranked relatively lower than a small firm which uses O.R. throughout its business. The award is given primarily based on the impact that O.R. has had on the success of the firm.

The award is given each year at the spring Analytics Conference. More than one award may be presented in a given year, or if no suitable application is submitted, the INFORMS Prize Committee may choose not to award the prize.

Eligibility

Organizations in the public and private sectors are eligible. The award is to be presented to a key executive in charge of O.R. activities within the organization. Outside contractors to a candidate organization are not eligible, unless a proven, dedicated relationship exists over a prolonged time period between the vendor and the client organization. In this case, the client organization and vendor will be co-recipients of the prize, presented to appropriate executives of both organizations.

An organization who has been a previous winner (or co-winner if part of a vendor-client award recipient), may not re-apply for the award within 10 years. This recognizes the balance between the INFORMS Prize being a lifetime achievement award and that organizations evolve and change over time. This also serves to restrict a vendor from winning multiple years, due to a different vendor-client relationship being represented.

Applications shall be made by means of a submission packet which provides a description of the O.R. activities performed and the effect these activities had on the economic (or other) well-being of the organization.

Application Process

Applications should include:

1. A summary description (1-3 pages) of the scope scale and impact of O.R. activities in the organization;
2. More detailed descriptions (1 page each) of 2-3 major O.R. projects and their impact. Projects must include substantiated, quantifiable results on costs, profits, market share or other measures meaningful to the overall performance of the firm;
3. Letters of support and appreciation for O.R. methodology, studies and projects from senior executives in the organization; and
4. A list of publications, prizes, etc. of the members of the O.R. team may also be included.

Applications are submitted to the Prize Committee Chair, preferably by e-mail, in a single .zip or .pdf-formatted file. The application due date is December 1st and winners are typically notified by the beginning of March.

Prize Selection Committee

The committee consists of six members plus the past chair. Committee members normally serve two-year terms, staggered so that three new members are added each year. The chair is normally chosen from among the members in the second year of their terms. Committee members should include a broad representation of the O.R. community and should include practitioners as well as academics.

Selection Criteria

The Committee will use the following criteria in making judgments.

1. The quality and breadth of O.R. projects across the organization,
2. The visibility and impact of O.R. activities as perceived by the senior management, and
3. The extent to which the use of O.R. has become a frequent decision support approach.

In evaluating these general criteria, the committee considers the following aspects:

Organization Impact

Has O.R. made a significant impact to the organization's operations? Has O.R. made fundamental changes to the organization's overall business model and/or organizational structure?

Extent and Sustained Use

Does O.R. permeated the parent organization's operations and is considered integral and of strategic competitive advantage for the organization? Is O.R. used across a broad range of areas within the organization? Do the applications span tactical, operational, and strategic issues? Is O.R. used in a sustained, systemic manner? Are the value of O.R. projects quantified?

Variety of Applications

Does the organizations effectively apply a wide variety of O.R. disciplines, including mathematical modeling and optimization, simulation, data mining, data analytics, statistical analysis, decision analysis, and machine learning? Do the applications span multiple functions and business units within the organization? The demonstrated use of a wider set of disciplines and application areas indicates greater extent of impacting the organization.

Visibility and Recognition

Do the endorsements demonstrate strong personal experience with the value of O.R. to the organization's general and top-level management? Is the value of the organization's O.R. recognized by external individuals that interface with the organization? Has successes been published or recognized externally (for example, finalist or winner of the Edelman or Wagner Prizes)?

Management

Is there a sense of O.R. being embedded in the client organization? Is there a strong relationship established between the organization operations and its O.R. support? How well is O.R. organized and managed within the organization? Are analysts trained, developed, and valued?

Overall Quality of Nomination

Does the application provide a coherent and well-integrated view of the O.R. in the organization? Does the overview statement summarize the organization's key strengths in using O.R.?

Award

A statue and framed certificate will be given to the organization(s) and presented to a senior level executive at the INFORMS Analytics Conference. More than one award may be presented in a given year, or if no suitable application is submitted, the INFORMS Prize Committee may choose not to award the prize.

Past Winners and Testimonials

2018 BNSF Railway
2017 The Walt Disney Company
U.S. Air Force
2016 General Motors
2015 Chevron
2014 Mayo Clinic
2013 Ford Motor Company
2012 Memorial Sloan-Kettering Cancer Center
2011 Sasol
2010 Jeppesen
2009 Intel Decision Technologies Group
2008 General Electric Global Research Center
2006 Schneider National, Inc.
2005 Air Products & Chemicals, Inc.
2004 Proctor & Gamble
2003 United Parcel Service
2002 Hewlett-Packard Company
1999 IBM Corporation
1998 Lucent Technologies
1997 Merrill Lynch Private Client Group
1996 Pfizer Inc.
1995 Bellcore
1994 AT&T
US West Technologies
1993 New York City's Office of Management and Budget
1992 United Airlines
1991 American Airlines
Federal Express

“Winning the 2017 INFORMS Prize was a tremendous honor for all analytic communities within The Walt Disney Company. The prize brought us closer together as a community and highlighted within Disney the tremendous value that our organizations deliver each year.”

