

## **Denave wins the IDC Insights Award for Excellence in Transformation**

**New Delhi—14th December 2015—** Denave, world's leading sales enablement company, announced today that it has been awarded **the IDC Insights Award 2015 for Excellence in Transformation**. The company bagged this award for **DenCRM**, Denave's proprietary telesales CRM platform that has capabilities of database management, customer relationship management and quality assurance integrated in it.

On being felicitated with the prestigious award, **Mr. Kulbhusan Sharma, Vice President – Technology & Knowledge Services, Denave** said, "Keeping in line with Denave's business objective of becoming the world's B2B telesales partner of choice, the technology team in the organisation is focused on creating platforms that drive business growth by enhancing productivity, optimising cost and ensuring data security. Aligned to this goal, DenCRM was created with the vision of providing access to campaign information in any geography to our customers, at a click of a button. We are truly honored to receive this award and motivated to further create many more milestones."

**Mr. Snehashish Bhattacharjee, Co-Founder and Global CEO, Denave** added, "Telesales is emerging from under the shadow of Tele-operations. The DenCRM platform is a stepping stone to a much larger goal for us – one of driving the future of sales enablement. With an integrated telephony system, DenCRM is the platform that will provide a one-stop solution for Database management, Telesales process automation, CRM and finally reporting and analytics leading to actionable decisions being taken by sales heads across the globe. Denave's technology team is instrumental in creating this platform that now provides us a competitive edge in the industry. Congratulations to Kulbhusan and his team for their diligent efforts to make this possible."

Denave was felicitated at a glittering ceremony on 11<sup>th</sup> December 2015 at the Hyderabad Marriott Hotel & Convention Centre.

IDC Insights Awards were architected as the first platform for leaders to come together and celebrate the journey towards creating transformational business value through technology. 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. 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. Denave has reach across 5 continents, 19 countries and 500+ cities globally and has a workforce strength of over 5000 employees. For more information, please visit [www.denave.com](http://www.denave.com)

**For more information, contact:**

Shubhra Sinha, Marketing Communications, Denave  
+91-9873545458  
[Shubhra.Sinha@denave.com](mailto:Shubhra.Sinha@denave.com)

Gunjan Kar, LinOpinion  
[Gunjan.Kar@golinopinion.in](mailto:Gunjan.Kar@golinopinion.in)  
+91-9818792486