PRODUCT DETAILS AWARD CATEGORY DIGITAL TOOLS AND SYSTEMS – PURUS INNOVATION AWARD 2025

Clear evaluation criteria were developed for the Purus Innovation Award to ensure a professionally based evaluation. Industry-standard key figures enable the competition jury to make transparent comparisons. Nominations are made after the products have been checked for compliance with the evaluation criteria. The expertise and experience of the specialist jury ensure the highest degree of objectivity, which guarantees the high quality standard of the competition and the significance of the Purus Innovation Award.

Company (Participant)

Product designation

General description of the product (text area, max. number of characters incl. spaces 1,200)

Product website (optional, web URL)

Product film online (optional, web URL)

(Password for viewing protected films, if applicable)

The company confirms that the submitted product is a marketable and ready-for-use product, which will be presented at CMS Berlin:

 Exhibited at CMS Berlin, available for order and delivery within max. 1 month
 Exhibited at CMS Berlin, available for order and delivery within approx. 3 months
 Exhibited at CMS Berlin, delivery date not specified, concept phase

Details about the evaluation criteria:

 Functionality (usability), practical applicability
(among others: DIN EN ISO 9241, DIN EN ISO 14915-1, ISO 27001)

Please describe which features or innovations the product offers to support the user in his daily use situations, with regard to:

• Task appropriateness (appropriate functionality, minimization of unnecessary interactions, information/media used to support the communication objectives)
• Self-descriptiveness (comprehensibility through aids/feedback)
• Conformity to expectations (consistency, adaptation to the user model)
• Controllability (control of the dialogue by the user)
• Error tolerance (undetected errors do not prevent the user goal, detected errors are easy to correct)
• User guidance (intuitive navigation, structured/self-explanatory information architecture)
• Conduciveness to learning (minimizing learning time, using metaphors, guiding the user)
• Individualisability (adaptability to users / to different work contexts)
• Accessibility (safe operation regardless of the user's physical condition, cultural background or qualification)
• Reader-friendliness (including typography, highlighting, contrast, backgrounds)

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(Text field, max. number of characters incl. spaces 2,200)

With which training effort, which tools and which previous knowledge (technical training, language skills, etc.) can the product be used?

    The product initially requires a high level of training and can only be operated with prior knowledge and tools
    The product requires initial training, but can be operated with little prior knowledge and simple tools
    The product is intuitive and can be operated without much prior knowledge, as well as without tools

(Text area, max. number of characters incl. spaces 800)

Degree of innovation, design and exemplary character

Optimum functionality, ergonomics and error-free operation are among the minimum requirements for a product. In addition, innovative solutions can achieve a role model character through outstanding emotional and aesthetic qualities and thus significantly increase their market success.

Please describe how the product differs from previous established offers on the market and what the innovation is in your opinion.
Show the novelty in detail, insofar as these are not explained in more detail in the following evaluation criteria:

    Minor modification of known products
    Combination of known products with innovative elements
    Particularly innovative product

(Text area, max. number of characters incl. spaces 800)

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Sustainability, environmental compatibility, energy balance and raw materials

Please describe the sustainable aspects of the product. Is it a resource-optimized software solution ("Green IT")?
What savings are achieved, for example, in terms of energy consumption (in production and/or use) compared to conventional methods or tools? How is the pollutant or heat balance to be assessed?

(Text field, max. number of characters incl. spaces 800)

**Economic efficiency, life cycle costs
(data for a minimum period of 5 years)**

Not only the one-off investment costs play a major role in procurement, but also the consideration of running costs. A seemingly cheap product can quickly turn out to be a cost trap. A detailed consideration of life cycle costs identifies an efficient and economical (product) solution.

Please substantiate the following parameters:
- Investment costs (planning, acquisition, installation)
- Concept in the use phase
  - License/usage costs (monthly, annually)
  - Personnel resources (operation, technical service, updates)
  - Ancillary cost efficiency (low training requirement, e.g. through self-declaration of products)

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Time
(Practical power value)

Please describe the effectiveness of your product in terms of time advantage in the work process
(e.g. time advantage over analogue/manual systems, increased effectiveness/flexibility e.g. through teamwork, individual authorizations).

(Text field, max. number of characters incl. spaces 2,200)

Market relevance

What problem does the product solve for the industry?

    Solution to a niche problem
    Solution to a common problem
    Solution to an area-wide problem

(Text area, max. number of characters incl. spaces 800)