



## **Persistent Systems recognized for IoT Technology competency in 'Zinnov Zones 2017 – IoT Technology Services' Report**

*Company rated 'Established & Expansive' for overall IoT competency and placed in leadership zones for 'Platform and Application Competency', 'Big Data Management' and 'Analytics Services'*

**Pune, India, and Santa Clara, Calif.**

August 07, 2017

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[Don't just take our word for it @Zinnov calls out @PersistentSys among the leading players for #IoT competency! #ZinnovZones](#)

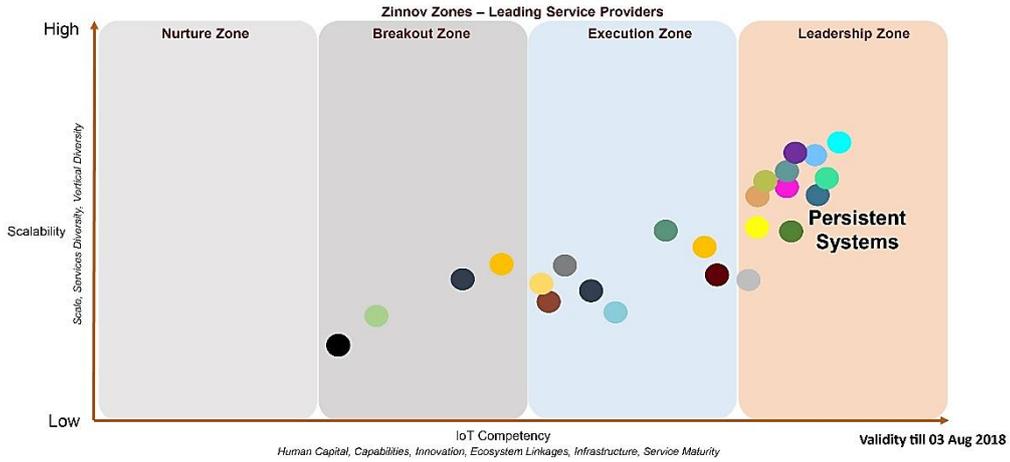
[Deep Expertise in #IoT Platforms, #BigData, #Analytics. Recognized by @Zinnov in #ZinnovZones IoT Technology Services Report](#)

### **News Summary:**

In its just released report 'Zinnov Zones 2017 for IoT Technology services,' [Zinnov Management Consulting](#) positions [Persistent Systems](#) (BSE & NSE: PERSISTENT) among the leading players for its IoT competency. Persistent is also placed in the leadership zones for 'Platform and Application Competency', 'Big Data Management' and 'Analytics Services'.

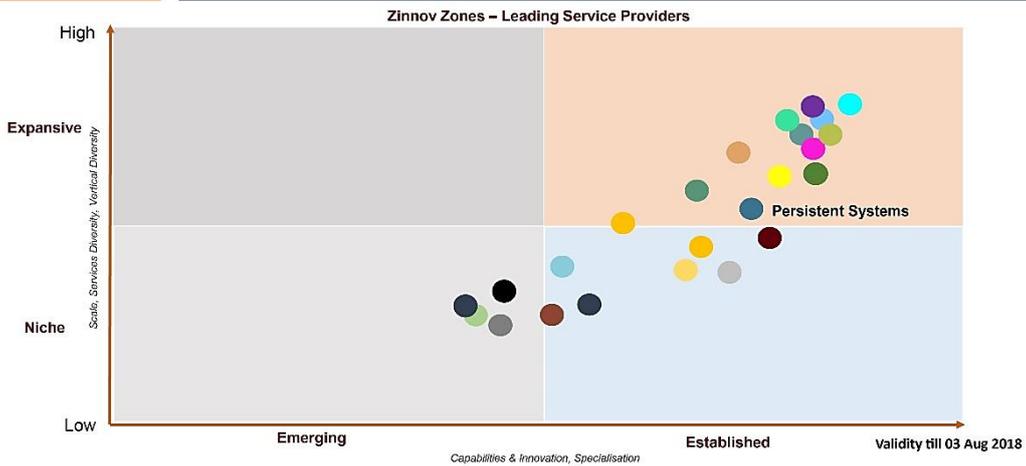
The 'Zinnov Zones for IoT Technology services 2017,' is an annual study to help business leaders select the best partner across geographies, as they spearhead global IoT initiatives. The rating is based on key parameters including innovation, capabilities, financials, human capital, ecosystem linkages, infrastructure, maturity and diversity of services, scale, and diversity across verticals. For additional details, please visit <https://www.slideshare.net/zinnov/zinnov-zones-for-iot-services>

The Zinnov ranking further demonstrates Persistent's strength in the market.



