



Denave wins the I.C.O.N.I.C IDC Insights Award for Excellence in Employee Engagement in Telecom, Media & Technology Vertical

Prized by CIO's and technology leaders worldwide

New Delhi—15th December 2014— Denave, world's leading technology led sales enablement company, announced today that it has been awarded the I.C.O.N.I.C IDC Insights Award 2014 for Excellence in Employee Engagement in Telecom, Media & Technology vertical. [International Data Corporation](#) (IDC) rolled out the [I.C.O.N.I.C Insights Awards](#) in India on completing 50 glorious years of providing strategic insights to help clients achieve their key business objectives. Hosted for the first time in India, the prestigious Insights awards honour the business and IT leaders who envisaged, conceptualized, and successfully executed an IT/Technology Implementation that brought about tangible results for their organization. The winners, after a rigorous evaluation process, were chosen independently based on the votes of the jury and final validation of the Jury Chair Person.

On being felicitated with the esteemed award, the **Chief Information Officer at Denave, Mr. Kulbhushan Sharma** said, "It is indeed a very happy moment for me, my team and my organization for being recognized as technology enablers in the industry. This award, which recognizes our employee self-service portal myDen, is a prestigious testimony to our efforts towards automating workforce management."

Adding to the statement, **Mr. Snehashish Bhattacharjee, Co-Founder and CEO, Denave** said, "myDen has changed the way we work at Denave and has ensured that the operational cost of managing 5000 employees across multiple customers and geographies does not become linear. We are extremely proud of this industry recognition, and applaud this contribution made by Kulbhushan and his team in creating an innovative Workforce Management platform."

Jaideep Mehta, Managing Director - South Asia, IDC says, "We are definitely seeing an uptrend in technology adoption across industries this year. The provision of basic IT services is a given, and the challenge now is delivering to innovation expectations. Meanwhile, CIOs face unprecedented challenges in the current times. While technology disruptions buffet them from one side, increasing interventions and independent purchasing decisions made by business leaders are increasing complexity. Through the Insights Awards we aim to recognize the select few who can exploit this adversity and convert it into an opportunity."

Denave was felicitated at a glittering ceremony on 12th December 2014 at the Hyderabad International Convention Centre.

Through this platform IDC has taken an initiative to associate itself with a noble cause. KarmMarg, the social impact partner for IDC Insights Awards 2014, runs a home for destitute children, and provides them a safe refuge, a family-like atmosphere and opportunities for education, skill development and employment. IDC and Karm Marg have associated to build prosperous, thriving communities that improve the lives of the under privileged.

About Denave:

Denave is a technology-led global sales-enablement business focused on executing sales strategies to drive profitable revenue growth for its customers. 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 presence in 3 continents (Asia, Europe & ANZ), Denave has reach across 19 countries and 500+ cities globally and has a workforce strength of over 5000 employees. For more information, please visit www.denave.com.