Dr. Dayana Cope, Walt Disney Company

“We were humbled and honored to receive the prestigious INFORMS Prize, which recognized Mayo Clinic’s century-long history of using systems thinking, management engineering, analytics and operations research to blend science and engineering for an enduring mission. Preparing the application with a multidisciplinary team representing many Mayo Clinic departments was very rewarding. It helped to synergize and highlight the valuable contributions of various teams across the organization. Additionally, it offered a platform to collaborate and consider innovative opportunities to address the significant healthcare needs of the future.”

Janine Kamath, Chair Management Engineering and Internal Consulting (winner of 2014 INFORMS Prize)

“Schneider National has leveraged its recognition from INFORMS, including the INFORMS, Wagner, and IAAA Prizes, to drive visibility and influence at the executive level within the company and to enhance its recruiting competitiveness to attract top talent.”

Ted Gifford, Distinguished Engineer, Schneider (winner of 2006 INFORMS Prize)

“Winning the 2017 INFORMS Prize was extremely prestigious for the U.S. Air Force. With all the Air Force four-star generals in attendance, Mr. Kevin Williams, the Director of Studies, Analyses, and Assessments, presented the prize to the Secretary of the Air Force.”

Dr. Mark Gallagher, Technical Director, HQ Air Force, Studies, Analyses, and Assessments

Preparing Your Nomination Submission

We intend for this guide to answer common questions about preparing your prize nomination. You may contact the INFORMS Prize Committee Chairperson listed on the INFORMS website with any additional questions.

Getting Organized

Beginning early makes the process easier. In general, preparing this nomination will not be anyone's primary duty so more time is helpful. Soliciting a few loyal contributors to form your writing committee is important. One approach is to establish the various criteria that you want your submission to address—a possible set are the twelve criteria for the Analytics Capability Evaluation, available at <https://analyticsmaturity.informs.org>.

Some contenders contact previous winner to learn about their approach. Seeing the presentations of previous winners at the conferences also helps. We have included advice from previous winners into this guide.

One approach to organize is determine the various parts of the nomination and task the work to different subcommittees. Dividing the tasks does requires coordination.

- Summary Description
- Exemplar Topics
- Testimonials
- Publications and Awards (optional)

We suggest you request inputs, along with volunteers to help, from the analytic community within your company. One solicitation requested 1) identifying major projects or areas of analysis accomplished within the last 10 years, 2) Identify publications or awards in the last 10 years, suggestions on individuals that could provide testimonials and endorsements, and provided contact information for anyone who would like to participate in the nomination committee.

Summary Description

A summary description (1-3 pages) of the scope scale and impact of O.R. activities in the organization.

Exemplar Topics

More detailed descriptions (1 page each) of 2-3 major O.R. projects and their impact. Projects must include substantiated, quantifiable results on costs, profits, market share or other measures meaningful to the overall performance of the firm. When drafting this section, consider projects that have won other INFORMS prizes. In addition, consider including projects that highlight the diversity of analytic applications within your company.

Letters of Support and Appreciation

Letters of support and appreciation for O.R. methodology, studies and projects from senior executives in the organization. An approach on selecting endorsers is to span the criteria and provide diverse perspectives of the organization's analytics.

Endorsers within your organization should be familiar with the analytic products and their impacts. For endorsers external to your organization, if you include any, you may request these letters through someone who knows the potential endorser. Providing their administrative staff with a draft letter helps—some administrative assistants have obtained the endorsements even when an official request was not made. Some requests include an early draft of the summary and exemplar topics for the endorser to review.

Publications and Prizes (Optional)

Academic organizations have a better ability to list publications. One approach is to build a database from the solicitation within your organization. Described in detail only the most important prizes and publications.

Legal Review

Many organizations requires a legal and/or a public affairs reviews prior to release. Coordinating with review offices and learning their guidance helps avoid last-minute problems or delays.

After Winning!

Winning is great and generates considerable enthusiasm! Winning also involved determining who would receive the prize, protocol, speech writing, additional legal reviews, and travel arrangements. INFORMS makes a formal press release announcing the winners. The winning organization may organize additional internal and external announcements and recognition.



5521 Research Park Drive, Suite 200
Catonsville, MD 21228
www.informs.org