



RightWave named a 2019 Business APAC One-Stop IT Service & Solution Provider

Leading Asian journal recognizes RightWave CEO as an innovative leader

SAN JOSE, Calif. - Nov. 1, 2019 - [PRLog](#) -- Today RightWave, Inc., headquartered in Silicon Valley with facilities in Noida and Dehradun, India, expressed appreciation to Business APAC for honoring RightWave and its CEO in the latest issue of the prestigious magazine. This issue features companies that provide one-stop IT services & solution providers that offer tailor-made and knowledge-based services.

In honoring RightWave, Business APAC noted: "In any organization, the marketing department plays a significant role in promoting the business and mission of the company. With the advent of state-of-the-art technologies, new marketing automation solutions are enabling companies to increase their sales and marketing efficiencies. .. This is where RightWave, Inc. comes into the picture with its comprehensive solution that covers all the aspects of marketing automation from implementation and configuration to campaign execution."

Citing the contributions of RightWave founder and CEO Anurag Khemka, Business APAC wrote: "the visionary leader launched RightWave with a commitment to deliver better revenue growth and increased customer lifetime value through accurate measurements and real-time user behavior and data analytics. Since then, RightWave's innovative approach to marketing automation is helping increase marketers' productivity and efficiency by streamlining campaign, lead, and data delivery operations through knowledge, experience, flexibility, reliability, and industry best practices."

Readers can find a web-friendly of the article at <https://www.businessapac.com/rightwave-inc-transforming-b2b-marketing>. Physical copies of this issue can be ordered from Business APAC.

About RightWave, Inc.

RightWave's innovative approach to marketing automation - Marketing Automation as a Service™ (MaaS) - provides B2B companies the ability to have quick and successful adoption of marketing automation without lengthy and complex implementations. It allows marketers to do sophisticated campaigns while RightWave manages all data, quality, and technology aspects. Customers get the most out of marketing and CRM applications, build deeper intelligence about their prospects, and deliver high-impact marketing without an army of technical experts. See <https://www.rightwave.com/>

About Business APAC

Business APAC endeavors to reveal the most promising technology & business applications and heads behind them with its dedicated magazine issues for the Asia Pacific Region. The unexplored opportunities, tremendous resources, growing enterprises, and passionate workforce are allowing APAC businesses to expand on the global front. See <https://www.businessapac.com/about-us/>

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