



## **Avanade recognized with i4cp Next Practice Award for leading-edge people practices**

**Seattle—December 1, 2021**—Avanade, the leading digital innovator on the Microsoft ecosystem, has been recognized by research firm, i4cp, with a Next Practice Award which honors companies that have showcased the design, implementation and measurement of innovative people practices that effectively address business challenges.

Avanade, one of only four companies, and the only services company, to receive the award this year, was recognized for its creative approach to its “!nnovateFest” event. Inspired by music festivals, InnovateFest is an annual, four-day in-person gathering which brings together employees from around the world to share and learn about the latest technology innovations. Due to COVID 19, this year’s event was held virtually, but still successfully delivered an engaging and immersive experience which included gamification mechanisms and other interactive features.

“We are honored to be recognized by i4cp for our culture of innovation work. We believe empowering our people to explore creativity and innovation to solve today’s challenges while imagining ‘what’s next’ is critical to organizational resiliency and creating a genuine human impact in the world,” said Miranda Hill, Avanade Global Innovation Lead.

The discovery of next practices—human capital strategies that are highly correlated with market performance, but that most companies have not yet adopted—is a primary focus of i4cp’s research. To that end, i4cp looks to its network of member organizations to uncover world-class examples of next practices in action.

This year’s other award recipients include Ford Motor Company, T-Mobile and Tiffany & Co.

### **About Avanade**

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. Our professionals bring bold, fresh thinking combined with technology, business and industry expertise to help make a genuine human impact for our clients, their customers and their employees. We are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Avanade has 50,000 professionals in 26 countries, bringing clients our best thinking through a collaborative culture that honors diversity and reflects the communities in which we operate. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at [www.avanade.com](http://www.avanade.com).

### **About i4cp**

i4cp is the leading authority on next practices in human capital. Its purpose is to discover and advance next practices in human capital and it produces more research than any other human capital research firm in the world. Many of the world’s most prominent organizations and HR leaders turn to i4cp to better capitalize on HR best practices and emerging workforce trends. Supported by a powerful community of human capital practitioners, i4cp provides HR research and insights that help organizations better anticipate, adapt, and act in a constantly changing business environment.

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