



DENAVE HONORED WITH IDC INSIGHTS AWARD 2016 FOR INNOVATIVE SALES AUTOMATION PLATFORM

Felicitated third year in a row for setting new benchmarks in industry best practices

New Delhi, December 12, 2016 — [Denave](#), a global sales enablement company focused on driving revenue growth for customers, has been awarded the **IDC Insights Award 2016** for excellence in Omni-Experience, Operations & Revenue Generation. The company has bagged the award for **DenTrack**, a mobile platform based sales force automation tool, aimed at capturing and generating real-time data, thereby reducing information latency and enabling effective decision making.

On being felicitated with this prestigious award, **Mr. Kulbushan Sharma, Vice President - Technology & Knowledge Services, Denave** said "This is a hat-trick for us with IDC Awards and industry recognitions are indeed a testament of the amazing breakthroughs which Denave's technology team is charting in the sales enablement industry. DenTrack addresses some key sales force related business challenges like access to real-time data, monitoring sales force deployment real-time, fraudulent reporting and even addresses connectivity issues in remote locations. This win is an incredible validation for us, as it gives us the drive to continue the momentum, while breaking all barriers to adopt and create innovative sales technological solutions."

Prior to this, two of Denave's technological platforms, namely, myDen (Denave's employee self-service portal) and DenCRM (Denave's proprietary telesales CRM platform) , have been recognized by IDC in the year 2014 and 2015 respectively.

Commenting on this achievement, **Mr. Snehashish Bhattacharjee, Global CEO, Denave** said "Kulbushan, with the technology team, has conceptualised and created this platform basis the diverse insights we get from our customers in different scenarios. This platform serves varied business challenges, and has been able to provide us the competitive edge in the industry. I would like to congratulate Kulbushan and his team for their diligent efforts in making this feat possible, three years in a row. DenTrack platform is certainly one stepping stone in our journey to become the leading technology pioneers within the sales enablement space."

For finalizing the winners, IDC's Global Jury (consisting of worldwide analysts) analyzed all the nominations against a rigorous set of matrices that look at responsiveness to market needs, effectiveness of rollout and market take-up as well as, sustainability. Denave was felicitated at a glittering ceremony on 8th December 2016, at Hyatt Regency, Pune.



IDC Insights Awards are curated to recognize the notable efforts of those CIOs and Business Leaders who are creating transformational business values with their work by leveraging technology and innovation. These awards are prized by CIOs and technology leaders worldwide.

About Denave:

Denave is a global sales enablement company focused on driving revenue growth for its customers through a gamut of service offerings. Backed by 700+ man years of sales domain experience, the company has built multi-industry expertise partnering with global businesses and takes a solution-conscious last-mile approach to deliver best practices in sales by leveraging people, processes and technology to drive revenue. With reach spanning five continents, 50+ countries and 500+ cities globally and a clientele that's rich in Fortune 500 and industry leading companies, Denave has traversed the evolution from an Indian to an Asian to now a global company. For more information, please visit www.denave.com

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