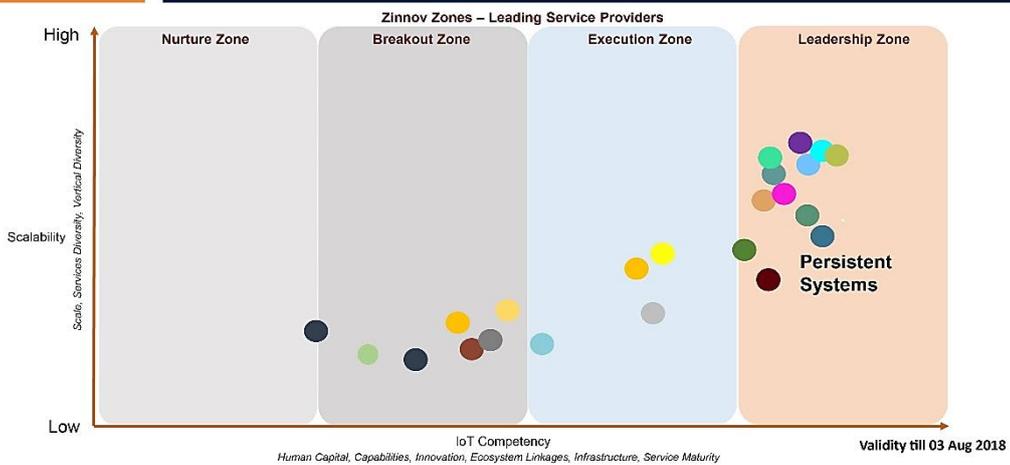
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**Quote from Sanjeev Srivastav, Senior Vice President, IoT Business**

“The Persistent Flywheel framework is accelerating development and adoption of IoT systems by focusing on end-to-end solutions including aspects like ecosystem development and monetization. Our ‘Zero to Live in a Turn of the Flywheel’ approach brings agility to IoT development.

Persistent’s dedicated focus on IoT products, solutions and services helps provide a full spectrum of engagement models including product licensing, solution development and managed services and in turn bring accelerated value to our customers.”

**Quote from Sidhant Rastogi, Partner & Practice Head, Zinnov**

“With a strong partner ecosystem, IP strategy and unique strengths in key technology areas, Persistent has established a position among the leading players in IoT Technology services. Persistent is strongly positioned for the second year in a row because of its expertise in Cognitive IoT, Machine Learning, Continuous Engineering, IoT monetization and API management.”

**Additional Resources and Information:**

- [Software Connected Things - IoT](#)
- [Persistent’s expertise on Watson IoT](#)
- [Concert IoT Platform](#)
- [Powering voice agents using IBM Watson](#)

**About Zinnov**

Zinnov was founded in 2002, with presence in Bangalore, Gurgaon, Silicon Valley, and Houston. Since its inception, Zinnov has built in-depth expertise in Product Engineering and Digital Transformation. With a strong foundation in Research and Strategy Consulting they enable their clients to accelerate growth and create efficiencies through innovation, productivity, technology, networked economies and cost savings. They work with clients in the Software, Automotive, Telecom & Networking, Consumer Electronics, Storage, Healthcare, Financial Services & Retail, Semiconductor verticals in US, Europe, Japan & India.

For any further media queries, please contact Nitika Goel at [media@zinnov.com](mailto:media@zinnov.com)

**About Persistent Systems:**

[Persistent Systems](#) (BSE & NSE: PERSISTENT) builds software that drives the business of our customers; serving software product companies and enterprises 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:

<https://www.persistent.com/FLCS>

**Media Contacts:**

**Akshata Datar**

Text100

+91 9867507599

[akshata.datar@text100.co.in](mailto:akshata.datar@text100.co.in)

**Isha Kulkarni**

Persistent Systems

+91 7350521177

[isha\\_kulkarni@persistent.com](mailto:isha_kulkarni@persistent.com)

**Ken Montgomery**

Persistent Systems (US)

+1 949 939 5164

[ken\\_montgomery@persistent.com](mailto:ken_montgomery@persistent.com)