



# Persistent in 'Leadership' zone across all categories in 'Zinnov Zones for Digital Services'

Recognized as having the most prowess in digital services

Pune, INDIA and Santa Clara, CA  
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## News Summary

Zinnov Management Consulting recognizes Persistent Systems (BSE & NSE: PERSISTENT) as one of only two companies to feature in the leadership zones across all service lines in its new report 'Zinnov Zones for Digital services'. This comprehensive analysis from Zinnov measures companies on digital prowess including services spread, ecosystem leverage, digital workforce, digital assets and engagement models while considering their scale of digital business, product engineering expertise & digital clientele.

## Persistent Quote

"Software product development has been our very DNA. That and a culture of innovation built over 25 years is driving our focus on digital transformation, as we help customers become successful software-driven businesses," said Sudhir Kulkarni, President Digital at Persistent Systems.

## Zinnov Quote:

"Persistent has significantly grown its focus on digital transformation and has emerged as a leader across all service lines. Persistent has a strong track record in product engineering and enterprises see this as a key enabler as they transform digitally. In addition, a comprehensive portfolio of Digital IPs along with platform partnerships and data management capabilities, puts Persistent in a unique position to partner with customers on their digital journey. The recently announced organization structure further reinforces their products, technology and Digital DNA and their positioning as a leader in this space" said Praveen Bhadada, Partner and Practice Head – Digital Transformation at Zinnov.

## About Zinnov:

Founded in 2002, Zinnov – meaning Zeal in Innovation – is a leading Globalization and Market Expansion Advisory firm, with specialization in areas such as Digital Transformation, Global Sourcing, Emerging Markets Expansion, Human Capital Optimization, Small & Medium Businesses, Innovation, Cloud Computing and Enterprise Mobility. Zinnov offers advisory services to global leaders in business and technology and works collectively with them to tackle prevailing organizational challenges by analyzing changing dynamics, improving performance, and building institutional capability. The services delivered to its clients through advanced reasoning and analytical techniques, provides solutions help in integrating organizational vision, business definition and processes.

Visit us at [www.zinnov.com](http://www.zinnov.com). To request information, contact Jaya Shukla at [jaya@zinnov.com](mailto:jaya@zinnov.com)



### **About Persistent Systems**

**Persistent Systems** (BSE & NSE: PERSISTENT) builds software that drives the business of our customers; enterprises and software product companies with software at the core of their digital transformation.

Forward-looking and Cautionary Statements: For risks and uncertainties relating to forward-looking statements, please visit:

[http://content.persistent.com/Pslweb/forward\\_looking\\_cautionary\\_statement.shtml](http://content.persistent.com/Pslweb/forward_looking_cautionary_statement.shtml)

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